

OCTOBER 29–31, 2009 • CLEARWATER BEACH, FLORIDA

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ADVANCE PROGRAM

splash

ADA 2009 CONVENTION



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PEOPLE FIRST

Take the Plunge at This Year's ADA Convention!

Invitation from the President & Chair

On behalf of the Academy of Doctors of Audiology (ADA), we invite you to take the plunge—and register today to attend SPLASH: the ADA 2009 Convention, October 29-31, at the fantastic Hilton Clearwater Beach Resort in Clearwater Beach, Florida!

ADA's unconventional convention is designed for audiologists involved or interested in autonomous practice, and will feature sessions that offer hands-on practical business knowledge and insightful clinical education in four key areas:

- Practice Development/Business Tools
- Diagnostic/Biomedical/Research
- Amplification/Rehabilitation/Counseling
- Professional/Advocacy/Legal/Ethical Issues

This education-packed, two-day program, plus pre-convention workshops features more than 40 sessions and more than 18 hours of total possible CEU credit. What's more, this year's program is chock full of dynamic speakers and innovative sessions that will provide and foster:

- **S**trategic Thinking
- **P**ractice Management Solutions
- **L**eadership Development
- **A**udiology Best Practices
- **S**ound Peer Advice
- **H**orizon Planning

In addition, the 2009 convention offers abundant opportunities for developing meaningful relationships with peers and industry partners. Join your friends and colleagues for a roundtable breakfast on Friday morning to discuss hot topics in audiology and practice management—or hang out in the ADA lounge, where you can post and find employment openings, network and sign up for ADA's peer-to-peer mentoring program.

Don't miss the excitement at the 2009 ADA Beach Party on Friday evening! Join us for live music, a scrumptious buffet and all the fun you can handle, including an auction to support the Audiology Foundation of America. Bring the family—with so many great attractions in the Clearwater Beach area, they are sure to make a splash as well! ADA is offering two great excursions for guests (see information on pages 12-13) and for the first time, will also offer nanny service for your convenience.

Finally, don't forget to visit the ADA exhibit hall, where you will discover the latest audiology products and innovative services that will advance your practice. Back by popular demand, the exhibitor-facilitated CEU activity is sure to please—as will the opportunity to share your thoughts and ideas with industry representatives throughout the convention.

Take the plunge—register today!



Charles R. Stone, Au.D.
President



Tabitha Parent Buck, Au.D.
Convention Chair

Keynote Speaker — Opening Session

Thursday, October 29
3:30 p.m. — 5:30 p.m.

Kathy Buckley



Gifted comedienne, award-winning actress, accomplished author, and renowned inspirational speaker Kathy Buckley is a force like no other. Billed as "America's First Hearing Impaired Comedienne", she is also a five-time American Comedy Award Nominee as Best Stand-Up Female Comedienne. As an actress, she is known for her guest starring roles on shows such as *Touched by an Angel*, and for her critically acclaimed one woman Off-Broadway show, *Don't Buck with Me/Now Hear This!* As a motivational speaker, she inspires hundreds of thousands of people around the world, sharing her story of overcoming some of the most difficult obstacles one can imagine in life, and how she met those challenges with dignity, courage, and laughter.

In the late 1980s, she became one of the most popular comedienesses in the country using material based on, among others things, her hearing loss. That impairment, which resulted in Kathy's poor performance in second grade, landed her in a school for mentally and physically impaired children. It took school administrators, psychologists, and audiologists nearly a year to discover it was just a hearing loss and not a lack of mental acuity that was impeding her speech and language development. Today, Kathy shakes her head as she quips to amazed audiences, "...And they called me slow?"

Kathy's book, *If You Could Hear What I See*, will have you laughing and crying as you experience the amazing story of her life. She has received thousands of letters and emails of thanks and praise, regarding both her book and her original PBS special, *No Labels, No Limits!* She was awarded the CINE Golden Eagle Award as the writer and executive producer of the special, and the Media Access Award for Outstanding Television Special.

Whether performing in a comedy club, appearing on television, speaking publicly, or teaching at camps for children and teens, Kathy Buckley bears her message that anything can be achieved when the heart and the mind work together. "My comedy disarms people," says Kathy. "I love to make people laugh, but I love it even more if I can teach them something at the same time."

New Member Special Offer

If you've been thinking about joining ADA, now is the time. Join ADA as a first-time member by September 1, and receive all the benefits of membership through December 31, 2010, and the discounted member convention registration fee of \$495 (early registration deadlines apply).

Back for 2009— Bring a "First-Timer" Peer Program

The strength of ADA lies in the diversity of its members, in the tremendous variety of their practice "personalities", and in the bold creativeness of their ideas. The future of autonomous audiology hinges on the involvement of an expanding body of practitioners engaged in creating opportunities within the profession. To that end, we encourage you to invite a colleague who has never attended an ADA convention before—and we want to reward you and the person you sponsor for doing so!

Bring a peer to this year's event and both you and your colleague will enjoy a 10% discount off of your 2009 convention registration plus a chance to win a free registration to the 2010 Convention. If the person you are sponsoring is not already an ADA Fellow or Associate member and is qualified to be one, they can join now and receive the lower member registration rate for 2009 (less 10%), plus have their dues paid through 2010!

To participate, simply enter the name and email address or contact phone of your referral on the registration form to take advantage of this special offer.

NOTE: Your referral must be a first-time attendee, and must register before any discounts are applied.

Please contact Stephanie Czuhajewski at 866-493-5544 for additional information or any questions.

Schedule-at-a-Glance

(Schedule as of June 1, 2009)

Thursday, October 29

7:00 a.m. – 7:00 p.m.	Registration Open
8:00 a.m. – 3:15 p.m.	Pre-Conference Workshops
12:00 p.m. – 12:45 p.m.	Workshop Lunch
8:00 a.m. – 5:30 p.m.	Exhibitor Installation
3:30 p.m. – 5:30 p.m.	Opening General Session & Keynote
5:30 p.m. – 8:00 p.m.	Opening Reception in Exhibit Hall

Friday, October 30

7:00 a.m. – 5:00 p.m.	Registration Open
7:00 a.m. – 7:45 a.m.	Continental Breakfast & Breakfast Roundtables
8:00 a.m. – 9:30 a.m.	Concurrent Sessions
9:30 a.m. – 9:45 a.m.	Refreshment Break in Exhibit Hall
9:45 a.m. – 11:15 a.m.	Concurrent Sessions
11:15 a.m. – 12:45 p.m.	Luncheon in the Exhibit Hall
11:15 a.m. – 12:45 p.m.	Exhibitor-facilitated CEU Activity
12:45 p.m. – 7:00 p.m.	Exhibit Hall Open
12:45 p.m. – 2:15 p.m.	Concurrent Sessions
2:15 p.m. – 2:30 p.m.	Refreshment Break in Exhibit Hall
2:30 p.m. – 4:00 p.m.	Concurrent Sessions
4:00 p.m. – 4:15 p.m.	Refreshment Break in Exhibit Hall
4:15 p.m. – 5:45 p.m.	Concurrent Sessions
7:00 p.m. – 10:00 p.m.	ADA Beach Party & Auction to Benefit AFA

Saturday, October 31

7:30 a.m. – 2:00 p.m.	Registration Open
7:00 a.m. – 8:30 a.m.	Continental Breakfast/Membership Meeting
8:30 a.m. – 1:00 p.m.	Exhibit Hall Open
8:30 a.m. – 9:30 a.m.	Concurrent Sessions
9:30 a.m. – 9:45 a.m.	Refreshment Break in Exhibit Hall
9:45 a.m. – 10:45 a.m.	Concurrent Sessions
10:45 a.m. – 11:00 a.m.	Refreshment Break in Exhibit Hall
11:00 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:00 p.m.	Luncheon in the Exhibit Hall
12:00 p.m. – 3:00 p.m.	ADA Student Track, Sponsored by AFA
1:00 p.m. – 1:30 p.m.	Concurrent Sessions
1:35 p.m. – 2:05 p.m.	Concurrent Sessions

Continuing Education Units

ADA is seeking approval for continuing education credit (AAA, ASHA, NIHIS) for up to 19 hours of total credit for courses and Pre-Convention Workshops, which includes up to 15 hours of ABA Tier I CEUs. The total number of hours are subject to change. Please visit www.audiologist.org for the most current and updated information regarding continuing education credit and providers.

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Pre-Conference Workshops

Note: Separate Registration fee is required

Lights, Cameras...Cerumen!

Rita R. Chaiken, Au.D., Atlanta Audiology Services, Inc.;
Jiovanne Hughart, Au.D., Hearing Doctors of Georgia

This advanced cerumen management course* is designed for practicing audiologists who examine the outer ear canal, place otoblocks for ear impressions, perform diagnostic audiological evaluations, manage ear wax, and fit hearing and ear protection devices, including extended wear hearing aids. This workshop will illustrate best audiological practices for examination and management of the external auditory meatus, which demands the use of magnification and illumination. A highlight of the day will be participant interaction with head lamps, head loupes, oto-microscopes, and video otoscopes, along with instruments and equipment with which to perform mechanical and suctioning methods of cerumen management. Audiologists wishing to enhance their skills of viewing and/or managing the external ear canal will find this course stimulating. In addition, there will be an opportunity for participants to drive the course content with their own specific cerumen management questions, needs, and concerns.

* The prerequisite for acceptance into this course is completion of a basic cerumen management course.

New Advances in the Diagnosis and Treatment of Vestibular Disorders

Richard E. Gans, Ph.D., American Institute of Balance

Audiologists play an increasingly important role in vestibular diagnosis and treatment. This one-day workshop will provide attendees with the latest information on practical diagnostic testing and treatment applications, the most recent research and a preview of future trends in the vestibular sciences for both children and adults. Clinical and electrophysiological diagnostic techniques, evaluation of all variants of BPPV, non-compensated high frequency vestibular dysfunction and gaze stabilization problems will be presented.

The program will also utilize the most recent advances in Videoculography, Vestibular Evoked Myogenic Potentials (VEMP's), and Computerized Dynamic Visual Acuity to assist clinicians in differential diagnosis of peripheral and central vestibular abnormalities. The presentation will be supplemented by actual case studies to enhance the learning process. Attendees are invited to bring difficult cases for discussion in an interactive format. This will provide the audience an opportunity to work through a variety of cases using AIB's evidenced-based clinical pathways and Gans Logic Tree in their test interpretation and treatment decision process.

From the Ground Up: The Fundamentals of Coding, Reimbursement, and Compliance

Kim Cavitt, Au.D., Owner, Audiology Resources, Inc.

This preconvention workshop will review the requirements of maintaining a compliant audiology practice, including HIPAA, Medicare, FDA, FTC and state guidelines, regulations and statutes. The course will outline the necessary processes and procedures that practitioners must have in place in order to comply with these rules. The course will also include an extensive bottom-to-top review of coding and the problems that it creates. CPT, HCPCS, and ICD9 coding will be discussed as will how to compliantly use these coding systems to maximize efficient reimbursement. This course will explain the coding changes we can expect for 2010 and beyond, including ICD10. The Physicians Quality Reporting Initiative and its potential impact on audiology will also be reviewed. Finally, participants will have the opportunity to actively discuss the most pressing, difficult practice operations, billing and/or reimbursement issues plaguing audiology today and how to solve them in their own practice settings. Participants will be encouraged to send in specific questions or situations for us to "solve" during the session. These questions will be handled in a confidential manner.



Front Office Staff Training: Setting the Stage for the Ultimate Patient Experience

Featuring Roxann Bonta, COO, Luebbe Hearing Services; and a panel of experts

ADA encourages you to bring your front office staff for this dynamic course! Attendees will discover the important role of the front office staff in ensuring the ultimate patient experience and learn tips for building long-term patient relationships. This day-long workshop will feature comprehensive training in the areas of professional communication, organization and cultural competence. Specific topics include:

- Hearing Basics
- Effective Communication Strategies
- The Telephone: Your New Best Friend
- Understanding and Presenting Financing Options to Patients
- The Power of Scheduling
- Record-keeping Tactics
- Fresh Perspectives (How to keep your job new and fun—and avoid burnout)



Concurrent Sessions

Concurrent Sessions are listed this year by blocks to organize session topics into four main categories. The blocks are as follows:

- **Amplification/Rehabilitation/Counseling**
- **Diagnostic/Biomedical/Research**
- **Practice Development/Business Tools**
- **Professional/Advocacy/Legal/Ethical Issues**

Below is a sample of sessions that will be available under each of these four blocks. Please note that sessions are subject to change.

AMPLIFICATION/REHABILITATION/COUNSELING

Creating Collaborative Relationships with Patients

Douglas Beck, Au.D., Director of Professional Relations, Oticon; Michael Harvey, Ph.D., Clinical Psychologist, Salus University

People have ambivalent feelings about hearing aid amplification. Although many people have hearing loss (31.5 million) few seek hearing aids. In this three-hour course, audiological and psychological perspectives and strategic interventions will be explored and demonstrated. This session will be founded on INFLUENCE and MOTIVATIONAL INTERVIEWING as applied to audiologists working with people with hearing loss. Psychological red flags, as well as how to make a successful mental health referral will be addressed. The third part of the session will feature an interactive hands-on workshop to incorporate the principles demonstrated throughout the course.

Practical Advice that Will Improve Your Hearing Aid Fittings

Laurel Christensen, Ph.D., Vice President, Research and Development, GN ReSound Group

Hearing Instruments have become more feature-rich and complicated than ever. At the same time, manufacturers continue to try to make fitting hearing aids quick and simple for the audiologist. This combination can lead to audiologists making mistakes that they aren't even aware may occur. It can also lead to dispensers not appropriately validating devices. This course will provide attendees with practical advice about what the hearing aid is actually doing that will help dispensers improve the fittings for their patients.

Connectivity a Must

Creig Dunckel, M.A., Senior Trainer, Oticon

Staying connected is important for everyone, but has been difficult for the hearing impaired. Now with new wireless technology they too can experience the ease of telephone use and the enjoyment of watching television. A positive patient experience with watching TV and listening on the phone results in an increase in user satisfaction levels with hearing aids. This seminar will discuss new wireless technology and the importance of allowing hearing aid users the freedom of using phones and TVs.

Directional Amplification and School-aged Children

Jason Galster, Ph.D., Starkey Labs

The use of directional amplification in adult populations has been well supported. Use of this technology with school-age children in laboratory investigations has shown that children are also capable of receiving consistent benefit from directional processing. However, there has been little evaluation of children's performance in listening conditions that mimic classroom situations. This presentation will review children's directional benefit in classroom environments. The selected environments were chosen from systematic evaluation of classrooms and represent a distribution of sound sources that may be encountered in real-world conditions.

Determining Moisture Resistance with Accelerated Life Testing

Michelle Hicks, Ph.D., Senior Research Audiologist, Sonic Innovations; Michael Nilsson, Vice President of Auditory Research, Sonic Innovations

Small, cosmetically appealing BTE devices have become popular, but run a higher risk of damage from moisture exposure than previous configurations of hearing aids. Case placement on the ear, battery size, and applications in more active lifestyles make these devices more susceptible to moisture than many other devices. The most common failure mode is moisture incursion into the battery compartment, which shorts the battery and causes rust, which can eventually contaminate internal components and damage the device. During this course, specific design elements to control for moisture flow as well as prevent moisture contamination will be reviewed to better understand the design issues that go into moisture resistance in small hearing aids.

Optimize Digital Hearing Devices for Individual Patients Using Speech Stimuli

Alice Holmes, Ph.D., University of Florida; Lee Krause, President, Audigence; Rahul Shrivastav, Ph.D., University of Florida

Despite the fact that advances in hearing aid (HA) and cochlear implant (CI) technologies have created millions of possible programming combinations and have drastically increased our capability of conditioning input signals to maximize benefits for individual users, present clinical practice still relies heavily on subjective judgments. This presentation will highlight a newly developed method to optimize digital hearing devices for individual patients using speech stimuli. Data from both HA and CI trials will be presented. Results suggest an increased performance while using this approach compared to standard fitting protocols. This programming technique seeks to develop a standardized method to optimize programming for individual users.

Meeting the Unique Hearing and Listening Needs of Older Adults

Patricia Kricos, Ph.D., Professor of Audiology, University of Florida

Older adults with listening difficulties often have needs that are quite different from younger populations with hearing loss. During this course, attendees will learn the factors contributing to the listening challenges often experienced by older adults, including normal age-related cognitive changes, auditory processing difficulties, and normal and abnormal age-related

vision compromises. The focus of this presentation will be on evidence-based evaluation and treatment options to help older adults effectively manage their hearing difficulties. A feasible prototype for providing relevant and effective assessment and treatment services for older adults who are seen in dispensing practices will be outlined.

You Need More than an Audiogram to Prescribe the Correct Hearing Aid

Lynn Sirow, Ph.D., Port Washington Hearing Center

Audiologists routinely base hearing aid fittings on measures of peripheral hearing loss. However, only a fraction of the hearing impaired population wears amplification. Studies have shown that even in aided individuals, more than 40 percent are unsure about their “brand” of hearing aid. This course will illustrate the importance of a hearing aid evaluation that links auditory test results with the need for specific hearing aid characteristics. Based on data from 60 patients, these procedures will help audiologists select the best hearing aid for each patient. In addition, it will promote an area of expertise that separates audiologists from less qualified dispensers.

New Information on DSL: What the Audiologist Needs to Know

Wendy Switalski, Au.D., Owner, Alliance Hearing Care

In clinical practice, the goal of providing amplification levels that maximize speech recognition performance must be balanced with patient input. Based on updated studies incorporating preferred listening levels, the DSL Method has been revised to provide different amplification targets for children versus adults. This presentation focuses on describing the separate adult / child targets generated by DSL v5.0a and provides research results showing that hearing aids fit to adult subjects with varying degrees of hearing loss using the DSL v5.0 criteria were within ± 5 dB of their preferred listening levels.

Effective Counseling Techniques: Putting You and Your Patients on the Same Page

Brian Urban, Au.D., President, CounselEar

Research has shown that in a typical counseling session only approximately 25 percent of the information presented to the patient is remembered correctly! So, is your message getting through? Could you enhance your patients' experience and your bottom line with a few, simple techniques? Whether you are new to the profession or a veteran audiologist, this session promises to be an eye-opening, thought-provoking experience. This course will explore innovative ways to improve what your patients remember and increase the likelihood that they will follow through with your recommendations.

Advances in Wireless Technologies and What They Mean for You and Your Patients

Jerry Yanz, Ph.D.

Wireless technology is touted as the anticipated next great advancement in amplification for hard of hearing people. Yet the market penetration of existing wireless communication systems is not commensurate with the benefit they can provide. This course will explore the potential for greater success with wireless products, based on three factors—(1) product features, (2) the knowledge and skills of audiologists regarding patient assessment and technology use and (3) individual attitudes toward discontinuous technological advances.

Top Ten Reasons for Hearing Aid Delight

Carole Rogin, Executive Director, Hearing Industries Association

The hearing aid industry has witnessed unparalleled advances in device technology and professional practice, which have come together to enable virtually anyone with hearing loss to benefit from amplification. To capitalize on this excellence, the Hearing Industries Association (HIA) has taken an innovative look at the consumer's journey to the purchase of hearing aids and identified the top ten reasons that increasing numbers of people say that they are “delighted” with their hearing aids. This session will outline the research, survey instruments and results of the effort to identify the elements of the journey that increase the likelihood that consumers will obtain maximum benefit from their hearing aids, will use them successfully in all desired environments and will describe themselves as “delighted,” especially to others.

SoundRecover—Uncovered

Jennifer Coblentz Lyons, Au.D., Phonak; Jana Rentz, Au.D., Phonak

This course will explore the selection, fitting, and verification processes for hearing aids with non-linear frequency compression. Phonak's method of frequency transposition is the newest version on the market, and has been shown to benefit patients with a wide range of hearing losses. This course will focus on patients with high frequency hearing losses, which have traditionally been difficult to fit successfully, and how non-linear frequency compression can provide the clinician with a tool to increase fitting success.

Verify Your Hearing Instrument Fittings to Create Patients for Life

Michael Poe, President/Founder, Outback Enterprises, Inc.; Vangie Neeley, Au.D., Director of Audiology, MedRx; Terry Ross, Vice President, MedRx

Utilizing the latest Verification Techniques to provide the best possible hearing instrument fitting is vital to the growth of your practice and the satisfaction of your patients. This presentation will focus on tools and technologies to insure success. Practical application strategies with explanations of why these approaches are effective in appealing to the new generation of hearing instrument wearers will be discussed. Real Ear Measurements will be reviewed with a special emphasis on Live Speech Mapping and Measuring the Advanced Features of DSP Hearing Instruments.

DIAGNOSTICS/BIOMEDICAL RESEARCH

The Internet Pharmacy: Looking for Drug Information in All the Right—and Wrong Places

Robert DiSogra, Au.D., Audiologist, Audiology Associates of Freehold, PC

This session evaluates and analyzes internet websites that offer drug information to professionals and consumers. The program includes a section on the identification of adverse drug reactions in clinical research. Using the AMA Guidelines for website credibility, several federal, professional, commercial and private websites will be visited and critiqued. Patient counseling and communication strategies with the drug companies, physicians and pharmacists will be reviewed.

Microscopes, Loupes and Headlights

John Luna, CEO, SBCS Medical, LLC

This session will provide a demonstration and hands-on experience with various tools, including ENT surgical microscopes, loupes and headlights. The course will also touch on the medical and practical aspects of the need for magnification and illumination with regard to fitting extended wear hearing devices with the need for cerumen management and ear canal evaluation for patient candidacy, fitting and sizing protocols. This course is a perfect follow-up for those who attended the "Lights, Cameras, Cerumen" pre-convention workshop, and anyone who wants to learn more about available equipment options for illumination and magnification of the ear canal.

Overview of Dermatologic Conditions that the Audiologist May Encounter in Practice

Bert Simon, PA-C, D.H.Sc, Associate Dean of Evaluation and Quality Innovation, ATSU School of Osteopathic Medicine in Arizona

This session will present an overview of common or important dermatologic conditions that the audiologist may encounter in practice. Discussion will center on the presentation, identification and initial treatment approaches for the conditions presented. Where possible, clinical vignettes will be used to illustrate common clinical presentations of skin lesions the audiologist may encounter. The session will also provide protocols for appropriate referrals of skin lesions as well as information on initial patient education. Information on the prevention of skin cancer will also be presented.

All Things to All People—Beyond Amplification

Steven A. Huart, Au.D., Senior Marketing Manager, Cochlear Americas

No audiologist can be all things to all people. Yet audiologists must be problem solvers for all those with hearing loss. The course will outline how you can build your practice and solve your patients' problems by knowing the best solutions for profound, mixed and conductive hearing loss, and single sided deafness. Attendees will be able to define candidacy criteria for cochlear implant and Baha patients and be able to list the benefits of promoting solutions for all types and degree of hearing loss, even when hearing aids are not enough. Participants will gain a thorough understanding of the candidacy criteria for both devices and there will be an explanation of what diagnostic tests to administer to determine when to make a referral. A summary of appropriate test procedures and CPT codes will be provided. Participants will also receive a protocol for fitting a hearing aid on the contralateral ear of unilateral cochlear implant recipients. Finally, this presentation will explain how to promote your practice as offering solutions for all types of hearing loss.

Vestibular Grand Rounds 2009: Diagnostic and Treatment Challenges

Richard E. Gans, Ph.D., American Institute of Balance

The diagnosis and treatment of vestibular and balance disorders can be among the most interesting and challenging specialty for audiologists. While many patients are very clear-cut others present a more complex profile. A Grand Rounds format will be used to present a variety of cases with both children and adults. Cases to be presented will include: congenital vestibular syndrome, migraine, vestibular schwannoma and psycho-

genic overlay. The clinical pathways will include a logic-tree to illustrate the decision process in test selection, interpretation, treatment and intervention recommendations. The cases will be presented utilizing evidenced-based clinical pathways from interview-history to treatment-management outcomes.

PRACTICE DEVELOPMENT/BUSINESS TOOLS

Incorporating Hearing Loss Prevention Services into Clinical Practice

Theresa Small, Au.D., CPS/A, Consultant Audiologist, Associates in Acoustics, Inc.

Incorporating hearing loss prevention services into a clinical practice may mean conducting all of the components of the program or it may be teaming up with a hearing loss prevention audiologist. Many audiologists who have or are considering adding this to their offered services often wonder where do they start and what are the key components that need to be included and considered? There are many services that one can offer besides simple air conduction testing to maximize the benefits that are provided to an employer which ultimately helps employees in their life long journey in hearing loss prevention.

Music to Your Ears: Using Musicians Earplugs to Expand Your Practice

Patty Niquette, Au.D., Research Audiologist, Etymotic Research, Inc.

Audiologists in private practice are in a unique position to offer hearing loss prevention products and services. Musicians Earplugs™ are high-fidelity earplugs that allow users to hear clearly, without alteration or distortion of the frequency response. Successful fitting of Musicians Earplugs—achieving flat attenuation and low occlusion effect—requires knowledge of the earplug design rationale and specific earmold characteristics. This course covers guidelines for impression taking, ordering, verifying earmold fit and seal, and testing for occlusion effect. Musicians' unique needs will be discussed, and objective measurements that should be performed to remedy fitting and sound quality problems, will be covered.

Emotional Intelligence and Primal Leadership

Nick Callazzo, President, Resource Specialists

Based on the best-selling book by Daniel Goleman, Richard Boyatzis and Annie McKee, Emotional Intelligence and Primal Leadership will show how organizational success or failure is linked to "primal leadership." A leader's emotions are contagious and must resonate enthusiasm if an organization is to thrive. This breakthrough concept changes the primal task of leaders (practice owners and others) from driving earnings or strategy to driving emotions in the right direction. Resonant leaders excel not just through profession or industry smarts but by leveraging Emotional Intelligence competencies like empathy and self-awareness. Six leadership styles will also be discussed.

In One Ear and Out the Other: Collaborations Beyond the ENT

Dave Fabry, Ph.D., Associate Professor & Chief of Audiology, University of Miami Medical Center

Despite the fact that audiology and otorhinolaryngology have been linked "at the ear" for many years, this relationship is not the only one that will pave the way for our professional future. Direct access to audiology services, which has been a primary

goal of the professional associations, will provide an opportunity for building relationships with other key stakeholders within the healthcare delivery system. This session will discuss audiology's past, present, and future relationship with otorhinolaryngology, cardiology, rheumatology, physical therapy, community medicine, nurse practitioners, physician's assistants, veterinary medicine and others. Audience participation is strongly encouraged.

How to Successfully Value and/or Acquire an Audiology Practice

Brendan Ford, Executive Vice President, Audigy Group

This class will provide each participant with a clear understanding of how to value and then acquire or sell an audiology practice. This course will provide attendees with a strong and unbiased perspective on today's market with a focus on the information and tools necessary to understand the process of acquiring or selling an existing audiology clinic. The course will include all the steps of an acquisition, including but not limited to the Non Disclosure, Valuation Template, Letter of Intent, On-Site Due Diligence, Purchase Agreement and Closing. Walk through the buying process and acquire the information and resources to make a practice acquisition/transfer a positive and successful experience. This course will give participants the confidence and foundation needed to negotiate and acquire an audiology practice or to develop a flawless exit strategy.

Where Are You And Where Are You Going?

Nancy Gilliom, Ph.D., Practice Owner/President, Gilliom Audiology, P.A.

This instructional course will provide an opportunity for participants to step out of their audiologist role and into the role of a business owner with a vision. Participants will analyze a mock practitioner's current business status, learn more about components in tracking productivity, and develop a pro forma based on that analysis to guide the practice growth. A systematic method for creating an evolving pro forma will be created in real-time using the collective input from the audience. The pro forma will be developed with active spreadsheets so participants can see the dynamic nature of actual and realistically predicted numbers.

Practice Growth, Professional Growth, and Clinical Outcomes with Lyric, an Extended-Wear Hearing Device

Mark Sanford, M.S., CCC-A, CSG Better Hearing Center; Howard Mango, Au.D., Ph.D., Executive Director, Newport-Mesa Audiology Balance and Ear Institute; Cara Makuta, Au.D., Director of Clinical Research, Newport-Mesa Audiology Balance and Ear Institute; Brooke Pearce, Au.D., Director of Audiology, Newport-Mesa Audiology Balance and Ear Institute; Stacie VanBodegon, Au.D., Clinical Audiologist, Newport-Mesa Audiology Balance and Ear Institute; Shelley Wetzel, Fourth-year Au.D. student, University of Texas, Austin; Susan Whichard, M.S., VP of Marketing at InSound Medical in Newark, CA

Two studies were performed by 2 different offices with over 100 patients using the InSound Lyric device. Outcome data will be presented on subjective satisfaction, gain, and speech recognition in noise. Bringing a significantly new and different technology into a practice presents opportunities for growth, both professionally and financially. This presentation will also discuss the impact of fitting Lyric—the extended-wear

hearing device—on two busy, private practices. The effect on the number of patients new to the practice and new to amplification will be described. Changes in the practice will be described, such as work flow patterns, developing proficiency on new equipment, developing new clinical skills, and considering new product positioning.

Will "YOU" Outlive Your Money?

Linda Hamilton, Financial Planner/Business Owner, LifeLong Financial Planning

It has never been more important to plan for our financial future. During this course, attendees will be shown the effects of inflation (rising costs of goods and services) and the rates of returns needed to stay ahead of these rising costs. The course will describe each type of investment and the different types of qualified plans such as Traditional IRAs, Roth IRAs, SEPs, 401(k) will be explained. The importance of saving for the future and the lowering of debt will also be highlighted.

Marketing to the Mature Marketplace: The Six Pathways to Success in Challenging Times

Don Marsh, Owner, Marketing Consulting Services

For the first time in our nation's history, one in three Americans is over age 50. For audiologists and their staff, the ability to understand and communicate with this unique target audience will be the pathway to increased patient satisfaction and sustained practice growth. This popular course, updated with new trends and insights, which includes focusing on "6 Pathways to Success in Challenging Times", has been presented more than 60 times, before thousands of hearing professionals in all 50 states and eight foreign countries.

Private Practice Panel

Susan Parr, Au.D., Director of Audiology Services, Habersham Medical Center; Melvin Sorkowitz, Au.D., Royal Palm Hearing Center; Paula Schwartz, Au.D., Owner, Audiology Concepts; Christopher Hamilton, Au.D., Owner, The Hearing Center of Asheville

This dynamic session will feature a panel discussion on private practice with audience participation, featuring a plethora of lessons learned and dos & don'ts! Each panelist will give a brief overview of his/her private practice experience and attendees will benefit from talking with a new private practice owner, a small private practitioner and a multi-office practice owner. Attendees will learn how each owner began the practice, grew the practice and if appropriate sold the practice. There will time for questions and interactions.

The Induction of Induction Loops: Creating Patient Satisfaction

Margaret "Peg" Sass-Simon, M.A., Owner, Hearing Wellness Center; Terry Simon, Wireless Hearing Solutions; Scott Peyton, Wireless Hearing Solutions

When patients experience an induction loop for the first time, they are often overcome with emotion. Unlike other devices that require the user to remove their personally adjusted hearing instrument, induction loop systems work with their instrument in any setting from public gatherings to home television systems. This session will discuss the benefits of T-coil equipped hearing instruments and the use of induction loops. Attendees will gain an understanding of how T-coils allow greater patient usage and create greater patient satisfaction as a result.

Internet Marketing and Hearing Aids II

Kevin St. Clergy, M.S., President/CEO, EducatedPatients.com, LLC

Designed as a follow-up to last year's standing-room-only course, this session will focus on Search Engine Optimization, Pay-Per-Click Advertising, and Social Media marketing strategies that will drive more people to your website and ultimately grow your practice. Attendees will discover how these tools can be used to build on the fundamental concepts of creating a high quality website, promoting the website and monitoring results. Upon completion of this course, participants will have an action plan for success.

An Evidence-Based Approach to Practice Management

Brian Taylor, Au.D., Professional Development Manager, Unitron

Using results from a comprehensive survey of over 300 audiology practices in the US, this course will provide a profile of the typical practice as well as identify potential gaps requiring attention. In addition, this session will examine trends as they relate to patient engagement, product distribution, revenue, and marketing behavior. Attendees will have the opportunity to see how their practice compares to industry averages on several important variables.

Practice Management Strategies in an Inelastic Economy

Robert Traynor, Ed.D., MBA, CEO and Practicing Audiologist, Audiology Associates, Inc.; Robert Glaser, Ph.D., Audiology Associates of Dayton, Inc.

In general, a successful practice is all about the flow of cash in and out of the practice. The ability to provide products and services, receive payment, pay suppliers, employees and other expenses and keep what is left over as profit. The current economic conditions bring pressures upon practice managers to increase their cash flow in a time when there is substantial pressure from suppliers to reduce terms and, simultaneously, from patients to increase terms. This presentation will define cash flow and demonstrate the calculation cash flow and then present methods that will improve the flow of cash through the practice in a slow economy. Attendees will learn 20 specific marketing and cost control methods by which the practice manager can increase traffic and, therefore, increase the practice cash flow.

Reaching the Reluctant: Marketing to the Reluctant Non Wearer

Gordon Wilson, M.B.A., Vice President, Oticon, Inc.

Want to increase the number of first-time users who are fit with amplification in your practice? Effective marketing of hearing aids to the reluctant non wearer population is one of the greatest challenges facing our industry. This session will explore how insights obtained from research into this population has resulted in new and highly effective approaches to reaching out to this group of potential hearing aid wearers. Attendees will discover what changes they can make in the way in which they approach this group which will increase the likelihood of their trying amplification.

Economic Stimulus? How Tinnitus Can Fit in Your Practice

Natan Bauman, Ed.D., Founder, Tinnitus Practitioners Association

There is a myth among many audiologists that tinnitus patients are difficult and providing services for tinnitus patients is complicated and financially unrewarding. This presentation addresses the problems with the current segmented approach to tinnitus care in our profession. Solutions are provided through the tiered structure proposed by a new professional tinnitus support organization; Tinnitus Practitioners Association (TPA). TPA provides education, creates structure and uniformity in the delivery of tinnitus services, provides support services to practices, and enables tinnitus practitioners to deliver an excellent standard of care to tinnitus and hyperacusis patients.

PROFESSIONAL/ADVOCACY/LEGAL/ETHICAL ISSUES

Staying Out of Hot Water: An Audiologist's Guide to Ethics, Laws, and Compliance

Kim Cavitt, Au.D., Owner, Audiology Resources, Inc.

What is the difference between ethics and legality? If something is legal does that mean its ethical? Where do state laws, Medicare, the Food and Drug Administration, and HIPAA converge in this discussion? In this presentation, we will discuss these questions as well as the current Ethical Practice Guidelines on Financial Incentives from Hearing Instrument Manufacturers. ADA, ASHA and AAA Codes of Ethics, state ethical guidelines contained in several state licensure laws, Medicare, HIPAA, the FDA Guidelines, Stark laws, Safe Harbors and Anti-kickback laws will be explained in detail, especially as they relate to specific scenarios we encounter in our profession.

Audiologist's Assistants: The Great Debate

Larry Engelmann, Au.D., Owner, Audiology Clinic;
John Balko, Au.D., Owner Hearing Healthcare; Edward Aleo, Ph.D.

Whether we have a debate or not, there are audiologist's assistants being trained on the job or by formal programs; there are assistants being regulated by state licensure or registration; there are assistants being used in many practices. It is time to discuss the issues and determine what, if anything, audiologists should be doing to guide the direction of changes within our profession related to use of assistants in audiology practices. This session will feature a moderated panel discussion with views presented from individuals involved in the training of assistants, use of assistants in practice settings and individuals opposed to the use of assistants. There will be "open-mic" time during the session for questions and discussion from audience members.

Uncle Sam Needs YOU to be a Preceptor!

Deborah Price, Au.D., Owner, Hearing Professional Center; Naikai Butler, Au.D. Student, Salus University

This presentation, directed at practice owners, will discuss the importance of taking student preceptor roles to expose students to successful independent practice business models. The presentation will include advice on incorporating a student into a practice without sacrificing time or finances, and will detail benefits including new ideas a student can bring to the practice from their Au.D. program, as well as new skills

and updates they may have on technology selection and use. Requirements and experiences with faculty supervisors will be presented, as will ideas on modeling professional behavior and attitudes and navigating the Fall 2008 Medicare ruling.

Positive Audiology-Medical Practice Models

Howard Gutnick, Ph.D., Practice Manager, Director of Audiology, Associated Hearing; Sandra K. Miller, Au.D., Practice Manager & Director of Audiology, Associated Hearing; Stuart Trambath, Au.D.

This session will feature a panel discussion with three Doctors of Audiology presenting scenarios on how an autonomous practice in audiology can function within a medical practice environment, including the challenges encountered and the types of negotiation skills needed to accomplish this objective. Panelists will share experiences and concepts that will illustrate how one can work with and not for the ENT and how beneficial this arrangement has been for all parties involved. The session will showcase three separate and different practice settings that have successfully blended the medical and audiological professions in a way that benefits the practitioners, their patients and the communities they serve.

What Would You Do? Ethical, Legal and Practical Dilemmas Encountered in Everyday Practice

Christine Lomey Ulinski, Au.D., Vice Chair, Audiology Foundation of America; Veronica Heide, Au.D., Director, Academy of Doctors of Audiology; Nancy Green, Au.D., Senior Advisors Council, Audiology Foundation of America

As audiology continues its move toward professional doctoring status, it is essential that Doctors of Audiology demonstrate professional roles and behaviors that are equal to those of other doctoring healthcare professions. This session will examine some key attributes of successful audiology

professionals, including a sense of calling, a dedication to the profession and a belief in public service. Components of professional behavior and ethics will also be identified and discussed by using scenarios and real-life examples that audiologists face every day. Key topics will include professional culture, rights and responsibilities, and professional codes of conduct.

Don't Be Another Burn-Out Statistic

Laurel Gregory, M.A., Manager of Clinical Product Research/Passion Test Facilitator, Starkey Labs

After achieving the goal of owning their own practice, clinicians often find they are no longer excited about their work. The clock ticks slower during the day, difficult situations are more stressful, and weekends are always too short. They may wonder why being in private practice seemed like a good idea in the first place. Then, the realization hits—where has all my passion gone? This course will provide tools to help discover and re-define passions that you can apply to your life, your practice, your career, and to the careers of your employees.

Audiology: A Military Perspective

Robert Shull, Au.D., Lt Col, Surgeon General Consultant for Audiology and Deputy Chief, Battlespace Acoustics, US Air Force; Vickie Tuten, Au.D., LTC, U.S. Army; Leslie Sims, Navy Hearing Conservation Program Manager, Navy Marine Corp Public Health Center, U.S. Navy

During this multi-faceted presentation, a panel of military audiologists will present case studies seen within the military medical treatment facilities ranging from cochlear implants and noise-induced hearing loss to TBI issues resulting from combat. Panelists will also discuss the composition of military audiology, services provided by military audiologists and career opportunities in military audiology.

ADA Mentoring and Student Track, Sponsored by the Audiology Foundation of America

[Students Only]

Susan Terry, Au.D., Director and Secretary, Audiology Foundation of America (AFA); Kamal Elliot, Au.D., Advisory Committee, AFA; Linda Hamilton, Financial Planner/Business Owner, LifeLong Financial Planning; Mary Anne Larkin, Au.D., Director, AFA; Jody C. Pianin, Advisory Committee, AFA; Deborah Price, Au.D., Director and Chair, AFA

This three-hour student-oriented track is featured as part of the ADA's 2009 Au.D. Student Mentoring Program, sponsored by the Audiology Foundation of America, but is also open to other students. Experienced audiology practitioners will share their experiences through sessions on "The Joy of Private Practice," and "Financing Your Dream" with curriculum targeted to third- and fourth-year Au.D. students. Students not participating in the Mentoring Program may attend; however, space is limited.

Please call (765) 743-6283 or email info-afa@AuDfound.org for information on applying for this program.

Back by Popular Demand: An Exciting Exhibitor-Facilitated CEU Activity

Meet us in the Exhibit Hall on Friday, October 30 from 11:15 a.m. – 12:45 p.m. for a unique CEU activity that promises a fast-moving and fun learning experience.

There, you will have the opportunity to earn up to one hour of CE credit by visiting two different participating exhibitors for 30-minute courses." These educational-only sessions will provide participants with a multi-faceted learning experience that is not to be missed. Participants will be able to attend up to two 30-minute sessions during the 1.5 hour session (to allow for a transition between booths).



Hotel & Travel Information

Hotel Information

Spanning 10 acres along the Gulf of Mexico's shimmering coastline, the **Hilton Clearwater Beach Resort** overlooks one of the world's most brilliant white-sand beaches. Recline in a beach chair and gaze out at the magnificent blue skies. Curl your toes in the soft sand, and let the gulf breezes stir your soul.

Hilton Clearwater Beach Resort
400 Mandalay Avenue
Clearwater Beach, FL 33767
727-461-3222
Toll Free: 888-353-3222
Fax: 727-461-0610
www.clearwaterbeachresort.com



Please visit **www.audiologist.org** to make your reservations today! The ADA rate is only available by following the instructions on the ADA Website. If you cannot utilize the Website to reserve your room, please contact ADA for assistance.

Hotel Rates

Rates: \$189 Single/Double

Rates do not include 12% sales and lodging tax (subject to change).

Hotel Reservation Deadline

Reservations received after September 26, 2009 will only be confirmed on a space and rate availability basis.

Getting There

The Hilton Clearwater Beach Resort is accessible by major airports:

Tampa International Airport

The airport is located 20 miles and 40 minutes from the hotel. The airport is serviced by most major air carriers.

St Petersburg/Clearwater International Airport

The airport is located about 15 miles and 40 minutes from the hotel. The airport is serviced by Allegiant Air and USA 3000 Airlines.

Ground Transportation

Both airports offer taxi service and rental cars.

Convention Overview

Exhibitor Information

ADA Exhibit Hall

Visit the ADA Exhibit Hall for a comprehensive look at the latest advances in product technology and design, as well as services and tools to assist with the business of practice management. Be sure to check the Schedule-at-a-Glance for the exhibit hours.

Manufacturers' Hosted Events

In order to preserve the community spirit of this conference, manufacturer-hosted events will be limited to Thursday evening after 8:00 p.m. There will also be excellent opportunities for exhibitor/attendee interaction and networking at the Friday night pool party and other social and educational events. Note: Exhibitors are strictly prohibited from scheduling events that conflict with ADA sponsored or scheduled events.

Fun Friday Guest Activities (October 30, 2009)

Deep Sea Fishing

Enjoy a half-day excursion on the Gulf of Mexico. Sun, salt air and hopefully fish! Depart the hotel and walk just a short distance to Clearwater Marina. Board your deep-sea fishing vessel and away you go! Your captain and crew will be there to assist you. The crew will take care of all your lines, show you the latest in fishing techniques and assist you in catching the "Big One." Departure time 7:30 a.m., returning to hotel at 12:30 p.m. Snacks, beverages, tackle, bait and fishing license are included. Price is \$165.00 per person. LIMITED SPACE AVAILABLE, PLEASE BOOK EARLY.

Highlights of St Petersburg Tour

Board the mini coach and travel from Clearwater to downtown St. Petersburg sitting on beautiful Tampa Bay.

Your first stop will be the *Salvador Dali Museum*; home to the world's most comprehensive collection of works by the late Spanish surrealist Salvador Dali. Collected by A. Reynolds and Eleanor R. Morse, Dali's close personal friends and scholarly collectors since 1942, this collection includes 94 original oils, over 100 watercolors and drawings, plus 1,300 graphics, sculptures, holograms, objects of art and photographs. When you arrive at the museum you will join a docent led tour that will provide you with interesting background and insight into that genius of Dali's life and works. You will also have some time to browse in the museum gift shop, an attraction itself.

From the Dali Museum you will travel along St. Petersburg's waterfront and up and down some of the more unique streets of downtown where you will see evidence of the Land Boom Era during the 1920's, which your tour guide brings history to life. See such landmarks as the open air Post Office, the Coliseum, Mirror Lake and travel along sparkling Bayboro Harbor, part of St Pete's waterfront community.

Lunch will be at the Park Shore Grill overlooking Straub Park. This dining location is one of downtown's newest additions. Your menu will include a salad, entrée served with fresh baked ciabatta bread and dessert.

Tour departs hotel at 10:00 a.m. and returns at 3:00 p.m. Tour includes lunch at Park Shore Grill. Price is \$95.00 per person. Advanced registration is required.

Resort and Local Activities

Beach and Pool Fun

Grab your shades and sunscreen, and hit the beach! With 10 acres of private, sugar-sand shoreline extending as far as the eye can see. Feel like skimming across wave tops on a Waverunner? Or maybe you prefer soaring high above the waterline parasailing? Or you can always drop into a beach chair or cabana and order up your favorite tropical drink. Additional features of our sun-splashed Florida beachfront hotel include:

- Daily chair, umbrella, and cabana rentals
- Waverunner, boogie board, and kayak rentals
- Torpedo rides and parasailing
- Beach volleyball
- Beach club shop, featuring everything from sunscreen to ice cream
- Two heated beachside pools and a Jacuzzi
- Poolside lounge chairs
- Free pool and beach towels, for use during your stay
- Sand Bar & Grill, offering poolside food and beverages for lunch and dinner, weather permitting; open daily 11 a.m. to sunset

Sunsets at Pier 60

A nightly sunset festival is just steps from the hotel. The Sunsets at Pier 60 is a free family event that features artisans, crafters, street performers, live musical entertainment, and of course a horizon to remember.

Bicycling

One of the most popular diversions is the hotel bicycle-rental services. Whether you wish to explore the beach surrounding the hotel or ride through the nearby downtown area, you'll appreciate the scenery better on a bike.

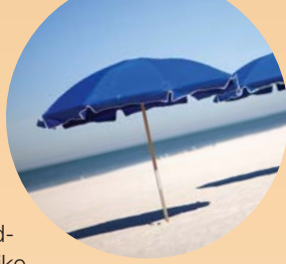
Special Events

ADA Beach Party & Reception

Relax and enjoy this fabulous resort at the 2009 ADA Beach Party & Reception, featuring a special charity auction to support the Audiology Foundation of America. Enjoy great food and live entertainment, while you mingle with friends, colleagues and professional and industry thought leaders. For more information about the AFA auction, or to donate specific auction items, contact Susan Paarlberg at (765)-743-6283 or at susan@audfound.org.

Student Mentoring Program— Mentors Needed

The Audiology Foundation of America will provide grants to the ADA Convention for 3rd and 4th year Au.D. students who qualify. ADA members are asked to volunteer to spend an hour or so with a student and help introduce them to the ADA. There is a specific program for students who attend to ensure they get the most out of the convention. Please call (765) 743-6283 or e-mail info-afa@AuDfound.org for more information or to volunteer.



Nanny Service

ADA is pleased to offer trained and licensed childcare professionals to watch your children during the convention. Games, videos and other exciting activities await your little ones as you attend sessions or enjoy the festivities at the beach party! The nanny service is available:

Thursday, October 29	6:00 p.m. – 10:00 p.m.
Friday, October 30	7:30 a.m. – 10:30 p.m.
Saturday, October 31	7:30 a.m. – 2:30 p.m.

The fee for the Nanny service is \$22.00 per hour with a four hour minimum. This fee covers up to three children per family. Individualized care can also be arranged, please contact ADA Headquarters for more information.



2009 ADA Board of Directors

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ADA Convention Registration Form



Register online at www.audiologist.org or return completed form to:

ADA Headquarters
1020 Monarch Street, Suite 300B
Lexington, KY 40513
Toll Free: 866-493-5544 • Fax: (859) 977-7441

Attendee Information: Complete and return one form for each attendee. After October 22, you must register onsite. Please print clearly.

First Name: _____ Last Name: _____

Degree/Designation: _____ Company/Organization: _____

Title: _____

Address: _____

City: _____

State/Province: _____ ZIP/Postal Code: _____ Country: _____

Phone (include codes): _____ Fax (include codes): _____

E-mail: _____

Registration Fees (All Prices are in U.S. Dollars)

Registration Options:	On or Before 9/25/2009	After 9/25/2009
<input type="checkbox"/> ADA Member	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595
<input type="checkbox"/> Non-Member	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750
<input type="checkbox"/> Student Member	<input type="checkbox"/> \$270	<input type="checkbox"/> \$320
<input type="checkbox"/> Student Non-Member	<input type="checkbox"/> \$295	<input type="checkbox"/> \$345

NOTE: Students must submit a copy of their student ID card with registration to be eligible for the student rate.

Guest:
Name: _____ \$295 \$295

Guest registration includes all meals and social events provided to regular attendees, plus exhibit hall pass.

Pre-Conference Workshops:

Lights, Cameras, Cerumen \$150 \$300

NOTE: This is an advanced class. Space is limited to 30 attendees.

Name/date of basic Cerumen Management hands-on workshop previously attended _____

From the Ground Up:

The Fundamentals of Coding, Reimbursement and Compliance \$150 \$300

New Advances in the Diagnosis and Treatment of Vestibular Disorders \$150 \$300

Front Office Staff Training \$150 \$300

ADA Mentoring & Student Program *

*NOTE: Students must contact (765) 743-6283 or e-mail info-ada@AuDfound.org to register for this program. See page 11 for program description.

Additional Events:

Deep Sea Fishing — \$165/each number attending _____

St. Petersburg Tour — \$95/each number attending _____

TOTAL REGISTRATION FEE \$ _____

I will attend (check all that apply):

- Welcome Reception — Thursday, October 29
- ADA Beach Party, Reception & AFA Auction — Friday, October 30

I am a:

- First Time Attendee
- New ADA Member
- "Bring a Peer" Participant

Name of peer: _____

E-mail address: _____



Physical Accommodations

- Please indicate if, under the Americans with Disabilities Act, you require specific aids or devices to fully participate in this conference.

Payment Information

- Check (payable to ADA and drawn in U.S. dollars)
- American Express MasterCard Visa

Card Number: _____

Exp. Date: _____

Cardholder's Signature: _____

Name as it Appears on Card: _____

Cancellation/Refund Policy: Cancellations received by September 8 will receive a full refund minus a \$50 processing fee. Cancellations received between September 8 and September 25 will receive a 50% refund. After September 25, no refunds will be issued.

For more information on what is included in each registration type, please visit www.audiologist.org.

Course Schedule-at-a-Glance

THURSDAY, OCTOBER 29, 2009					
PRE-CONFERENCE WORKSHOPS – 8:00 A.M. - 3:15 P.M.					
Lights, Camera, Cerumen – Rita R. Chaiken, Au.D., Atlanta Audiology Services, Inc.; Giovanna Hughart, Au.D., Hearing Doctors of Georgia					
From the Ground Up: The Fundamentals of Coding, Reimbursement and Compliance – Kim Cavitt, Au.D., Owner, Audiology Resources, Inc.					
New Advances in the Diagnosis and Treatment of Vestibular Disorders – Richard E. Gans, Ph.D., American Institute of Balance					
Front Office Staff Training: Setting the Stage for the Ultimate Patient Experience – Roxanne Bonta, COO, Luebbe Hearing Services					
3:30 P.M. - 5:30 P.M. – GENERAL SESSION & KEYNOTE SPEAKER: KATHY BUCKLEY					
FRIDAY, OCTOBER 30, 2009					
8:00 a.m. - 9:30 a.m.	Don't Be Another Burn-Out Statistic Laurel Gregory, M.A.	The Internet Pharmacy: Looking for Drug Information in All the Right—and Wrong Places Robert DiSogra, Au.D.	All Things to All People—Beyond Amplification: Part 1 Steven A. Huart, Au.D.	Music to Your Ears: Using Musicians Earplugs to Expand Your Practice Patty Niquette, Au.D.	Practice Management Strategies in an Inelastic Economy: Part 1 Robert Traynor, Ed.D, MBA Robert G. Glaser, Ph.D.
9:45 a.m. - 11:15 a.m.	Effective Counseling Techniques: Putting You and Your Patients on the Same Page Brian Urban, Au.D.	Vestibular Grand Rounds 2009: Diagnostic and Treatment Challenges Richard E. Gans, Ph.D.	All Things to All People—Beyond Amplification: Part 2 Steven A. Huart, Au.D.	Incorporating Hearing Loss Prevention into Clinical Practice Theresa Small, Au.D., CPS/A	Practice Management Strategies in an Inelastic Economy: Part 2 Robert Traynor, Ed.D, MBA Robert G. Glaser, Ph.D.
12:45 p.m. - 2:15 p.m.	Audiologist's Assistants: the Great Debate Larry Engelmann, Au.D.	You Need More than an Audiogram to Prescribe the Correct Hearing Aid Lynn Sirow, Ph.D.	Practice Growth, Professional Growth, and Clinical Outcomes with Lyric, An Extended-Wear Hearing Device Panel (see abstract on page 9)	Internet Marketing and Hearing Aids II Kevin St. Clergy, M.S.	Where Are You and Where Are You Going? Nancy Gilliom, Ph.D.
2:30 p.m. - 4:00 p.m.	Staying out of Hot Water: An Audiologist's Guide to Ethics, Laws, and Compliance: Part 1 Kim Cavitt, Au.D.	Directional Amplification and School-aged Children Jason Galster, Ph.D.	Meeting the Unique Hearing and Listening Needs of Older Adults Patricia Kricos, Ph.D.	An Evidence-based Approach to Practice Management Brian Taylor, Au.D.	How to Successfully Value and/or Acquire an Audiology Practice: Part 1 Brendan Ford
4:15 p.m. - 5:45 p.m.	Staying out of Hot Water: An Audiologist's Guide to Ethics, Laws, and Compliance: Part 2 Kim Cavitt, Au.D.	Advances in Wireless Technologies and What They Mean for You and Your Patients Jerry Yanz, Ph.D.	Top Ten Reasons for Hearing Aid Delight Carole Rogin	In One Ear and Out the Other, Collaborations Beyond the ENT Dave Fabry, Ph.D.	How to Successfully Value and/or Acquire an Audiology Practice: Part 2 Brendan Ford
SATURDAY, OCTOBER 31, 2009					
8:30 a.m. - 9:30 a.m.	What Would You Do? Ethical, Legal and Practical Dilemmas Encountered in Everyday Practice Christine Lomey Uliniski, Au.D. Veronica Heide, Au.D. Nancy Green, Au.D.	Overview of Dermatologic Conditions that the Audiologist May Encounter in Practice Bert Simon, PA-C, D.H.Sc.	Creating Collaborative Relationships with Patients: Part 1 Douglas Beck, Au.D. Michael Harvey, Ph.D.	Emotional Intelligence and Primal Leadership Nick Callazzo	Will "YOU" Outlive Your Money? Linda Hamilton
9:45 a.m. - 10:45 a.m.	Uncle Sam Needs YOU to be a Preceptor! Deborah Price, Au.D. Naikai Butler, Au.D. student	Optimize Digital Hearing Devices for Individual Patients Using Speech Stimuli Alice Holmes, Ph.D.	Creating Collaborative Relationships with Patients: Part 2 Douglas Beck, Au.D. Michael Harvey, Ph.D.	Reaching the Reluctant: Marketing to the Reluctant Non Wearer Gordon Wilson, M.B.A.	Marketing to the Mature Marketplace: The Six Pathways to Success in Challenging Times Don Marsh
11:00 a.m. - 12:00 p.m.	Positive Audiology-Medical Practice Models Howard Gutnick, Ph.D. Sandra K. Miller, Au.D. Stuart Trambath, Au.D.	Audiology: A Military Perspective Robert Shull, Au.D.	Creating Collaborative Relationships with Patients: Part 3 Douglas Beck, Au.D. Michael Harvey, Ph.D.	New Information on DSL: What the Audiologist Needs to Know Wendy Switalski, Au.D.	Private Practice Panel Susan Parr, Au.D. Melvin Sorkowitz, Au.D. Paula Schwartz, Au.D. Christopher Hamilton, Au.D.
12:00 P.M. - 3:00 P.M. – ADA MENTORING AND STUDENT TRACK sponsored by the Audiology Foundation of America					
1:00 p.m. - 1:30 p.m.	Practical Advice That Will Improve Your Hearing Aid Fittings Laurel Christensen, Ph.D.	SoundRecover—Uncovered Jennifer Coblentz Lyons, Au.D. Jana Rentz, Au.D.	Connectivity a Must Creig Dunckel, M.A.	Determining Moisture Resistance with Accelerated Life Testing Michelle Hicks, Ph.D. Michael Nilsson	
1:35 p.m. - 2:05 p.m.	Economic Stimulus? How Tinnitus Can Fit in Your Practice Natan Bauman, Ed.D.	Microscopes, Loupes and Headlights John Luna	Verify Your Hearing Instrument Fittings to Create Patients for Life Michael Poe; Vangie Neeley, Au.D.; Terry Ross	The Induction of Induction Loops: Creating Patient Satisfaction Margaret Sass-Simon, M.A.; Terry Simon; Scott Peyton	



ACADEMY OF
DOCTORS OF
AUDIOLOGY®

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Lexington, KY 40513 USA
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ADA 2009 CONVENTION

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