

THURSDAY

MarkeTrak VII: Opportunities for Promoting Hearing Solutions

Sergei Kochkin, Ph.D.

In MarkeTrak VII we review 21 year trends in the hearing health industry as well as customer satisfaction with hearing aids. Newly covered topics include: the impact of untreated hearing loss on income and an exploration of America's 1.2 million hearing-impaired children and 23 million adults currently not using amplification.

FM Works – For your patients and your practice

Dawn Marsiglia, M.A.

As audiologists, we all know the benefits of FM systems for our patients. Hearing aid users of today are more active, more technologically savvy and more demanding than ever before. Incorporating FM into your practice will provide you with another tool to improve patient satisfaction, if it's done correctly. Just as your patients have changed so has FM technology. Get updated on FM technology and how to successfully incorporate it into your practice.

Audiological Applications of Cortical Event-Related Potentials (ERPs) to Speech Stimuli

Peggy Korczak, Ph.D.

The initial portion of this session will discuss the various cortical ERPs and what potential information they provide to audiologists regarding the audibility and discrimination of speech stimuli. Next three audiological applications of cortical ERPs will be discussed. These applications include: (1) assessing the effects on sensorineural hearing loss on the detection and discrimination of speech signals; (2) evaluating improvements in neural processing of speech with amplification (hearing aids and cochlear implants); and (3) evaluation of the impact of auditory training on speech perception. Lastly, there will be a discussion of who would be a good candidate for this type of assessment.

Integrating National and Local Promotions of Hearing Solutions

Sergei Kochkin, Ph.D.

Only 23% of people with hearing loss adopt a hearing solution. New users of hearing aids are 70 years of age. Yet 65% of people with hearing loss are below retirement age. In line with National efforts at the BHI what can hearing health professionals do to promote hearing healthcare in their communities to enhance the chances that more people with hearing loss, while in the prime of their life, seek their services?

Vestibular Assessment: Choosing the Best Test from a Myriad of Choices

Holly Burrows, Au.D. & Robin Pinto, Au.D.

Amidst a myriad of vestibular assessment tools that have emerged and become readily available, it is often difficult to know which test is “best” for your patient. Furthermore, a “universal” test battery is often excessive and inefficient. But how do you know which test(s) are best for your patient *before* you begin your assessment? Using cases studies and discussion; we will discuss which test(s) offer the “biggest bang for your vestibular buck”.

Patient Acquisition – Designing the Right Plan

Craig VanDeVelde, Practice Developing Manager, Phonak Hearing

There are many challenges in Private Practice: How can I bring more patients through my door? How can increase revenues and profits? How to create value-added service in my practice? How can I differentiate myself from my competition? How do I brand my practice? If you have ever asked yourself these questions, you don't want to miss this session. Craig VanDeVelde, Practice Development Manager from Phonak will review specific strategies to overcome these and other common challenges in marketing your private practice.

VEMP – Getting Started

Chiz Tamaki, Ph.D.

This course is intended for audiologists who have limited experience with vestibular-evoked myogenic potentials (VEMP) testing, and answer some of the common questions like “What am I looking at/for?” Participants will gain basic knowledge necessary to perform and interpret VEMP. The course will cover basic anatomical and theoretical basis of VEMP, step-by-step procedures for testing, troubleshooting, and pathologies that may affect VEMP results.

Lecture Series: Early, Family, & Visual Integration for Deaf Children

Benedict, Vaughan, Stengel, Farrell, Dowling, Miller

“Update on Early Intervention Needs and Services for Deaf or Hard of Hearing Children”

This presentation is designed to build a bridge between the deaf community and the professionals involved in early intervention with deaf children. A review of the research will show the inclusion of sign language in early intervention does not impede speech, development, the importance of various types of family intervention, and the importance of visual intervention with deaf children. The presentation will also review the importance of communicating with deaf families from a cultural perspective instead of only the medical perspective.

“Maryland Early Hearing Detection and Intervention”

Maryland legislation in 2000 mandated that all newborns born in Maryland would undergo a hearing screening, and with that the Maryland EHDI program was born. The presentation will provide information on the current status of newborn hearing screening in Maryland and future directions for the program. Additionally, the audience will be introduced to the new reporting system being implemented to report hearing screening and follow up results as is being required by the State.

“Overview of the Maryland Infants and Toddlers Program”

This presentation will provide an overview of the Maryland Infants and Toddlers program including eligibility, the Individualized Family Services Plan (IFSP) process, and family-centered service delivery.

“The Maryland Hearing Aid Loan Bank – Meeting the Needs of Families”

This presentation will give an outline of the operation of the Maryland Hearing Aid Loan Bank. Its purpose, mission, goal, and objectives will be defined and discussed.

“Family Support Services – Supporting Families of Children with Disabilities”

This presentation will provide an overview of Family Support Services available to families of children with disabilities (birth – 21) at the state and local level.

How your Practice can take advantage of the new 2008 tax laws – everything you need to know to save money on taxes this year!

Anna Fink, CPA

All you need to know about the new 2008 tax law! There has been a lot of changes for 2008 mostly related to economic stimulus packages. How will these changes affect your private practice and save you tax dollars? We will also discuss tax implications from the candidates for President and their proposals for tax changes.

FRIDAY

Evidence-Based Practice for Audiologists: An Interactive Introduction

Harvey Abrams, Ph.D.

Hearing instruments continuously undergo technological advancements particularly in the areas of digital noise reduction, feedback suppression, and adaptive directionality. But have these technology advances translated into human advances as measured by our treatment outcomes? Are our patients truly better off because of these new hearing instrument technologies? This interactive presentation will introduce participants to the concepts of evidence based practice to include critically appraising a topic (conducting a CAT), evaluating the literature, and analyzing the evidence to determine if it supports or fails to support the benefits of today's advanced hearing instrument technology.

Professional Issues

Moderator: Steve Pallett, Au.D.

This year a moderated discussion will take place on a variety of professional issues pertaining to audiology. Topics that will be discussed include internet hearing aid sales, the hearing aid tax credit, current & future audiology related legislative issues at the state level, internet access to maryland audiologists via the MAA website, and ethical issues in the field of audiology.

Genetic Counseling and Evaluation: What to Expect

Ginger Norris

Attendees will learn about the indications for referrals to genetics and what happens during the genetic evaluation and counseling process.

Beyond the Crack in the Windshield- Helping People with Tinnitus and Hyperacusis

LaGuinn P. Sherlock, Au.D.

It would be the rare clinician who has not encountered a patient with significant tinnitus and/or hyperacusis. Management of patients with severe tinnitus requires a good understanding of the mechanisms underlying tinnitus, the roles of emotion and conditioned reflexes and the contribution of anxiety and depression. There are simple ways to screen patients with a

complaint of tinnitus to determine the need for referral to a tinnitus specialty clinic. While many clinicians in Maryland are familiar with Tinnitus Retraining Therapy, there are other tinnitus treatment options including habituation therapy, Tinnitus Activities Treatment, and most recently, Neuromonics Tinnitus Treatment. Selection of a treatment option may be best approached in an interactive manner, much as selection of hearing aids is conducted, whereby the patient's degree of tinnitus handicap, lifestyle issues and budget are considered in selecting an appropriate treatment option. Evaluation strategies, general counseling concepts, the Tinnitus and Hyperacusis Program model and coding/reimbursement issues will be discussed during this session.

Intellectual Disabilities and Hearing Loss: Undetected, Un-Served, Under-Treated

Gilbert R. Herer, Ph.D.

Persons with intellectual disability (ID) frequently experience hearing loss that is difficult to detect without annual hearing evaluations. This lecture provides a brief introduction to the delivery of audiology services in a public health model of *screen-identify-refer* for individuals with ID. It will present the protocol of the Special Olympics (SO) Healthy Hearing Program that is designed to identify the ear and hearing status of athletes with ID participating at SO sports events. Outcome results using this protocol with 2401 athletes at three major SO events worldwide will be reported. The presence of excessive ear canal cerumen, as well as high rates of conductive and sensorineural hearing losses were found in SO's adult athletes with ID. These hearing health conditions were essentially undetected previously. Undetected, un-served and under-treated ear and hearing problems of individuals with ID need to be recognized and addressed at least annually by audiologists, other health professionals, caregivers and the athletes.

The next generation of Audiologists: Teaching to the Millenials

Diana Emanuel, Ph.D.

Population cohorts have been divided into generations by popular terms such as "baby boomers", "Generation X", and so forth. The current generation at the college level is often classified as the "Millenial" generation. The backgrounds, attitudes and expectations of these students are quite different from previous generations, and yet audiologists who participate in the training of audiology students must bridge the gap in order to mentor the next generation of audiologists. Observations and suggestions regarding the generational differences as they relate to teaching will be discussed. In addition, issues affecting the future workforce of audiologists, including financial issues related to audiological training and recruiting issues, will be discussed

What does the Audiogram tell us about hearing and inner hair cell function? Implications for Audiologists

Edward Lobarinas, Ph.D.

The audiogram is one of the most widely used tools in Audiology. However, little is known about the audiogram's ability to detect changes in inner hair cell function. Inner hair cells transmit nearly all of the acoustic information from the inner ear to the auditory brain. The session will describe the perceptual consequences of selective inner hair cell loss in the presence of functioning outer hair cells in a chinchilla animal model. The results will show what changes occur in the audiogram and in the ability to detect signals in background noise.