

International Hearing Society's



Certificate Program

Certificate and Logo Use Policy



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Purpose

This document serves to outline both appropriate and inappropriate use of the Tinnitus Care Provider Certificate and logo. It is important to note that Assessment-Based Certificate Programs, such as this (spell out ICE) accredited Tinnitus Care Provider Certificate Program, are governed under strict guidelines in regards to how the certificate and logo are used. If you have any questions or concerns regarding the guidelines and requirements please contact IHS at education@ihinfo.org.

Certificate Use

The standards for use of the Tinnitus Care Provider Certificate are governed by the Institute for Credentialing Excellence's standard, "*ICE 1100: 2010 (E) – Standard for Assessment-Based Certificate Programs*". Only those individuals who have met the pre-requisites of the course, attended the Tinnitus Care Provider workshop, and successfully met the passing standard of the post-workshop assessment are granted use of the Certificate. The Certificate remains the property of International Hearing Society and may be revoked from any individual who fails to comply with this policy.

Certificate holders are permitted to represent themselves as "holding a Certificate as a Tinnitus Care Provider" and/or as a "Tinnitus Care Provider holding a Certificate from the International Hearing Society."

Certificate holders may **not** use any acronyms (such as "TCP") related to the Certificate. The use of alternate titles (i.e., "Tinnitus Specialist") are not permitted. Those individuals holding the Certificate are not permitted to misrepresent the achievement in any way. Specifically, the following terms shall not be used to represent the Certificate as:

- Certified
- Certification
- Certificated
- Licensed
- Registered
- Accredited

Important: If you use the title, "Tinnitus Care Provider" you must also state "Holding a Certificate from the International Hearing Society." This certificate title does not replace your job title. Certificate holders must check with their own state/provincial licensing agencies for rules, regulations and scope of practice regarding providing tinnitus care.

Individuals who hold the Tinnitus Care Provider Certificate have attended the two-day workshop and achieved the passing standard of the assessment. Achieving the passing standard of the assessment is indicative of having met the learning objectives of the two-day workshop and having gained knowledge in the areas of: physiology of tinnitus; psychology of tinnitus; measurement of tinnitus; management of tinnitus; and practice organization.

The Tinnitus Care Provider Certificate is neither a certification nor a license to practice. Certificate holders remain bound by the scope of practice and licensure/registration requirements set forth by their governing body.

¹ See www.credentialingexcellence.org for more information on these standards.

Logo Use

The logo presented for use by certificate-holders is also bound by strict usage guidelines. The entirety of the logo must be used, and unauthorized use is prohibited. The International Hearing Society provides approved logos in .eps, .jpg, and .png formats for use by certificate-holders. Certificate holders can request the approved logos by emailing education@ihinfo.org.

Language Use

While many practitioners may wish to market themselves as experts in “treating” tinnitus, IHS strongly recommends against hearing aid specialists using the word “treat,” especially in regards to tinnitus. The reasons for this are two-fold.

First, most jurisdictions do not authorize hearing aid specialists to “treat” anything, whether that be hearing loss or tinnitus. There have been cases of grievances brought against hearing aid specialists who purport to “treat” tinnitus. Such grievances can result in disciplinary proceedings against a licensee.

Second, the use of “treat” or “treatment” can be confusing to patients/clients. We know that tinnitus cannot be “treated” in the traditional sense of the words – there is no known cure for tinnitus and no known treatment to truly reduce *the noise itself*. Although Dr. Tyler’s protocol, taught in the Tinnitus Care Provider Certificate Program, has been referred to as “Tinnitus Activities Treatment,” IHS recommends naming the process as “**tinnitus management**” rather than “tinnitus treatment.” The therapy protocol does not reduce or eliminate *the noise itself*. Rather, it reduces the patient’s/client’s perception of their tinnitus and its associated difficulties.

Trademark

The title “Tinnitus Care Provider holding a Certificate from the International Hearing Society” and its logo are a registered trademarks² in the United States of America and subject to protections as such. Unauthorized use is prohibited.



Elements of the Logo

Fonts:

- TINNITUS: ITC Flora Bold
- Care Provider: ITC Flora Medium
- Holding a Certificate from the International Hearing Society: Avenir Light Oblique.

Colors:

- Light Green
 - CMYK: 33, 2, 100, 0
 - RGB: 184, 207, 51
 - Pantone (PMS): 382C

² Reg. No. 5,525,309. Registered July 24, 2018.

- Web-Safe: #B8CF33
- Teal Blue
 - CMYK: 78, 17, 28, 0
 - RGB: 12, 161, 179
 - Pantone (PMS): 7710C
 - Web-Safe: #0CA1B3



Logo Formats



The logos were created in Adobe Illustrator CC. Choose the logo file that best meets the needs for your project:

- .eps for professional print projects
- .jpg or .png for digital projects or small run documents to be printed in house, or output to PDF only.
- .png is best for when you need a logo with a transparent background)

The logo saved in .eps format is the highest quality for all projects, but absolutely necessary for professional print projects. Also provided are .jpg and .png files for in-house or web-based projects. Keep in mind when enlarging jpg or png file formats keep in mind it may lose quality or degrade image clarity. Since there is smaller text within the logo you may encounter a situation where you may need a

Tinnitus Care Provider color logo

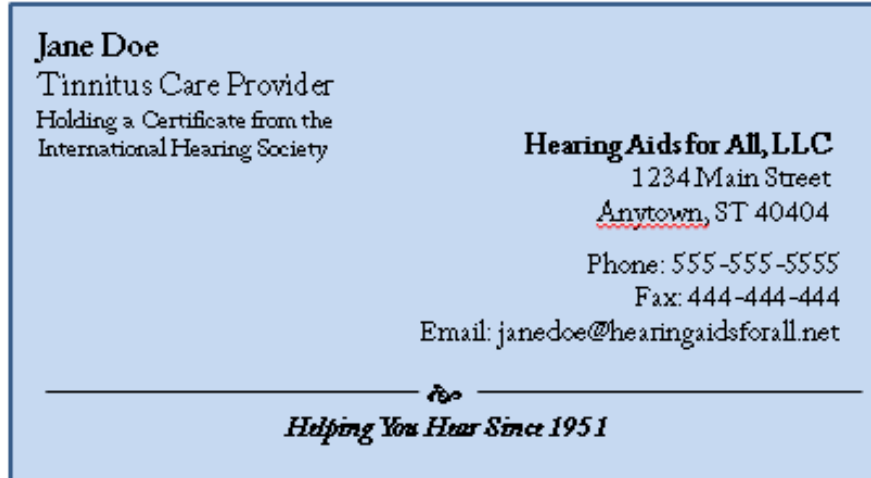
CMYK, RGB, Pantone and Web-safe color values for digital projects

Color	Swatch	CMYK	RGB	Pantone (PMS)	Web safe
Light Green		33, 2, 100, 0	184, 207, 51	382 C	#B8CF33
Teal Blue		78, 17, 28, 0	12, 161, 179	7710 C	#0CA1B3

higher resolution .jpg or .png file to preserve quality. If needed, please email education@ihinfo.org and one will be supplied upon request.

Examples of Proper Use

Proper use - Business Card:



Proper use - Email Signature:

Jane Doe
Tinnitus Care Provider
Holding a Certificate from the International Hearing Society
Hearing Aids for All, LLC
1234 Main Street
Anytown, ST 40404
janedoe@example.com
www.hearingaidsforall.net

Suffering from tinnitus?
...ringing noises in the ear?
Trouble hearing?



- Have you been told nothing can be done for your tinnitus?
 - Does your tinnitus contribute to stress?
- Does your tinnitus keep you from a good night's sleep?

**Beauport Hearing Care
is now accepting new patients
for tinnitus care and
hearing loss treatment.**



**BEAUPORT
HEARING CARE™**
Hearing Aids • Services & Repairs
Tinnitus Care
*Also specializing in custom
fit in-the ear devices.*

Judi Hodge Bergeron,
BC-HIS #8035

TINNITUS Care Provider
Holding a Certificate from the International Hearing Society

**8 Lexington Avenue, Magnolia
978-525-2300
beauporthearing.com**

Cricket Nov. 10, 2017

**RINGING
EARS?**

**Have a professional
hearing test and
receive
consultation on
your tinnitus.**

Call Today!

555-555-5555

**John Smith
Hearing Aid Specialist
A-1 Hearing Care, Inc.**

TINNITUS Care Provider
Holding a Certificate from the International Hearing Society

123 Front Street - Mytown, ST



Tinnitus can affect a person physically, mentally and emotionally.

Help is available.

Learn more at this Free Tinnitus event.

Ring in Your Ears?

Tinnitus Seminar

November 30, 2019, 4-6 pm

Happy Place Hearing Center

1234 Pike Street, Happy Town, ST 33288

RSVP to 555-789-5500



Presented by



Mike Smith, BC-HIS
Tinnitus Care Provider
Holding a Certificate from the
International Hearing Society

Proper Use – Newspaper Article:

Hearing Healthcare Professional Earns Tinnitus Care Provider Certificate

User-submitted story by Miracle-Ear
Monday, January 13, 2020

Kyle Griffin, BC-HIS , a licensed hearing aid specialist at Miracle-Ear in Cape Girardeau, MO has been awarded the Tinnitus Care Provider Certificate from the International Hearing Society.

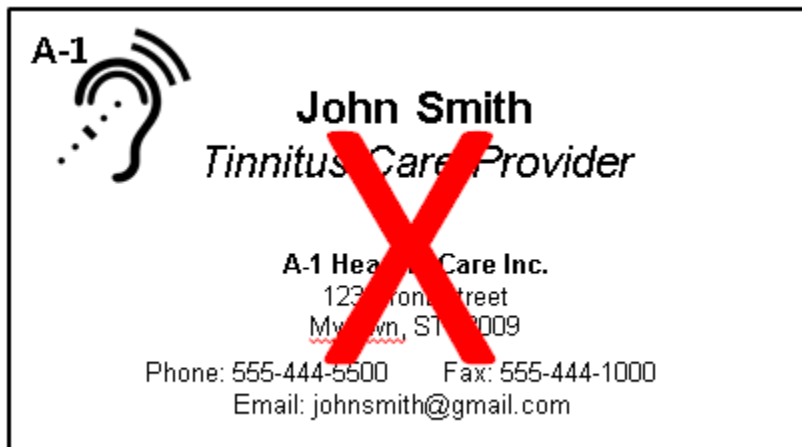
The Tinnitus Care Provider Certificate Program is an Assessment-Based Certificate Program accredited by the Institute for Credentialing Excellence (ICE). In order to earn the Certificate, a participant must attend a two-day workshop and achieve a passing score on the post-workshop assessment. Attendees learn about the physiology, psychology, measurement, and management of tinnitus, a condition afflicting some 15% of the general public.

Tinnitus is defined by the American Tinnitus Association as “the perception of sound when no actual external noise is present.” Many individuals experiencing tinnitus hear a ringing in the ears, but buzzing, hissing, whistling, and more are also commonly heard. Taught by Dr. Richard Tyler, PhD, Msc, and backed by his 30+ years of research and clinical experience, the Tinnitus Care Provider Certificate Program provides hearing healthcare professionals with the skills to address their patients’/clients’ tinnitus-related needs.

“I love helping people hear better,” explained Griffin . “The satisfaction that comes with helping a patient better hear their loved ones is unparalleled, and I’m eagerly anticipating the success my tinnitus patients and I can have together.”

Miracle-Ear was established over 30 years ago in Cape Girardeau to serve the hearing-impaired community and help improve the quality of life for residents. The office is located at 1465 N. Kingshighway. Individuals can call 573-335-5510 to make an appointment.

Improper use - Business Card:



Improper Use - Email Signature:

John Smith
Tinnitus Care Provider
A-1 Hearing Care, Inc.
johnsmith@gmail.com

For more information, please contact



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