

MISSOURI HEARING SOCIETY and ILLINOIS HEARING SOCIETY

ANNUAL CONVENTION AND EDUCATION SEMINAR



MARCH 7-9, 2024

**Sheraton Westport Plaza
900 Westport Plaza
St. Louis, MO**



**Illinois
Hearing Society**

MISSOURI HEARING SOCIETY

AND

ILLINOIS HEARING SOCIETY

ANNUAL CONVENTION AND EDUCATION SEMINAR

Dear Hearing Care Professional:

We invite you to attend the joint convention of the Missouri and Illinois Hearing Societies.

The meeting will be held at The Sheraton Westport Plaza in St. Louis - March 7-9, 2024. This exclusive event is essential for hearing professionals to take their practice to the next level. The event offers comprehensive, educational sessions presented by industry leaders on intermediate and advanced topics including problems and solutions in speech in noise, ethics, improving patient outcomes, innovation in hearing technology, market development, and more. These experts will infuse attendees with new inspiration and knowledge to provide the highest level of care for your patients.

Your registration includes full access to seminar speakers and sessions (as well as their presentations and handouts), keynotes sessions, all food functions, an exhibitor expo, as well as a mixer with your peers.

Your attendance at the joint Missouri and Illinois Hearing Societies Convention is a wise investment, which will yield rich dividends for years to come.

Make plans to attend so that you can be an even greater asset to your patients and to acquire the tools to help set you apart from all the rest as the leader in hearing care for our community.

Please mark your calendars and know that we look forward to seeing you in St. Louis in March of 2024!

Sincerely,

Lynn Royer
MHS Education Chair
lynn@ropeup.org

Henry Mohn
IHS Interim Executive Director
hmohn@mwcllc.com

Paula Rodgers
MHS Annual Meeting Chair
paulalush@yahoo.com

Beth Martin
IHS Staff
beth@ilhearing.org

AGENDA

THURSDAY, MARCH 7, 2024

- 5:30 p.m.
IHS BOARD MEETING.....Skylight
- 6:30 p.m.
IHS MEMBERSHIP MEETING.....Skylight
- 7:00 p.m.
MHS BOARD MEETING.....Skylight
- 8:00 p.m.
MHS MEMBERSHIP MEETING.....Skylight

FRIDAY, MARCH 8, 2024

- 7:00 a.m. – 8:30 a.m.
REGISTRATION/EXHIBITS OPEN/BREAKFAST.....Plaza Ballroom
- 7:45 a.m. – 8:00 a.m.
WELCOME/ANNOUNCEMENTS.....East Ballroom
Brad Jackson, MHS President, O’Fallon, IL
Glenn Otey, IHS President, O’Fallon, IL
- 8:00 a.m. – 9:30 a.m.
“A BIMODAL APPROACH TO MANAGING HEARING LOSS”.....East Ballroom
Julia Biedenstein, MS, LSLs Cert. AVEd, Senior Cochlear Implant Consumer Specialist, Advanced Bionics, LLC, Elsau, IL
This presentation will help to identify potential candidates for a cochlear implant and/or bimodal fitting; describe the cochlear implantation process and the Advanced Bionics and Phonak portfolio of solutions; and identify educational resources for patients interested in learning more about hearing technologies.
- 9:30 a.m. – 10:00 a.m.
BREAK/EXHIBITS.....Plaza Ballroom
- 10:00 a.m. – 11:30 a.m.
“SIMULATED AUDIOMETRY: OVERVIEW AND PROMISING APPLICATIONS”
.....East Ballroom
Shae Morgan, PhD, AuD, CCC-A, Assistant Professor, Department of Otolaryngology, Head and Neck Surgery and Communications Disorders, University of Louisville, Louisville, KY
This presentation will discuss current use cases for simulated audiometry. Learn how simulation can be used to enhance your understanding, hire skilled providers, and transform education and learning.
- 11:30 a.m. – 12:30 p.m.
LUNCH/EXHIBITS.....Plaza Ballroom
- 12:30 p.m. – 1:30 p.m.
“IHS POLICY PERSPECTIVES AND UPDATES FOR THE HEARING PROFESSIONAL”
.....East Ballroom
Scott Lau, BC-HIS, ACA, IHS Central Territory Governor, Eau Claire, WI
In this presentation, Scott will provide a review of relevant legislative, regulatory, and other activities being undertaken by the federal government, agencies, work groups, and organizations that seek to address hearing health care policy. These will include updates on the application of the Over-the-Counter Hearing Aid act, Medicare proposals, Veterans’ care, World Health Organization activities, and much more.

1:30 p.m. – 2:30 p.m.

“ETHICAL AFTERCARE”East Ballroom

Laura McKinney, NBC-HIS, Continuing Education Manager, Miracle-Ear, Gardner, KS

In this class we will discuss aftercare sales and strategy to best service our patients. We will also reveal what it means to remain ethical in your aftercare sales.

2:30 p.m. – 3:00 p.m.

BREAK/EXHIBITSPlaza Ballroom

3:00 p.m. – 4:00 p.m.

“UNDERSTANDING THE WORLD FOR ETHICS”East Ballroom

Laura McKinney, NBC-HIS, Continuing Education Manager, Miracle-Ear, Gardner, KS

In this course we will learn what ethics are and how they pertain to us in our career. We will also discover how biases can impact our ability to remain neutral and perform in an ethical manner.

4:00 p.m. – 5:00 p.m.

“REDEFINING THE HEARING JOURNEY”East Ballroom

Kristina Petraitis, AuD, Audiology & Education Manager, Unitron, Aurora IL

We are inspired by the consumer and their journey. The consumer journey is not an easy one. It can be described as very emotional. The first appointment which is often just an hour, a consumer learns that they have a hearing loss, they learn about different hearing solutions, and then they need to make a decision on how to proceed which ultimately can cost thousands of dollars. Despite advancement in technology and clinical care, alarmingly, it still takes a person an average of 4 years to address their hearing loss. We will be discussing a selection of topics and ways to implement for greater success, because experience is everything.

5:00 p.m. – 6:00 p.m.

RECEPTION/SILENT AUCTIONPlaza Ballroom

7 CE'S

SATURDAY, MARCH 9, 2024

7:00 a.m. – 7:55 a.m.

REGISTRATION/EXHIBITS OPEN/BREAKFASTPlaza Ballroom

7:55 a.m. – 8:00 a.m.

WELCOME/ANNOUNCEMENTSEast Ballroom

Brad Jackson, MHS President, O'Fallon, IL

Glenn Otey, IHS President, O'Fallon, IL

8:00 a.m. – 10:00 a.m.

“PSYCHOLOGY OF DECISION BEHAVIOR”East Ballroom

Ken LaFerle, AuD, CCC-A, FAAA, President, K and K Labs, Elgin, IL

This session identifies and describes the key behaviors that lead to making a decision. This is defined in general and then how it is applied to our field. Attendees will learn about the key questions to ask and exhibited behaviors and actions that trigger the desire of the hearing-impaired patient to make a decision regarding their hearing health. In addition, examples of critical steps will be explored.

10:00 a.m. – 10:30 a.m.

BREAK/EXHIBITS/HOTEL CHECKOUTPlaza Ballroom

10:30 a.m. – 12:30 p.m.

“DIZZINESS AND DISEASES OF THE EAR”East Ballroom

Julie Kay Purdy, PhD, Manager of Audiology, Rady Children’s Hospital, San Diego, CA

More than half of all patients who have hearing loss also experience dizziness. This presentation will discuss the most common issues that create dizziness, methods of diagnosis and appropriate recommendations.

12:30 a.m. – 1:30 p.m.

LUNCH/AWARDS.....Plaza Ballroom

1:30 p.m. – 2:30 p.m.

“A HOLISTIC APPROACH TO EAR CANAL HEALTH FOR A SUCCESSFUL HEARING DEVICE FITTING”.....East Ballroom

J. Stuart Harris, BSEE, MSCE, CEO, Miracell, Inc., Orem, UT

An overview of the anatomy and physiology of the ear canal, including the keratin layer, cerumen production, impact of cranial nerves, etc. The impact of various ingredients/substances on the health of the ear canal. Why the health of the ear canal is critical for fitting success and recommendations to improve ear canal health. The practitioner should gain an appreciation for those substances that are suboptimal, those that cause skin irritation and those that promote ear health, increasing the ability of patients to successfully use their hearing devices.

2:30 p.m. – 3:00 p.m.

BREAK/EXHIBITS.....Plaza Ballroom

3:00 p.m. – 4:00 p.m.

“INFECTION CONTROL IN A HEARING PRACTICE”.....East Ballroom

Ken LaFerre, AuD, CCC-A, FAAA, President, K and K Labs, Elgin, IL

This class looks at the typical hearing practice office and how to apply safe health protection techniques that work for the office staff as well as the patients. The focus will look at risk factors of infection, transmission and pathway of infection. In addition, control techniques and best practices will be shared.

4:00 p.m. **ADJOURNMENT**

6 CE’S



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Illinois
Hearing Society

IHS OFFICE:

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ABOUT YOUR SPEAKERS



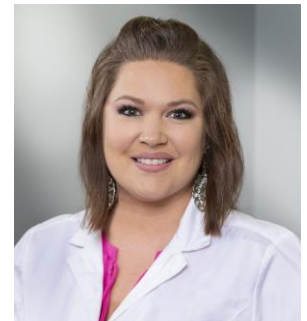
JULIA BIEDENSTEIN, MS, LSLS Cert. AVEd, has been a cochlear implant consumer specialist with Advanced Bionics for 10 years. Her job entails educating CI candidates on the CI process, expectations, and technology as well as supporting AB recipients. She also works with professionals who serve those with hearing loss such as non-programming audiologists, Hearing Instrument Specialists, Speech-Language Pathologists, and Teachers of the Deaf educating them on CI candidacy, AB technology and patient resources. Prior to coming to AB, she worked in the field of deaf education for 35 years serving as a classroom teacher and school administrator at Central Institute for the Deaf and the Moog Center for Deaf Education, and as a researcher at Washington University in St. Louis.

SHAE D. MORGAN, PhD, AuD, CCC-A, joined the faculty at the University of Louisville, Louisville, KY, in the Department of Otolaryngology-Head and Neck Surgery and Communicative Disorders in 2018. He graduated from The University of Utah where he earned both his Ph.D. in Speech Language Pathology and Audiology, and his Au.D. Dr. Morgan teaches coursework in Diagnostic Techniques, Pathologies, and Acoustics. His research focuses on how hearing impacts social judgments we make of others (e.g., assessing someone's emotional state, confidence, gender, etc. based on what we hear). Additionally, he is interested in clinical audiology innovation (clinical audiology simulation, automated audiometry, new treatments for otitis media, etc.). His clinical interests include vestibular testing, intraoperative nerve monitoring, and cochlear implantation. Importantly, he loves to play ping-pong, read books, listen to old jazz music, and spend time exploring Kentucky's many outdoor spaces.



SCOTT LAU, ACA BC-HIS, is licensed in both Minnesota and Wisconsin as a Hearing Instrument Specialist, he began practicing in 2002 and in 2004 became a Board-Certified Hearing Instrument Specialist, he went on to complete the ACA program in 2008 and obtained the designation of Audioprosthologist. For over 20 years, Scott has been the Managing Partner of a 50+ unit Miracle-Ear Hearing Center franchise with locations in Minnesota, Michigan and Wisconsin. This had all started in 2001 from a small practice in Western Wisconsin. Scott has been involved with every aspect of practice development and operations. He recruits and trains dispensing professionals as well as does the strategic market planning. His experience ranges from the patient side to the financial and administrative aspects. He manages, mentors and coaches over 45 employees. Scott is a past Secretary and Treasurer of the Minnesota Hearing Healthcare Providers, Inc., and is currently a Licensed Hearing Instrument Specialist in both Minnesota and Wisconsin. Scott served as Chair of the Board of Directors for the National Board for Certification in Hearing Instrument Sciences from January 2018-2020. Scott is an active member of the International Hearing Society.

LAURA MCKINNEY, BC-HIS, is a skilled and professional, third generation hearing instrument specialist. She has been in the hearing industry for 18+ years functioning as an FOA, Hearing Specialist, Regional Manager, and certified trainer. Laura is not only state licensed, but nationally board certified. She Has Extensive Knowledge In all aspects of hearing healthcare, as well as managing hearing aid businesses. Her passion and dynamic teaching abilities allows her to stay relevant while providing top quality sales training and education-based instruction.





KRISTINA PETRAITIS, AuD, is the Audiology & Education Manager at Unitron. Kristina received her bachelor's degree in Nursing in Australia and worked as an RN in the largest public hospital in Melbourne, Australia. She furthered her career completing her Doctorate of Audiology from Northeast Ohio Audiology Consortium (NOAC) through Kent State University, Ohio. Prior to joining Unitron in 2017, she spent over 7 years in an ENT clinic conducting diagnostic hearing tests, and hearing aid fittings. From her years of interaction with patients in various settings, Kristina continues to focus on the patient experience as a primary importance to deliver world class

health care.

KEN LaFERLE, AuD, CCC-A, FAAA, is President of K and K Labs – an audiology and Occupational Therapy consulting company. In addition, he is an adjunct professor at the College of DuPage. Ken has been in the hearing industry for over 40 years with a passion for creating success for both the patient and practitioner. LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as Canada, Mexico, Denmark, Spain, Brazil, South Africa, India, 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. In addition to his tenure within the hearing industry, Ken has also worked for the State of Louisiana Health Department and for an E.N.T. practice where he established hearing aid dispensing for the office. 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 states of Illinois, Michigan and Ohio.



JULIE KAY PURDY, PhD, has been a licensed audiologist providing clinical audiological services since 1985. She is currently employed as the Manager of Audiology at Rady Children's Hospital in San Diego where she has been providing clinical services since May of 2006. She has also been a yearly instructor since 2003 at Grant MacEwan University in the Hearing Instrument Practitioner Program. From 1993 to 2013 she has worked with the Starkey Hearing Technologies Educational program, providing training and technical support both in Canada and around the globe. Her areas of expertise include aging, cerumen management, hearing instrument technology, infection control, pediatric assessment and multi-cultural focus on service provision. In addition to her professional work as an Audiologist, she has been a relentless genealogist and family historian since she was 14 years of age. The joy of interviewing and recording family memories has prompted her to create Family Memory Keeper so that she could extend her love for the interview and the memories that they preserve to others.

J. STUART HARRIS, BSEE, MSCE, has a BS in Electrical Engineering from the University of Utah (magna cum laude) 1988, and a MS in Computer Engineering from Syracuse University 1993, a Graduate of the distinguished General Electric Company's Edison Engineering Program and the Advanced Course in Computer Engineering. Stuart was previously a Senior Systems Engineer at General Electric and later Lockheed Martin. He is a retired Navy Reserve, Engineering Duty Officer, LCDR. Stuart is currently the CEO of MiraCell Inc.



2024 SEMINAR

The Annual Convention and Educational Seminar Sponsored by the MISSOURI HEARING SOCIETY and

ILLINOIS HEARING SOCIETY will be held

Thursday, Friday and Saturday

March 7-9, 2024

SHERATON WESTPORT PLAZA ■ 900 WESTPORT PLAZA ■ ST. LOUIS, MO

Hotel Special Group Rate - \$179

Last Day to Book:

Tuesday, February 13, 2024

[Book your group rate here for Hotel Reservations](#)

Or call: 888-627-7064

Check out all the amenities of the hotel below using the link!

[Westport Plaza - Business and Entertainment District](#)



The Missouri Hearing Society and Illinois Hearing Society is approved by the International Hearing

Society to offer continuing education for this course. The course CEN-311-24 and CEN-312-24 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.

CE'S - OTHER STATES

The Missouri Hearing Society and Illinois 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.

NOT-SO-SILENT, SILENT AUCTION

MHS/IHS will have an auction this year. Your donations are appreciated!

EXHIBITS

We are happy to once again host the exhibits of many of the industry's leaders in hearing aids, accessories, supplies, batteries, earmolds, ALDs, repair labs, audiometric equipment and more.

Exhibits will be open at 7:00 a.m. on Friday and close on Saturday at 2:45 p.m. Exhibits will be on Friday and Saturday this year.

REGISTRATION FEE SCHEDULE

Pre-registration:

MHS/IHS Regular Member	\$325.00
MHS Assoc./Individual/Student	\$200.00
Non-Member	\$425.00

After February 16, 2024:

MHS/IHS Regular Member	\$375.00
MHS Assoc./Individual/Student	\$250.00
Non-Member	\$475.00

The above Regular Member and Non-Member fee includes all CE's, breakfasts, breaks, luncheons, reception and auction. Associate/Individual Member fee includes education, meals, exhibit hall, but no CE's. Spouse package includes breakfasts, breaks, luncheons, reception and auction - cost \$200.00.

All seminar attendees must have paid registration fee and wear identification badges during seminars and social activities.

MHS/IHS MEMBERSHIP ANNUAL MEETING

The Membership Meetings will be on Thursday, March 7, 2024

SEMINAR INFORMATION CONTACT:

Brad Jackson, MHS President, (618) 624-4471

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Lynn Royer (417) 848-6565

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MISSOURI HEARING SOCIETY/ ILLINOIS HEARING SOCIETY

2024 Annual Convention & Education Seminar

Sheraton Westport Plaza ▪ St. Louis, MO

March 7-9, 2024

ADVANCE REGISTRATION FORM

REGISTER ON LINE AT: www.missourihearingsociety.org or www.ilhearing.org

*NAME: _____ *Last 4 Digits SS# _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ *EMAIL: _____

**must be provided for handouts and for IHS
Certificate of Attendance*

Please check one: ☐ MHS Member

☐ IHS Member

☐ Non-Member

After 2/16/2024

Regular Member Fee (Friday, Saturday)..... ☐ \$325.00..... ☐ \$375.00

Non-Member Fee (Friday, Saturday)..... ☐ \$450.00..... ☐ \$500.00

*Associate/Individual/Student Member Fee (Friday, Saturday)..... ☐ \$200.00..... ☐ \$250.00

*Spouse Fee (Friday, Saturday)..... ☐ \$200.00..... ☐ \$250.00

*Associate/Individual/Student/Spouse Package includes education/meals/exhibit hall/no CE's available.

TOTAL ENCLOSED: \$ _____

Paying by credit card: ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS
a 3% service charge will apply

Charge Card No: _____
Name of Card Holder: _____ Expiration Date: _____

Full refund of fee will be made if cancellation notice is received at least **two weeks prior** to the opening date of the convention. (Must be postmarked February 22 or before). A 50% refund will be made if cancellation is received by 5:00 p.m. February 28, 2024. **NO REFUNDS WILL BE MADE AFTER FEBRUARY 29, 2024.**

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

States CEU'S Needed

Illinois

Iowa

Kansas

Missouri

Nebraska

Oklahoma

Hearing Aid Dispensing

CE'S

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Missouri Hearing Society, P.O. Box 1072, Jefferson City, MO 65102

or

Illinois Hearing Society, 1 N Old State Capitol Plaza-Suite 410, Springfield, IL 62701

**MISSOURI HEARING SOCIETY
ILLINOIS HEARING SOCIETY
NOT-SO-SILENT, SILENT AUCTION DONATION
FRIDAY, MARCH 8, 2024
5:00 P.M.**

THE MISSOURI HEARING SOCIETY/ILLINOIS HEARING SOCIETY WILL CONDUCT AN AUCTION IN CONJUNCTION WITH THE ANNUAL CONVENTION. WE ARE SOLICITING BOTH VENDORS AND MEMBERS FOR ITEMS FOR THE AUCTION. LET YOUR IMAGINATION RUN FREE.

**PLEASE COMPLETE THE FORM BELOW AND RETURN IT TO THE MHS OFFICE.
PLEASE BRING THE ITEM (OR ITEMS) WITH YOU TO THE CONFERENCE.**

Item: _____

Donated By: _____

Value: \$_____ Minimum Bid: \$_____

IF YOU DO NOT PLAN TO ATTEND, YOU MAY SEND THE ITEM(S) TO THE MHS OR IHS OFFICE:

**MISSOURI HEARING SOCIETY
101 E. HIGH STREET - SUITE 200
P.O. BOX 1072, JEFFERSON CITY, MO 65102
INFO@MISSOURIHEARINGSOCIETY.ORG**

OR

**ILLINOIS HEARING SOCIETY
1 N OLD STATE CAPITOL PLAZA - SUITE 410, SPRINGFIELD, IL 62701
BETH@ILHEARING.ORG**

THANK YOU FOR YOUR CONTINUED SUPPORT OF THE



**Illinois
Hearing Society**