

MISSOURI HEARING SOCIETY



VIRTUAL ANNUAL CONVENTION AND EDUCATION SEMINAR

APRIL 30 - MAY 1, 2021





MISSOURI HEARING SOCIETY ANNUAL CONVENTION AND EDUCATION SEMINAR AGENDA

FRIDAY, APRIL 30, 2021

7:00 a.m. – 7:45 a.m.

Registration/Exhibits Open

7:45 a.m. – 8:00 a.m.

Welcome/Announcements

David Shepard, MHS President, Farmington, MO

8:00 a.m. – 10:00 a.m.

“Deep Neural Networks, Hearing, Listening and Amplification”

Douglas L. Beck, MA, AuD, F-AAA, CCC-A, San Antonio, TX

Participants will be able to name three patient benefits/advantages associated with “on-the-chip” Deep Neural Networks (DNNs); will be able to define the (auditory) NEURAL CODE; and will be able to define SELECTIVE ATTENTION.

10:00 a.m. – 11:30 a.m.

Exhibits/Round Robin

11:30 p.m. – 12:00 p.m.

IHS Presentation

Jordan McMillin, BC-HIS, IHS Governor Central Region, Fairview Heights, IL

12:00 p.m. - 1:00 p.m.

Lunch

1:00 p.m. – 2:30 p.m.

“The Science of Decision Behavior”

Ken LaFerle, AuD, Beltone, Elgin, IL

One of the most difficult challenges we are facing is to get the hearing-impaired patient to take action and be fit with amplification. This session will focus on the behavior of decision.

2:30 p.m. - 3:00 p.m.

Break - Get Up and Stretch!!

3:00 p.m. - 4:00 p.m.

“Effective Questioning”

Ken LaFerle, AuD, Beltone, Elgin, IL

This session will focus on how asking the right questions the right way will yield a great opportunity to successfully work with a potential patient and satisfy an existing patient.

4:00 p.m. - 5:00 p.m.

“Shining a Light on Ethics”

Chris Gustafson, AAS, ACA, BC-HIS, McMinnville, OR

This seminar will cover many of the mistakes that can and have been made, both intentionally and unintentionally. Learn how to avoid these common mistakes that can ruin your reputation and may cost you with legal fees, fines or even the suspension or revocation of your license.

5:00 p.m. - 5:30 p.m.

Virtual Silent Auction Goes Live!

7.0 CE'S

SATURDAY, MAY 1, 2021

7:45 a.m. – 8:00 a.m.

Welcome/Announcements

David Shepard, MHS President, Farmington, MO

8:00 a.m.-9:30 a.m.

“Medicare Advantage, TPA’s and DTC”

Samantha Sikorski, HIS ACA, Sikorski Hearing Aid Center, Inc., Rice Lake, WI

This presentation highlights the perceived role of Medicare in the current managed care landscape. With nearly 60% of all new Medicare Beneficiaries choosing an “Advantage plan” more seniors than ever before have at least some access to hearing aid coverage. But, what does it mean when hearing aids are “covered?” Is “access” implying a member will receive a benefit towards a device or are these programs designed to confuse both the beneficiary and the professionals who are trying to work within the confines of the program? Knowing the fundamental laws of the Medicare program will put the attendee at a distinct advantage when counseling their patients/clients on coverage and eligibility.

9:30 a.m. - 10:00 a.m.

Break - Get Up and Stretch!!

10:00 a.m. - 11:30 a.m.

“Clinical Cases and Best Practice: Adapting to the Patient While Adhering to the Standard”

Jonathan Mikhail, MS, AuD, FAAA, Area Hearing & Speech Clinic, Joplin, MO

Hany M. Mikhail, MD, AuD, FAAA, Area Hearing & Speech Clinic, Joplin, MO

This session will evaluate clinical cases in detail, while using best practice management.

11:30 a.m. - 12:00 noon

CEU Awards Presentation

David Shepard, MHS President, Farmington, MO

12:00 noon - 1:00 p.m.

Lunch

1:00 p.m. – 2:30 p.m.

“ANSI Measures Revisited”

Ted Venema, PhD, FAAA, Coquitlam BC, Canada

In today's world of digital hearing aids and software adjustments, ANSI testing has largely been forgotten and ignored. The significance of ANSI testing will be reviewed and highlighted here. The purposes, methods, and procedures of the most commonly used ANSI measures will be outlined and described.

2:30 p.m. – 2:45 p.m.

Break - Get Up and Stretch!!

2:45 p.m. - 4:15 p.m.

“Real Ear Measurement; Why They Are So Important”

Ted Venema, PhD, FAAA, Coquitlam BC, Canada

One way of hearing aid fitting is to blindly click the manufacturer’s “first fit” or “Quick fit” button, and then ask, “How does that sound?” If we do that however, we have no way of *really* knowing what is *truly* going on in the ear with the hearing aid in place. The purpose here is to summarize real ear measures, as they used to be and where we have come today.

4:15 p.m.

Adjournment

6.0 CE'S

THANK YOU FOR YOUR PARTICIPATION IN OUR FIRST VIRTUAL CONVENTION!

**Mark your Calendar for our 2022 Annual Convention and Education Seminar
March 3-5, 2022 ■ Adam’s Pointe Conference Center ■ Blue Springs, MO**

ABOUT YOUR SPEAKERS



DOUGLAS L. BECK, AuD 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. Eight years later 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. From 2008 through 2015 he also served as Web Content Editor for the American Academy of Audiology (AAA). In 2016 he became Senior Editor for Clinical Research at the Hearing Review and Adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo. In 2019, he was appointed Vice President of Academic Sciences at Oticon. Dr. Beck is among the most prolific authors in audiology with 188 publications and more than 1250 abstracts, interviews and op-eds.



KEN LAFERLE, AuD is currently the Director of Professional Development for Beltone Electronics. He has been with Beltone for over 34 years holding various positions including regional manager and director of audiology. LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as Canada, Mexico, Spain, India, Brazil, South Africa, Australia, New Zealand, and Japan. LaFerle received his B.A. degree in Psychology & Speech and Hearing Science from the University of Michigan and his M.S. degree in Audiology from the University of Montevallo in Alabama where he was named outstanding graduate student. He received his AuD from Salus University in 2007. LaFerle holds a certificate of clinical competence in audiology and is a Board Certified Hearing Instrument Specialist. In addition, he holds an audiology license and hearing aid dispensing license in the State of Illinois.



CHRIS GUSTAFSON, AAS, ACA, BC-HIS has been a member of the International Hearing Society since 1980, serving the Society as chairman of the Ethics Committee, Membership Committee, Resource Development Committee, as well as serving on the Grievance Committee, Bylaws Committee and as a Board member of the Hearing Aid Foundation. He has also served as IHS' President Elect 2007-2008, President 2009-2010, Immediate Past-President 2011-2012, and the International Ambassador 2011 – to present. Chris has served the Oregon Hearing Society as President and Board Member and on the Oregon Governor's Advisory Council on Hearing Aids, 1995-2008. In January of 1983 he became Board Certified with the National Board for Certification in Hearing Instrument Sciences (NBC-HIS). Chris holds a Bachelor of Science Degree in Psychology from Western Oregon University is an American Conference of Audioprosthology (ACA) graduate-2004 and has an Associates in Applied Sciences – Hearing Instrument Specialist June 2008 from Spokane Falls Community College. Chris has presented on various topics for the International Hearing Society, The Oregon Hearing Society and the Washington Hearing Society as well as numerous Lions Club meetings.



SAMANTHA SIKORSKI, HIS ACA received her certification in occupational hearing conservation in 2002 and became a licensed hearing instrument specialist in 2003. In 2017, Ms. Sikorski was appointed to the Institute of Hearing Instrument Studies as a committee member as well as what was, at the time, the Insurance Task Force (now the Managed Care and Compliance Committee), where Ms. Sikorski serves as its chair. In 2015, Ms. Sikorski was the recipient of the "William F Austin Heart and Spirit" award for her work in her community and in 2019 she was the recipient of IHS's "Outstanding Professional Member" award for her work within the profession. Ms. Sikorski currently writes for The Hearing Professional and speaks at various state conferences on the topic of Managed Care. She is owner of Sikorski Hearing and Tinnitus Wellness Center and co-owner/co-founder of Smartcare.io where her current work is focused on clinical documentation.



JONATHAN MIKHAIL, MS, AuD, FAAA is a clinical research audiologist at Area Hearing and Speech Clinic in Joplin, Missouri. Dr. Mikhail received his Master of Science in Communication focusing on Human Behavior in 2015 and his Doctor of Audiology in 2018 from Wichita State University. Dr. Mikhail is currently completing his Doctor of Education in Health Sciences from A.T. Still University. His current work focuses on pediatric and adult hearing intervention, educational audiology, electrophysiological testing, and audiological counseling. Previous research by Dr. Mikhail focused on team communication tactics and current trends in clinical counseling related to course offerings in audiology programs as well as age-related communication preferences with the hearing impaired.



HANY M. MIKHAIL, MD, AuD, FAAA is the director of audiology at Area Hearing & Speech Clinic, INC. in Joplin, Missouri. Dr. Mikhail is a published researcher in vestibular studies and otorhinolaryngology. He received his M.D. from Tanta University School of Medicine in Montgomery, Egypt and a master's degree in otorhinolaryngology from Ain shams University in Cairo, Egypt. Dr. Mikhail completed his masters in audiology in 1990 and his doctor of audiology in 1999. His current work focuses on adult hearing intervention, hearing conservation, and audiological counseling and rehabilitation.



TED VENEMA, PhD earned a BA in Philosophy at Calvin College (1977), an MA in Audiology at Western Washington University (1988), and a PhD in Audiology at the University of Oklahoma (1993). He has worked with the public as a clinical Audiologist, at the Canadian Hearing Society in Toronto and at NexGen Hearing in Victoria BC. He has also worked as a field trial Audiologist with Unitron, one of today's hearing aid manufacturers. He was an Audiology professor at Auburn University in Alabama and also at Western University in Ontario Canada. In 2006 he initiated, developed and implemented a new Hearing Instrument Specialist program at Conestoga College in Kitchener Ontario. He was a part time faculty in the online Hearing Instrument Sciences program at Ozarks Technical Community College in Springfield Missouri from 2015 to 2019. Since September 2017 he has also been teaching in the Hearing Instrument Practitioner program at Douglas College in Coquitlam BC. Ted is the author of a textbook, Compression for Clinicians, which has now been rewritten and available as a 3rd edition.

REGISTRATION



MISSOURI HEARING SOCIETY 2021 Annual Convention & Education Seminar

VIRTUAL

REGISTRATION ON LINE ONLY:

www.missourihearingsociety.org

Please check one:

MHS Member **Non-Member**

Regular Member Fee	\$200.00	Non-Member Fee	\$400.00
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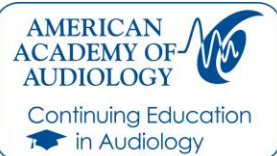
PROGRAM QUALIFIES FOR 13 CREDIT HOURS

Associate/Individual/Student Member Fee	\$50.00
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DOES NOT INCLUDE CREDIT HOURS



The Missouri Hearing Society is approved by the International Hearing Society to offer continuing education for this course. This course [CEN-492-21] is approved for up to 13 credit(s) of continuing education (1 CE Credit = 1 contact hour). IHS approval of this course is based on content only and does not imply endorsement of the course content, specific products, clinical procedure, instructor or adherence to the IHS Code of Ethics. Any views that are presented are those of the presenter/Education Provider and not necessarily of the International Hearing Society.



The Missouri Hearing Society has applied for approval by the American Academy of Audiology to offer Academy CEU's for this activity. The program is worth a maximum of 1.15 CEU's. Academy approval of this continuing education activity does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the

American Academy of Audiology.

CE'S - OTHER STATES

The Missouri Hearing Society has applied for approval for 13 hours of continuing education credit from state licensing agencies. It is the attendee's responsibility to verify course approval.

PLEASE CHECK STATE(S) WHERE CEU'S ARE NEEDED:

<u>States CEU'S Needed</u>	<u>Hearing Aid Dispensing CEU'S</u>	<u>Audiology CEU'S</u>
Illinois	<input type="checkbox"/>	<input type="checkbox"/>
Iowa	<input type="checkbox"/>	<input type="checkbox"/>
Kansas	<input type="checkbox"/>	<input type="checkbox"/>
Missouri	<input type="checkbox"/>	<input type="checkbox"/>
Nebraska	<input type="checkbox"/>	<input type="checkbox"/>
Oklahoma	<input type="checkbox"/>	<input type="checkbox"/>

NOT-SO-SILENT, SILENT AUCTION

MHS will have an auction this year. Your donations are appreciated! If you have items you would like to donate please contact Sherri Eddy (417) 766-3452 or McKayla Wheeler (417) 840-8207.

EXHIBITS

Exhibits will be open at 7:00 a.m. on Friday and close at 3:00 p.m. The Round Robin Session with exhibitors is scheduled for Friday, April 30, 2021 - 10:00 a.m. - 11:30 a.m.

SEMINAR INFORMATION CONTACT:
Lynn Royer (417) 848-6565 royere@otc.edu
Rebecca Krouse (660) 473-2875 krouser@otc.edu
Brenda Roling (573) 636-2822 info@missourihearingsociety.org



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