



# Bolder than Ever

October 22-24, 2018

Gaylord Palms Resort | Orlando, Florida

**AuDacity 2018 is bolder than ever!** Join us for 3 days packed with courses distinctly designed to deliver relevant information and resources to audiologists in autonomous practice. Network boldly—AuDacity offers plenty of opportunities to eat, drink, and be amazed by the more than 50 exhibiting companies dedicated to helping practices and their patients succeed.

**Please note:** Attendees must be able to think for themselves as AuDacity rejects paternalistic programming.

## MONDAY, OCTOBER 22

8:00 AM - 4:15 PM

### Managing Co-Morbidities Symposium

Victor Bray, Ph.D.; David Zapala, Ph.D.; Nicholas Reed, Au.D.; Michelle McElhannon, Ph.D.; Christopher Spankovich, Ph.D.; Richard Gans, Ph.D.; Carol Knightly, Ph.D.

An overview of systems and documentation will be presented followed by information-packed sessions on the following co-morbidities: audiovestibular, brain/neurologic, cardiopulmonary, diabetes, oncology, and renal failure. Find out everything that you need to know when managing patients with comorbidities.

4:30 PM - 5:30 PM

### Standards and Accreditation for the Audiology Practice

Angela Morris, Au.D.; John Coverstone, Au.D.; Patricia Gaffney, Au.D.

Unlike certification programs, which are designed to measure the individual knowledge of audiologists, the ADA Practice Accreditation Program will measure clinic processes and procedures against a set of peer-reviewed, evidence-based standards. ADA-accredited practices will demonstrate a commitment to patient-centered care, transparency, and adherence to clinical and ethical guidelines as outlined by leading national organizations and institutions.

The newly formed Audiology Practice Standards Organization APSO is a community of audiologists who believe that developing and adopting practice standards is key to the future growth of our profession. APSO's mission is to develop, maintain, and promote national standards for the practice of audiology which are based on current evidence, reflect best practices

in the profession and are universally adopted by practitioners. This session will cover the current initiatives underway by the organization and its members, and will provide information on the accreditation process and how to prepare for the accreditation audit.

4:30 PM - 5:30 PM

### IP Captioned Telephone Services and the Federal Communications Commission

Jim Skjeveland

This session will provide an updated perspective on the current FCC regulations regarding Audiologists provision of Captioned Telephones, as well as a proposed rulemaking that was approved at an Open commission meeting on June 7th, 2018. This proposed rulemaking provides the FCC's considerations for the certification of individuals for captioned telephone services and provides the FCC's perspective on what process is recommended. We will summarize the comments that were submitted by parties and what the next steps and commenting periods may be available.

5:30 PM - 8:00 PM

### Opening Event in Exhibit Hall

## TUESDAY, OCTOBER 23

7:00 AM - 8:00 AM

### Breakfast in the Exhibit Hall

8:00 AM - 8:30 AM

### Welcome & President's Address

Alicia Spoor, Au.D.

Learn more and register today at [audiologist.org/2018](http://audiologist.org/2018).

8:30 AM - 9:30 AM

## Keynote Presentation: Growing Healthcare Leaders – Empowerment to Improve Healthcare



### LT. GEN. MARK P. HERTLING

This presentation will focus on describing the tenets of any profession and how health care professionals must apply those elements. During the presentation, attendees will be introduced to the attributes and competencies required of all

leaders, and how this model contributes to building teams and organizational effectiveness in healthcare. Finally, attendees will also be introduced to the military's influence model, and will come to understand that incorporating the motivations found in others will assist in task accomplishment.

9:30 AM - 10:00 AM

### Break in Exhibit Hall

10:00 AM - 11:30 AM

## Insights from the Outside: Creating an Exceptional Patient Journey

Randy Baldwin

Be inspired by a panel of clinician practice owners from diverse healthcare specialties as they share their unique insights and best practices on common challenges and opportunities faced by healthcare business owners. In this dynamic, interactive session you will discover ways to:

- attract new patients from obvious and not-so-obvious sources
- engage, educate and empower patients through your practice environment, patient conversations and marketing communications, resulting in long-term patient relationships and referrals
- enable patients to get the hearing care they need to live connected, vibrant lives

The panel will also provide answers the audience members' business and/or patient-focused questions.

11:30 AM - 1:00 PM

### Lunch in Exhibit Hall

1:00 PM - 2:30 PM

## Interactive Session: Building the Audiology Brand

Lia James

Audiology is in the middle of an identity crisis. Audiologists are regularly blamed as the cause for the high price of hearing healthcare in the media, by lawmakers, and even by their patients. The reality is so much has changed in how people want to connect with businesses in just the last few years. People crave individualized interaction. This audience interactive session will challenge audiologists industry wide to understand how to leverage individualized branding to change the trust and reputation of audiology across the board.

2:30 PM - 3:00 PM

### Break in Exhibit Hall

3:00 PM - 4:30 PM

## Keynote Presentation: What I Learned From Setting a \$70,000 Minimum Wage



### DAN PRICE, CEO GRAVITY PAYMENTS

Nearly 7 in 10 employees in the United States are disengaged with the company they work for. They're unmotivated and uninterested in their work. Dan Price widely known for setting a \$70k minimum wage at his credit

card processing firm Gravity Payments, brings his vision for the future of business to the AuDacity 2018 Conference. In his keynote address he will discuss topics like intrinsic motivation, employee disengagement, and the why behind his \$70k minimum wage decision.

5:00 PM - 6:30 PM

### Final Reception in Exhibit Hall

## WEDNESDAY, OCTOBER 24

7:00 AM - 8:00 AM

### Member Breakfast

8:00 AM - 4:30 PM

## EARLY CAREER PROFESSIONALS TRACK

See Page 5.

8:00 AM - 9:30 AM

## CONCURRENT SESSIONS

### **Relationships, Referrals and Resources: Best Practices in Physician Engagement**

Tom Tedeschi, Au.D., Moderator; Robert Tysoe, BSc.; Maryann Nikander, Au.D.; Stacy O'Brien, Au.D.; Nicole Pavol; Physician Panelists

During this session, panelists will provide an overview of best practices in physician engagement and relationship management, including practical tools and resources that can be applied immediately in a private audiology practice. The session will begin with a global view of optimal strategies, including data from the field to support key recommendations. Specific case studies will be delivered, which illustrate the step-by-step process used by two practices who have found sustained success in establishing and cultivating relationships with physicians to support increased referrals and better outcomes for patients.

### **The End of Business as Usual: Three Tangible Skills for Long-term Success in Audiology**

Brian Taylor, Au.D.

This course will provide attendees with three concrete skills that can be used in their daily practice, two of which they can charge a fee to provide. Rather than provide a lot of theory, the course will walk through three specific new skills that can be applied to a clinic who desires to unbundle service from the delivery of products.

### **Marketing Tinnitus Specialty Care to Grow Your Practice**

Jill Meltzer, Au.D. and Torryn Brazell, MS, CAE  
The American Tinnitus Association (ATA) has a long history of providing compassionate support for those who have tinnitus. Audiologists are the center of tinnitus specialty care, and surrounded by other healthcare providers who can help people with tinnitus but may not specialize in tinnitus, such as psychologists, psychiatrists, dentists, and physical therapists. Come learn how marketing tinnitus specialty care can grow your practice, while providing the compassionate support patients need. We will discuss resources for developing a strong foundation to provide specialty care and the benefits of supporting the ATA mission to drive traffic to your clinic. We will engage in a discussion about the answers given to questions frequently asked by people with tinnitus and provide common clinical scenarios.

9:30 AM - 9:45 AM

Break

9:45 AM - 11:15 AM

## CONCURRENT SESSIONS

### **The Good, the Bad and the Ugly: Externs and Private Practice**

Patricia Gaffney, Au.D. and Alyssa Needleman, Au.D.  
Precepting externs in private practice can be a rewarding experience; however, there are many factors to consider when taking the plunge into being a preceptor. This talk will focus on the rewards of precepting an extern both financially and professionally along with the realities of reimbursement, professional issues, progression towards independence, and what happens when the student performance is not where it is expected to be. This talk will be interactive with case scenarios and input from the audience to explore how to improve communications, providing feedback and maximizing utilization in your practice.

### **Positioning Professional Care Value Through Innovative Practice Strategies**

David Smriga, M.A., Gregory Frazer, Au.D., and Dale Thorstad

Today's hearing products consumer has many technological options, price-points and treatment paths to choose from. Soon, these options will include self-diagnosis and over-the-counter treatment for mild-to-moderate hearing loss. Yet, for many with hearing loss, effective long-term product usage is still best addressed with professional guidance. The challenge is to position the value of professional care effectively in this diverse environment. Presentation topics that will be covered will include using verification as a counseling/ goal setting tool, purchasing techniques to increase consumer value, examining an insurance-based practice model, strategic technology selection tactics, and a clinical services strategy for PSAP/OTC consumers.

### **Streamline Tinnitus Treatment in Your Busy Practice**

Natan Bauman, Ed.D.

Each tinnitus patient may have a very specific reason for their reaction or over-reaction to tinnitus. Several tinnitus inventories have been developed to assess the tinnitus handicapping index. These questionnaires are also helpful in monitoring the progress of the tinnitus treatment. However, there is a need to identify specific factors which are responsible for different degrees on the handicap

tests. The Tinnitus Concern Questionnaire (TCQ) was developed to help patients and practitioners identify these concerns and streamline treatment.

11:15 AM - 1:00 PM

### **Business Plan Competition and Luncheon**

1:00 PM - 2:00 PM

### **CONCURRENT SESSIONS**

#### **Expanding the Patient Journey (and the Practice) with Hearables**

H. Christopher Schweitzer, Ph.D.

Hearables (and wearables) are increasingly able to validly claim speech intelligibility improvements, and hence may provide value as an add-on offering for audiological practitioners. However, not all such devices allow clinics to provide minimal viable service. Additionally, low prices discourage treatment of hearable consumers (prospective new clients!) at the same level as traditional patients. We will show how new strategies of smart mixes of online, mobile, and in-store kiosks allow practice owners to create clinic-specific bundles that not only allow 'survival' in the 'OTC disruptive' market place, but provide competitive advantages when intelligently embraced.

#### **Threat Hunting OTCs (Part 1)**

Jacqueline Scholl, Au.D.

Minimizing threats to the practice of audiology and private practice is vital. This workshop provides innovative tools that can be utilized as counter measures to the increasing threats that encroach on our industry. Participants will learn fresh, fearless perspectives on how private practices can not only survive these threats, but to use them to thrive.

#### **Optimizing Third-Party Reimbursements**

Deb Abel, Au.D.

Patients and practice staff often don't know exactly what their insurance benefits entail—and that means they may not be getting the best care they can afford and your practice may be leaving valuable revenue on the table. This session will help attendees understand where to turn for accurate information, what questions to ask, and how to optimize commercial payer reimbursements.

2:00 PM - 2:15 PM

### **Break**

2:15 PM - 3:15 PM

### **CONCURRENT SESSIONS**

#### **Telehealth: Shifting the Paradigm to Improve Access to Care**

Dan Quall, Au.D.

This course examines the potential benefits associated with increasing utilization of telehealth technology. The course will take an in-depth look at the application of telehealth from diagnosis to treatment to follow-up care in a sample scenario. Additionally, we will explore potential applications to provide access to care for patients living in remote areas while also addressing operational issues associated with this model.

#### **Threat Hunting OTCs (Part 2)**

Jacqueline Scholl, Au.D.

#### **What the Future Holds for Practice Ownership**

Moderator: Craig Castelli

Panelists: Brian Vesely, Au.D.; William Diles, M.A.; Elizabeth Rogers, Au.D.; and John Hartman, Au.D.

The practice acquisition landscape shifted monumentally in the three year period from 2015 to 2017, and more dramatic changes are on the way. Hear directly from some of the largest and most successful practice operators and acquirers about the direction they see the industry heading and how they plan to shape their strategies - and specifically their expansion plans - to position themselves for continued success.

3:15 PM - 3:30 PM

### **Break**

3:30 PM - 4:30 PM

### **CONCURRENT SESSIONS**

#### **Practice Trends: Hearing Health Care or Consumer Electronics?**

Amy Amlani, Ph.D.

Adoption of audiological services and technologies has decreased markedly since the introduction of digital hearing aids. The profession has turned to health behavior models to provide a rationale for improving uptake of professional services and technology. It has also been argued that patients perceive the profession from a consumer decision perspective, and not a hearing healthcare perspective. In this presentation, a literature review of health behavior models is provided, as well as a literature

review on the consumer decision model, with both models assessing patient uptake. The outcome from this review and supporting literature will provide recommendations to professionals that are expected to improve uptake of services and technology.

### **Threat Hunting OTCs (Part 3)**

Jacqueline Scholl, Au.D.

### **The Future of Digital Marketing & Local Search to Generate Quality Leads**

Gaetano Pizzi

There is no 'digital strategy' any more – simply strategy in a digital world. The digital landscape is increasingly complex and continually evolving. This session will provide you valuable insights tapping user behavioral science to gain a better understanding of a consumer's hearing healthcare journey – and how they will undoubtedly intersect and interact with your digital properties. Learn about what your next new patient is searching for online; learn how about heat mapping and A/B testing can be used to improve your site's conversion rate; and how to produce engaging content that makes your phone ring.

## **WEDNESDAY, OCTOBER 24: EARLY CAREER PROFESSIONALS TRACK**

8:00 AM – 9:30 AM

### **Rapid Fire Sessions**

This session contains four 10-15 minute rapid fire presentations followed by a more in depth panel discussion. Topics and speakers are:

Communication Needs Assessment – Alicia Spoor, Au.D.

Tinnitus – Jason Leyendecker, Au.D.

Cochlear Implant Candidacy/Referral – Elizabeth Rogers, Au.D.

Benign Paroxysmal Positional Vertigo – Danielle Dorner, Au.D.

Aural Rehabilitation – Dusty Jessen, Au.D.

9:30 AM – 9:45 AM

### **Break**

9:45 AM – 11:15 AM

### **Creating a Remarkable Workplace Culture**

Most professionals spend more time in the workplace than they do with their family, and the culture of the office can dictate whether employees are happy or disgruntled. Having a solid understanding of how to get the right people on the boat can ensure the practice is set up for success. Understanding one another and how to work together will ultimately determine the culture and cohesion of a team. Understanding the differences in personalities, communication styles, and generational dynamics can foster an environment of growth and collaboration. Having intentionality in every aspect of a practice will inevitably lead to a successful practice and the ability to help your community with all their hearing health needs.

11:15 AM – 1:00 PM

### **Business Plan Competition Luncheon**

1:00 PM – 2:00 PM

### **Why and How to Acquire your Own Audiology Practice**

Scott Myatt

2:00 PM – 2:15 PM

### **Break**

2:15 PM – 3:15 PM

### **Negotiating Skills**

Lia James

During this session, Lia James will teach how to explore the major concepts and theories of negotiation, as well as the dynamics of interpersonal and intergroup conflict and its resolution, teach how to develop practical skills applicable to a broad range of contexts and develop teamwork skills.

3:15 PM – 3:30 PM

### **Break**

3:30 PM – 4:30 PM

### **Billing and Coding**

Deb Abel, Au.D.

The current hearing aid delivery model is changing with the influence of third party payers, third party administrators and the dawn of Over-The-Counter hearing aids. Identifying and managing those business decisions will be discussed in this session as well as Medicare regulations and codes pertinent to audiologists.