

General Information

Dates

Thursday, March 21, 2019
Friday, March 22, 2019
Saturday, March 23, 2019

Location

The Central Hotel & Conference Center
(A Best Western Premier Property)
800 East Park Drive • Harrisburg, Pennsylvania 17111
Telephone: 717-561-2800 • Fax: 717-564-2347

ROOM RESERVATIONS:

717-561-2800, Option 4 and then Option 1

(Please call for room reservations by February 28 so we can reach our room commitment)

Hotel Rates

\$96.95 Per Night (plus 11% sales tax) (Single or Double)
Complimentary wireless high speed access, free local and 800 calls.

Please identify yourself as making a reservation for the 2019 Mid-Atlantic Hearing Expo. Reservations to obtain the special room rate must be made by February 28, 2019.

Registration Includes

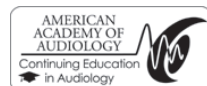
- Welcome Reception On Thursday
- 2 Breakfasts On Friday & Saturday
- 2 Buffet Luncheons On Friday & Saturday
- Friday Evening Reception
- Friday Evening Buffet Dinner

CEUs for this program

We have been approved for 12 CEUs from the International Hearing Society (IHS)

We are applying for CEUs from the American Academy of Audiology (AAA)

We are applying for CEUs from the American Speech-Language-Hearing Association (ASHA)



IMPORTANT NOTICE

Mid-Atlantic Hearing Expo is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 1.15 CEUs. Academy approval of this continuing education activity is based on course content only and 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.

Registration (please print)

Name _____
Second Attendee _____
Business Name _____
Address _____
City _____
State _____
Zip _____
Phone Number _____
E-Mail _____

_____ \$295.00 REGISTRATION FEE FOR THURSDAY, FRIDAY AND SATURDAY

_____ \$325.00 REGISTRATION FEE (after March 16, 2019)

_____ \$225.00 REGISTRATION FEE FOR FRIDAY

_____ \$125.00 REGISTRATION FEE FOR SATURDAY

_____ \$175.00 FEE FOR SPOUSE OR GUEST at the 2 Breakfasts, 2 Luncheons, Reception & Dinner

\$ _____ TOTAL

(A \$20.00 fee will be charged if you cancel your registration) (No refunds after March 16, 2019)

Please make checks payable to the:

MID-ATLANTIC HEARING EXPO

100 South 21st Street • Harrisburg, PA 17104

Credit Card Payment:

VISA MASTERCARD AMEX

Credit Card Number _____

Name on Card _____

Billing Address Number _____

Expiration Date _____

Billing ZIP Code _____

VISA & MC 3-digit security code _____

AMEX 4-digit security code _____

You can scan your registration & credit card information and Email it to bstewart-phha@comcast.net or fax it to 717-238-2799.

You can register and pay by credit card by going to the Expo website

www.midatlantichearingexpo.net

“Industry Consolidation and Your Practice”

March 21-22-23, 2019

THE CENTRAL HOTEL & CONFERENCE CENTER

(A BEST WESTERN PREMIER PROPERTY)

800 EAST PARK DRIVE • HARRISBURG, PENNSYLVANIA 17111

ROOM RESERVATIONS: 717-561-2800, Option 4 and then Option 1

(Please call the hotel before February 28, 2018 so we can reach our room commitment)

www.midatlantichearingexpo.net

Mid-Atlantic Hearing Expo Program and Course Abstracts

Thursday, March 21, 2019

7:30 p.m. – 9:00 p.m.
General Session – Industry Update Session
– 1.5 hours

Presenters: Carole Rogin, David Fabry and Moderator James Saad

Title of presentation: State of the Industry

- The Federal Trade Commission – Unbundle Services?
- US Food & Drug Administration – Bose
- Legislation on the state level – Benefits or Problems?
- Will you stock OTC devices? – Will it be a Negative if you do not.
- Labeling of OTC devices – Timeline for implementation.

Course Description:

Advantages of and obstacles to unbundling... Approval of Bose hearing aid... OTC products... Will you sell OTC devices? Importance of labeling OTC devices... Impact of OTC devices... We are seeing a paradigm shift in hearing health care delivery and market disruption. What are the practical considerations? What are the financial considerations? How do I determine an effective cost and fee structure? Changes in State laws and regulations? Billing and reimbursement issues... Service value and effectively communicating with the patient.

Friday, March 22, 2019

7:00 a.m. – 8:00 a.m.
Breakfast – The Central Ballroom

8:00 a.m. – 9:30 a.m.
General Session – The Central Ballroom
– 1.5 hours

Presenter: Dave Fabry is Chief Innovation Officer at Starkey Hearing Technologies – dave_fabry@starkey.com

Title of presentation: Li-ions and Trackers and BAERS – Oh My!

Course Description:

In the United States, an estimated 30 million individuals have measurable hearing loss, yet according to MarkeTrak IX (2015), only 30.2% of those with hearing loss own hearing aids. In recent years, numerous federal agencies have focused their attention on increasing hearing aid use, primarily though improving accessibility and affordability. This session will focus on the impact of those changes on the hearing aid distribution process. Included topics will cover OTC, “healthables”, telehealth, and third-party pay. Audience participation is encouraged.

(Continued)

Mid-Atlantic Hearing Expo Program and Course Abstracts

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 10:00 a.m.

General Session – The Central Ballroom

Vendor Presentation 1: .25 hours

Presenter: *Alyssa Ricevuto, AuD, CCC-A, F-AAA, Clinical Trainer, Phonak – Alyssa.Ricevuto@phonak.com*

Title of presentation: *The Marvelous new Marvel hearing aid*

Course Description:

First fit acceptance is often hard to overcome with new hearing aid wearers. With the new Marvel technologies Phonak has increased the first fit acceptance without compromising on sound quality or speech intelligibility. Marvel also streams binaurally to ANY Bluetooth phone. Experience the Marvelous sound of Marvel, proving ease of use and love at first sound to every hearing aid wearer.

10:00 a.m. – 10:15 a.m.

General Session

Vendor Presentation 2: .25 hours

Presenter: *David Shuttleworth, Starkey Hearing Technologies – David_Shuttleworth@starkey.com*

Title of presentation: *Livio AI & Thrive: The World's First Hearing Aid with Integrated Sensors and A.I.*

Course Description:

Hearing care can be the gateway to better overall health. Livio AI takes the best hearing technology and combines it with the first integrated sensors and AI for body and brain tracking. This course will provide an overview of the Livio product family.

10:15 a.m. – 10:30 a.m.

General Session

Vendor Presentation 3: .25 hours

Presenter: *Patrick Kochanowski, ACA, BC-HIS is the Secretary of IHS and has been the Central East Coast Territory Governor for IHS since 2011 – pkochanows@aol.com*

Title of presentation: *International Hearing Society Course Description: 2019 Report*

Course Description:

Over-the-Counter Hearing Aids: find out what the Bill will do? The Fit to serve H.R. 3471 Bill passed, learn what the next steps are. Other key federal issues will be discussed including the Dept. of Labor Apprenticeship program. Updates on the current Tinnitus Care Certificate Provider Program.

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 12:00 p.m.

General Session – The Heritage Room – 1.25 hours

Presenter: *Doris Rapisardi, MAS-CCC-A, StyleTone Hearing Care – styletonehearing@gmail.com*

Title of presentation: *Unbundling Hearing Instrument & Associated Service: Models and Financial Consideration, Strategic Planning and Implementation*

Course Description:

Unbundling Hearing Instrument & Associated Service is Upon Us:

- Various Models, Determining Pricing Structure, Strategic Planning, and Implementation
- Unbundle Service: Structure, definition and implications.
- Bundled Services: Structure, definition, services that may remain bundled
- Hybrid Model
- Differentiating Professional Services from the Device in a disruptive market.
- Consumer Perceptions
- Categorizing and Identifying Services Provided and Productivity
- Hypothetical Practice Model, Work Flow, Productive Hours, Office Expenses, Cost /Hourly
- Rate, Revenue, Setting
- Pricing structure examples: Tracking new opportunities (Disclaimer Prices listed are for illustrative purposes only)
- Implementation: Customize to your practice and what makes sense, Itemized Charge Master in place, Consistent Pricing Structure/Policy, Preparing Staff/Training, Flow of Office, Daily Communication with Staff, Educating the Consumer

12:00 p.m. – 12:30 p.m.

State Association Meetings

12:30 p.m. – 2:30 p.m.

Lunch with our Exhibitors –

The Central Ballroom (Please visit with our exhibitors)

2:30 p.m. – 3:30 p.m.

General Session – The Central Ballroom – 1 hour

Presenters: *Alyssa Ricevuto, AuD, CCC-A, F-AAA, Clinical Trainer – Alyssa.Ricevuto@phonak.com and Brandy Heckroodt, AuD – brandyheckroodt@phonak.com*

Title of presentation: *eAudiology--Bringing Engagement, Ease and Empowerment to Service Provision*

Course Description:

Telemedicine is a significant and rapidly growing segment of healthcare. In fact over half of all hospitals in the United States currently offer some form of telemedicine. This talk will explore the opportunities and growing appetite for applying telehealth in Audiology. A vision will be illustrated for the future of audiology care and how technology can help us to engage with new patients, improve the ease with which hearing care is accessed, and empower people to achieve better hearing-related outcomes. Solutions throughout the hearing healthcare continuum from hearing screening to downstream hearing aid support will be described. Finally we will share the outcomes of internal and external research. This data will include several perspectives from patient focus groups, to clinician's perceptions and feedback, to hearing outcomes and performance data.

3:30 p.m. – 3:45 p.m. Break

3:45 p.m. – 5:15 p.m.

General Session – The Central Ballroom – 1.5 hours

Presenters: *David Fabry, Doug Lewis and Jim Saad (Moderator)*

Title of presentation: *Industry Consolidation and Your Practice, Understanding the Market And Thriving In It!*

Course Description:

Panel discussion concerning Hearing Health Care Providers and what they can do to proactively build a successful and sustainable practice in today's rapidly changing hearing health care market. Driven by audience questions and concerns, this course will provide valuable insights into current industry trends, as well as proven tools and tactics to implement into your everyday practice to meet and exceed your patients' expectations. Today's hearing healthcare landscape is changing at unprecedented speed, are you equipped to keep pace?

5:30 p.m. – 6:30 p.m.

Reception with Exhibitors – The Central Ballroom

6:30 p.m. – 7:30 p.m.

Dinner with Exhibitors and Live Auction

Saturday, March 23, 2019

7:00 a.m. – 8:00 a.m.

Breakfast – The Central Ballroom

8:00 a.m. – 9:30 p.m.

General Session – The Central Ballroom – 1.5 hours

Presenter: *Julee Hafner, Ph.D, Speaker, Author, and Mentor – DrJuleeHafner@gmail.com*

Title of presentation: : The Art of Change: The Science of Unlearning Masterclass: 5 Ways to Embrace Transformation

Course Description:

The impact of change on organizations is never-ending. To remain competitive in the current climate, understanding effective change processes is essential for business professionals. In this masterclass, attendees will take away practical skills to improve their understanding of effective change needed for competency updating and improved leadership in their business.

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 10:45 a.m.

General Session – The Central Ballroom – 1 hour

Presenter: *Blaise Delfino, Audiology Services and Fader Plugs – Blaise@audiologyservicesllcpa.com*

Title of presentation: *Bootstrap and Start Up*

Course Description:

Have you lost the excitement to grow your practice? Are you struggling with patient acquisition? Too much month at the end of the money? Let's go back to when you first started your clinic. You were excited, ambitious, and ready to take the world by storm. Bootstrap and start up will discuss systems and growth strategies that will influence your cash flow, patient retention/acquisition, and how to dominate your market.

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:30 p.m.

General Session – The Heritage Room – 1.5 hours

Presenter: *Doug Lewis – dlewisexcalibur@gmail.com*

Title of presentation: *Hearing Aid Dispensing Best Practices*

Course Description:

IHHIS Education Committee recommendations for practitioners to adopt a Best Practices mindset in serving their patient/clients with universally recognized and accepted standards of practice in dispensing.

12:30 p.m. – 1:30 p.m.

Lunch – The Central Ballroom