

The Listening Post



Missouri Hearing Society

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President's Message

Find Your Passion, Your Why...

As I am writing this letter I am hopeful that everyone is having a great start to your 2018. The MHS Board members and committee members have been working diligently to get ready for our 2018 MHS Convention and Education Seminar!

Soon, you will receive your postcard reminder to register for the Convention. Please be sure to visit our website (www.missourihearingsociety.org) to find your 2018 Convention Seminar Brochure, and you will find that the theme this year is *The Changing Frontier in Hearing Healthcare*. It's significant how, in the early 1900's, *The Changing Frontier in America* was a remarkable time for social and economic change. From American wages, to fashion, to the Jazz Age and the Roaring 20's. Some of these ideas will be infused into our 2018 Annual Convention.



Lynn Royer, MEd, BC-HIS
 MHS President

The hearing healthcare industry is promising change in the future. Many of you who have been in the industry for a number of years can already share events you have experienced of major change. It really is becoming quite challenging to keep up with all of the technology, trends, and of course our current legislation, with over-the-counter hearing aids yet to be defined by the FDA. I have the opportunity to see many of you as I visit offices supporting my company, Sonova US, discussing and educating on Unitron products and services. If I'm not seeing you in your offices, I am seeing you at conventions and seminars. Many of you have shared your ideas with me about the changing frontier in hearing. We have discussed how each of us might view or prepare for change. Also many have shared much apprehension and disappointment, as well as resistance to make changes to your current practices. There is no right or wrong.

I ask that each of you re-ignite your passion and your "why" for entering into our profession to begin with. Why do you do what you do every single day? Whether you are in this profession to

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help patients hear the best they can, or for business profitability and success, or both, don't lose sight of your "why". We are all faced with re-evaluating our "why" often. The new year always seems to be the best time for reflection and a season for new beginnings. Sometimes our "why" can also change, as we gain deeper understanding year after year. Often, we also find new loves, passions, as we begin new chapters in our lives. Whatever the case may be, don't lose passion and don't lose your "why."

I think Theodore Roosevelt said it best, when he wrote "It is not the critic who counts, not the one who points out how the strong stumble, or where the doer of deeds could have done them better. The credit belongs to those who are actually in the arena, whose faces are marred by dust, and sweat and blood; who strive valiantly ... who spend themselves in a worthy cause; who at their best know in the end the triumph of high achievement, and who at the worst, if they fail, at least fail while daring greatly."

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, Yon Wibskov, our Education Committee Chair and President-Elect, and of course to Brenda Roling for all of their hard work and efforts to help make our annual conventions possible!

2018 MHS Convention & Seminar Hilton Airport Hotel & Convention Ctr. Kansas City, MO ♦ March 1-3, 2018

For the 2018 Convention, we have some fantastic speakers lined up, as well as great topics that they will be speaking with us about. Be sure to visit our new website, at www.missourihearingsociety.org to view the 2018 Education Meeting Brochure and access an Exhibitor Registration Form if needed. We will continue to email our membership important information leading up to the Convention in Kansas City for 2018. 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. Also,

pay close attention to the schedule to see two important events we will be offering. Thursday evening we will once again offer our Super-Charged Round Robin. We will have six rooms available for Vendors to use to offer some additional CEU opportunities for attendees for longer sessions with your vendors. **Also, we will have our Not-So-Silent Silent Auction AND a Cocktail Reception on Friday evening directly following our seminar to allow extra time with vendors, and also allow more time for the Silent Auction. For that cocktail hour, be sure to wear something from the early 1900's! Some ideas would be a hat, masquerade mask, or something jazzy. There's no right or wrong. Let's have fun during our social hour!**

I feel it is important to remind everyone WHY your MHS membership is important. More than likely you may see this reminder often 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 2018 MHS Convention. I look forward to talking with each of you. Please feel free to call me or email me anytime (612-419-5728 or lynn.royer@unitron.com). I love "hearing" from you! Now, off to further enjoy my new loves of Hip Hop and running.





**“THE CHANGING FRONTIER”
MHS Convention and Education Seminar
March 1-3, 2018**

Hilton Kansas City Airport, Kansas City, MO

Course offerings at the MHS Convention and Education Seminar will provide attendees with 12.0 CEUs.

Here are some of our outstanding speakers:



DOUGLAS L. BECK, MA, CCC-A, F-AAA, AuD, earned his master's degree at the University of Buffalo (1984) and his doctorate from the University of Florida. He began his career in Los Angeles at the House Ear Institute in cochlear implant research and intraoperative cranial nerve monitoring. By 1988, he was Director of

Audiology at Saint Louis University. In 1996, he co-founded a multi-office dispensing practice in St Louis. In 1999, he became President and Editor-In-Chief of AudiologyOnline.com, SpeechPathology.com and HealthyHearing.com.

Dr. Beck joined Oticon in 2005 as Director of Professional Relations. From 2008 through 2015, he served as Web Content Editor for the American Academy of Audiology (AAA). In 2016, Beck became Senior Editor for Clinical Research at the Hearing Review and was appointed adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo.

In 2017, he became the Executive Director of Academic Sciences for Oticon. Dr. Beck is among the most prolific authors in audiology with 166 published articles and more than 1,200 abstracts, interviews and op-eds written for the AAA (2008-2015) and Audiology Online (1999-2005), addressing a wide variety of audiology and professional topics.



KEN FEHNER has owned his own marketing company since 1994. In 2011, he formed The Social Gloop to specialize and manage social media and email marketing for businesses. He works with a wide variety of businesses, including audiologists, e3 Med-Acoustics, e3 Tele-Acoustics and the National Association of Special Equipment Distributors (NASSED).



DOUGLAS A. LEWIS, JD, PhD, AuD, MBA, is President and Owner of Excalibur Business Consultants, LLC consulting on a wide range of areas involving healthcare, business, micro-enterprise development, and law, while also maintaining a small law practice on the side.

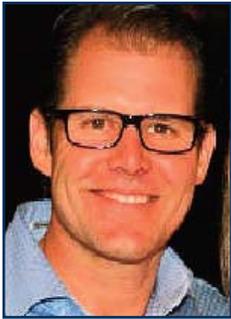
Dr. Lewis also is a General Counsel and Compliance Officer for several other related organizations and works as a Consulting Clinical Audiologist for several entities and an ENT Practice. He is an active Faculty Member for nine universities teaching a wide variety of subject matters encompassing such areas as law and ethics, business, healthcare, clinical and administrative practice,

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science, nutrition, anatomy and physiology, biopsychology, and medicine, as well as being an instructor for the International Hearing Society's ACA program for the last 18 years.

Dr. Lewis considers himself to be a lifelong adult learner, having earned an AuD degree along with a Ph.D, JD, three Masters Degrees, two Bachelors Degrees, and an Associates Degree. He maintains professional licensure and practices in Law, Clinical Audiology, Insurance, Securities Analysis, and Nursing Home Administration, along with earning numerous association certifications and registries. It's not all about work, although he does love to stay busy. In the off-time, he works out extensively and is a musician, routinely sitting with area rock, jazz, blues, and reggae bands with his most recent work as founder and performer for his band Paradygm Shyft.



BRENT A. PETERSON, BS, BC-HIS, is Owner and Founder of BAP Consulting LLC. Mr. Peterson is a multi-time marathoner, triathlete and Ironman for fun, two-time business owner and past executive leader in the Hearing Health Care Industry for 17 years, 20-year husband and father of three great children, Volunteer board member of a

non-profit humanitarian effort in Jamaica and overall gritty individual focused on helping others grow. BAP Consulting LLC specializes in developing sales professionals, executive coaching, practice management and business development dedicated to the Hearing Health Care Industry.



TED VENEMA, PhD, FAAA, is an Audiologist who has a BA in Philosophy from Calvin College in 1977, and an MA in Audiology from Western Washington University in 1988. After three years as a clinical Audiologist at The Canadian Hearing Society in Toronto, he completed a PhD in Audiology at the University of Oklahoma in 1993.

He has been an Assistant Professor at Auburn University in Alabama (1993-95) and also at Western University in Ontario Canada (2001-06). In between those two positions (1995-2001), he was a corporate Audiologist at Unitron, a hearing aid manufacturer based in Kitchener Ontario Canada, where he conducted field trials and gave presentations, domestically and abroad. He also taught part time in the Hearing Instrument Specialist (HIS) program at George Brown College in Toronto.

In 2006 he initiated, developed and implemented the HIS program at Conestoga College in Kitchener Ontario. He moved to Victoria BC Canada in 2013, where he was part owner of a clinical Audiology practice with NexGen Hearing Inc. As of September 2015, Ted has been teaching on a part time basis with the online HIS program at Ozarks Technical Community College in Springfield Missouri. Ted is the author of a textbook, Compression for Clinicians, which is now being rewritten as a 3rd edition. He also continues to give presentations on various topics of hearing, hearing loss and hearing aids.



Book Your Hotel Room Now!

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

March 1-3, 2018

Hilton Kansas City Airport
8801 Northwest 112th Street
Kansas City, MO
(816) 891-8900

Take advantage of the MHS Room rate of \$124.00 plus state and local taxes.



Reservation requests must be received no later than **February 8, 2018** to guarantee accommodations, however, reservations will be accepted and confirmed up to the opening day of the conference, providing accommodations are still available.

The Hearing Instrument Science Certificate of Specialization

by Yon Wibskov, BC-HIS, MHS President-Elect

Ozarks Technical Community
College, Springfield, Missouri

As we speak, a survey is under way addressing your feelings and opinions on the possibility of establishing a Certificate of Specialization for practitioners in our field of hearing health care at Ozarks Technical Community College. This poll is designed both to inform you of the intent to make this short course available and to request your feedback on how it might benefit you.

The recommendation to offer this additional education element and to underwrite it with a recognized Certificate has prompted not only a quick and thoroughly concerted effort to put such a curriculum in place, but also the certain interest in soliciting your thoughts. Please receive the survey kindly. It will help us to launch a worthwhile vehicle in elevating both standard of practice and personal confidence.



MHS Board of Directors

*The MHS Board members are here to help,
so reach out to them with your suggestions or questions.*



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MHS Legislative Committee Report

Scott George, MHS Legislative Committee Chair

The following report was presented to the MHS Board of Directors at its August 29, 2017 meeting.

Federal:

These issues will be discussed at the IHS Leadership Conference.

Fit-To-Serve was signed into law in late 2016. Now, the focus shifts to the VA to implement the law into the rules, regulations, and policy manuals. This certainly will help our ability to serve our area veterans.

Legislation: The "Over-the-Counter Hearing Aid Act of 2016" was amended to the FDA Reauthorization Bill, despite the profession's best efforts. Obviously, our combined associations' total budgets are far smaller than the lobbying budgets of the electronics industry.

FDA: The FDA to implement the OTC legislation, along with PSAP, etc. changes. Likely rules changes to medical evaluation requirement, etc.

IHS remain diligent regarding these changes. As with the proposed FDA rule change back in the 90s, there is many a slip between cup and lip.

Additionally, MHS strongly recommends that members do not change their procedures regarding hearing aids. The FDA requirements are still in place. The Missouri statutes and rules are still in place.

BEHIS:

Quorum: BEHIS is below quorum since March of 2015. Every board action is on hold. Current board members, most of whom are MHS members, are to be commended for continuing to serve by doing practical exams.

Per the Governor's staff, they have 1,700 appointments to make. We are likely far down the list. The Governor is very interested in reducing governor appointments. Perhaps, we can accommodate him. Some states use association appointments for non-partisan boards. I will ask about this at the Licensing Board Conference at IHS.

Board and Commissions Consolidated/ Elimination: The Governor is interested in elimination, particularly, those under quorum. A survey was conducted of all boards and commissions.

Licensure Fees: This issue is stuck until BEHIS returns to quorum and can meet again.

Exam/Licensing Issues: Some HIS applicants continue to report difficulties going thru the licensing process. MHS President Royer has been able to clear some of the roadblocks. Others await BEHIS board quorum. I've heard most staff has been replaced.

BEHIS/HIS Relationship: Very little cooperation with MHS members. Brief direct conversation with Professional Registration attorney. Likely no improvement until back in quorum.

Legislation in Missouri:

The 2017 session ending quietly for MHS.



IHS Update

Marsha Wade, MHS Newsletter Committee Chair

You may or may not know that our association is a chapter of the International Hearing Society (IHS), which oversees and maintains educational standards for hearing aid dispensing professionals, advocates for hearing aid dispensing professionals at the federal level, and works closely with us to advance our chapter goals and strengthen the profession. We are pleased to share with you an update from IHS on current happenings.

As it relates to advocacy, IHS is actively engaged in efforts to influence the development of the upcoming Over-the-Counter hearing aid classification, which you can read about in the recent issue of *The Hearing Professional* (log into the IHS website in order to view) and is currently developing resources to best position hearing aid practices to compete in the future marketplace. IHS is also continuing its work to advance its "Fit-to-Serve" goals - IHS's campaign to improve veterans' hearing healthcare access through the use of hearing aid specialists. This includes pushing for the implementation of the bill IHS

got passed in 2016, which is the first step towards enabling hearing aid specialists to provide veterans care as community-based VA providers.

In the area of professional development and education, IHS hosted its second Tinnitus Care Provider Certificate program in Texas from November 17-18, and alerted apprentices using the old version of the Distance Learning Course that the course must be completed by December 31, 2017, as IHS will only be supporting the new course after that date. If you are looking to train a new apprentice, we encourage you to check out the course and the Trainer Manual.

On January 1, IHS released its new insurance guide - *A Hearing Healthcare Professional's Guide to Third Party Participation* - to members, so it's a great time to join or renew so you can gain access to this valuable benefit.

Any questions can go to interact@ihsinfo.org or 734-522-7200.



Helpful Hints Regarding the Written Exam (ILE)

by Scott George, BC-HIS

MHS has heard some recent concerns about passing the International Licensing Exam (ILE). MHS Board members met with Joy Wilkins, IHS Director of Professional Development. We asked several questions about the ILE to help our members as they prepare trainees for this profession. Joy made these points:

- Every exam item (question) is based on the new Distance Learning Program, released 8/1/2016, the reference textbooks, and the Trainer Manual.

- Supervisor involvement is an essential key to success. Preferably, with the Trainer Manual.
- Hands-on experience is expected during and after completing the distance learning program.
- Exam questions require understanding the concepts; not, just rote memorization.

The *current* Study Guide is always available for anyone to download on the ILE page of the following website: www.webassessor.com/ihs.

Additional questions should be addressed to IHS at: 734-522-7200 | www.ihsinfo.org.



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, 2017;
- ♦ Your membership is current at the 2018 Convention;
- ♦ Your application is received and in order at the MHS office by February 1, 2018.

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 2017 calendar year (include copies of hours);

For the Gold Award

You have attained and documented **24 hours** during the 2017 calendar year (include copies of hours);

For the Platinum Award

You have attained and documented **36 hours** during the 2017 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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