

The Listening Post



Missouri Hearing Society

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President's Message

Hello to the hearing care profession!

As I am writing this letter, I am hopeful that everyone is having a great start to your 2017. If you talk to some of the Board Members and Committee Members right now, you will hear that we have been like "Santa's elves on Christmas Eve." We have been working diligently to get ready for our 2017 MHS Convention and Education Seminar!



Lynn Royer, MEd, BC-HIS
 MHS 2016-17 President

If you have received your email with your Convention Seminar Brochure, you will see that the theme this year is *Survivor-Be A Survivor in Hearing Healthcare*. Don't make fun! The theme was a rushed and corny decision, however very appropriate considering where we are in the industry at this time. It really is becoming quite challenging to keep up with all of the technology, trends and, of course, our current legislation. A special "Thank You" to the MHS Legislative Committee for keeping us abreast of the latest news that will affect each hearing healthcare practitioner that we serve. Also, a big "Thank You" to our Convention Chair, Paula Rodgers, Jordan McMillin our Education Committee Chair, and of course to Brenda Roling for all of their hard work and efforts to help make our annual conventions possible!

**2017 MHS Convention and Seminar, Renaissance
 St. Louis Airport and Convention Center
 March 16-18, 2017**

For the 2017 Convention, we have some fantastic speakers lined up, as well as great topics for them to present to us. Be sure to visit our new website at MissouriHearingSociety.org in order to view the 2017 Meeting Brochure and access an Exhibitor Registration Form, if needed. We will continue to email our membership important information leading up to the Convention

President's Message *(from page 1)*

in St. Louis for 2017. We cannot wait to see you there! The MHS Convention is always a very special time for us to gather as a profession, network, socialize and have a great time learning the "latest and greatest" in our industry.

I feel it is important to remind everyone WHY your MHS membership is important. More than likely, you may often see this reminder from me! Please help our Society grow! Please talk to other professionals about the benefits of membership, and encourage them to get involved.

WHY Missouri Hearing Society? Your membership funds are important for several different reasons.

- Membership funds are part of the resources we draw upon to ensure a good business environment for all dispensing professionals.
- Each year, the MHS Board and Staff monitor legislation to assure that our ability to practice or the manner in which we practice is not impacted negatively.
- Our membership numbers carry weight, allowing us to make a greater impact when interacting on the political front.
- Membership adds credibility to you and the practices that you own or are employed by.

I have to say I am truly honored to serve as your President and I am so looking forward to seeing each and every one of you at the 2017 MHS Convention. I look forward to talking with each of you. Please feel free to call me or email me anytime. I love "hearing" from you!

Lynn Royer, MEd, BC-HIS
MHS President



The Report of the Nominating Committee is as follows:

**For the Board of Directors
(5 open positions):**

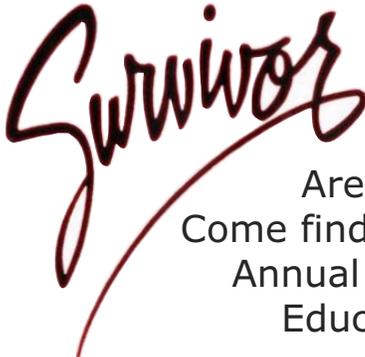
- * Maria Guillen
- * RanDee Guison
- * Jordan McMillen
- * Marsha Wade
- Tiffany Davis

* *Currently serves as a Director and is nominated for re-election.*

If you would be willing to serve on the MHS Board, please notify Lynn Royer, MHS President at 573-944-2501. These directors will be approved at the MHS Membership Meeting on March 16, 2017.

Associate (1 position):

- * *Elected by Associate Members*



Are you a survivor?
Come find out at the MHS
Annual Convention and
Educational Seminar
March 16-18, 2017



MHS Legislative Committee Report

by Scott George, MHS Legislative Chair

New Administrations

New President and Governor take over federal and state Executive Branches. This will result in new Cabinet and Department heads.

Hopefully, this change will get some things moving that have been stalled for past several years.

Legislation

Missouri: Playing Defense. MHS not likely to push any agenda; unless, statute gets opened by others.

Federal:

♦ **Fit-To-Serve:** The Veterans Hearing Aid Access and Assistance Act was passed and signed into law. Phase two now in progress to work with VA on implementation.

♦ **FDA PCAST and PSAP proposals:** The comment periods closed June 30th. Some MHS members commented using Paul Hardin's talking points.

♦ **FTC:** The Federal Trade Commission is hosting a workshop in Washington, DC on April 18, 2017, to examine competition, innovation, and consumer protection issues raised by hearing health and technology, particularly hearing aids and devices with similar functions and features. IHS will be there.

Meeting between MHS and BEHIS

The Legislative Committee met with BEHIS Executive Director, Prof. Reg Director, and several attorneys last fall.

We discussed the lack of a quorum for the Licensing Board. This one issue is stopping many things. Please apply today.

HIS currently pay the highest fees in Professional Registration. Must wait on quorum to address.

Many members report difficulties with licensing process. While we are working on this, a quorum will help immensely.

Book Your Hotel Room Now!

The Annual Convention and Educational Seminar Sponsored by the Missouri Hearing Society will be held ...

March 16-18, 2017

Renaissance St. Louis Airport Hotel
9801 Natural Bridge Road
St. Louis, MO

(800) 468-3571 or (314) 429-1100

Take advantage of the MHS Room rate of \$95.00 plus state and local taxes.



Reservation requests must be received no later than **February 23, 2017** to guarantee accommodations, however, reservations will be accepted and confirmed up to the opening day of the conference, providing accommodations are still available.



"Fit to Serve" Legislation Now Law!

We are SO excited to report that IHS' "Fit to Serve" bill, H.R. 3471, was signed into law December 14, 2016 by President Barack Obama!

The Veterans' Access to Hearing Health Care Act (H.R. 353) language, which was incorporated into H.R. 3471, the Veterans Mobility Safety Act, paves the way for the Department of Veterans Affairs to hire hearing aid specialists to provide hearing aid services to veterans as VA providers. The bill also encourages the VA to use hearing aid specialists in the contract network by requiring the VA to report annually to Congress on appointment wait times and utilization rates of hearing aid specialists.

As IHS had reported to you previously, this action comes on the heels of the Senate passing H.R. 3471 on November 17th and is the direct result of years of hard

work put forth by many member volunteers, donors, IHS leadership, staff, veterans, veteran service organizations, and our lobbying team.

We are so excited to move to the next phase of "Fit to Serve," which includes working with the VA to implement its new ability to use hearing aid specialists, and advocating for private hearing aid specialists' improved ability to provide services as VA contractors.

We sincerely thank you for your support for this campaign and look forward to providing updates in the future. Be sure to check out the 2017 Quarter 1 edition of *The Hearing Professional* for a full review of the activity that has taken place over the past four years that has brought us to this point.

Questions? You can reach your IHS Fit to Serve team by calling 734.522.7200 x226 or emailing advocacy@ihsinfo.org.

FTC to Examine Hearing Health and Technology



The U.S. Federal Trade Commission (FTC) will be holding a workshop on April 18, 2017, to examine "competition, innovation, and consumer protection issues raised by hearing health and technology, especially hearing aids."

The FTC workshop will be open to the public, both in person and remotely, and provide an opportunity for all stakeholders to provide input on topics of discussion, including:

- ♦ Consumer information and search costs
- ♦ Innovation in hearing technology and treatment
- ♦ Innovation in hearing health care delivery
- ♦ The benefits and costs of regulation

The FTC will be accepting public comments through May 18.

IHS will be in touch with members with instructions on commenting in the coming weeks.

Questions? You may contact the IHS Government Affairs team at 734.522.7200.

Missouri Hearing Society CEU Award



The Missouri Hearing Society will again offer Continuing Education Awards for members who have completed a distinguished number of credit hours. Please complete the application for the MHS CEU Award.

You are eligible for the award if:

- ♦ Your membership is current as of December 31, 2016;
- ♦ Your membership is current at the 2017 Convention;
- ♦ Your application is received and in order at the MHS office by February 10, 2017.
- ♦ Remember that attained hours must be earned at an education program which has received prior approval from the Missouri Board of Examiners for Hearing Instrument Specialists, IHS, AAA or ASHA.

For the Silver Award

You have attained and documented **18 hours** during the 2016 calendar year (include copies of hours);

For the Gold Award

You have attained and documented **24 hours** during the 2016 calendar year (include copies of hours);

For the Platinum Award

You have attained and documented **36 hours** during the 2016 calendar year (include copies of hours); and

*Please take advantage
of this opportunity to
earn recognition for
your hard work!*

MHS CEU Award Application

Applicant:

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

MHS Should Send Press Release to:

Publication: _____

Address: _____

City: _____

State: _____ Zip: _____

Number of earned hours (circle one):

18 Hours – Silver Award (*copies enclosed*)

24 Hours – Gold Award (*copies enclosed*)

36 Hours – Platinum Award (*copies enclosed*)

Mail or Email CEU Award Application to:

Missouri Hearing Society
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