

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## FRIDAY SESSIONS

### STATE OF THE STATE ADDRESS – 0.05 CEU

**Presenter:** Scott Marquardt, Au.D.

The profession of audiology is every changing. It is becoming more and more important for audiologists to become active at a local level. This talk will inform audiologists of the state of the profession in Texas, forces that are at work against our profession and things we can do to protect ourselves.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Summarize what threatens audiologist in Texas
2. Describe what TAA is doing to protect audiologists
3. Summarize what Audiologists can do to help their profession survive.

### PHARMACEUTICALS AND NUTRACEUTICALS FOR HEARING LOSS AND TINNITUS

**TIER 1 – 0.30 CEU - For Tier 1 credit, you must attend both Part 1 and Part 2 of this session**

**Presenter:** Bob DiSogra, Au.D.

The number of pharmaceuticals available to manage hearing loss and/or tinnitus continues to grow. This program reviews the current pharmaceutical research for hearing loss and tinnitus as well as reviewing the efficacy and safety OTC tinnitus relief products. Patient management strategies are also reviewed.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Identify pharmaceuticals used for hearing loss and tinnitus management;
2. Identify nutraceutical/over-the-counter products marketed for hearing loss and tinnitus management;
3. Improve patient management strategies with patients using these compounds

### DISRUPTIONS IN AUDIOLOGY: CHALLENGES AND OPPORTUNITIES – 0.15 CEU

**Presenter:** Ian Windmill, Ph.D.

Over the past year, extra ordinary attention has been paid to the delivery of hearing aids and hearing care by governmental and non-governmental agencies. Proposals and recommendations that arise from these agencies have the potential to disrupt the historical model of audiologic care. This presentation will focus on these potential future disruptions with a focus on the role of the audiology community in responding to these changes.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Identify the external forces, including the role of the consumer, that could potentially impact hearing care delivery
2. Characterize the role of audiology community in responding to these forces
3. Identify the potential impact of these forces on individual audiological practices.

### CENTRAL AUDITORY PROCESSING AND THE EDUCATIONAL ENVIRONMENT – 0.15 CEU

**Presenters:** Tori Gustafson, Au.D.; Matt Barker, Au.D.; Jeff Martin, Ph.D.; and Kelly Wilson, MS, CCCC-SLP

New developments in diagnosis and management of central auditory processing disorders (CAPD) continue to emerge. This course evaluates key components of the AAA and ASHA published guidelines on CAPD and inherent complexities to accurate diagnosis. Billing and coding for CAPD will be reviewed. Research with a newly developed measurement technique will be compared to that of traditional measures. The role of executive function training in CAPD management will be reviewed.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Set up new testing methods and new therapies
2. Describe the rationale for determining the value of a specific third-party agreement for their practice
3. Describe the role of CAQH in the credentialing process

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## **WHAT LEGISLATIVE ISSUES COULD INFLUENCE YOUR AUDIOLOGY PRACTICE - 0.10 CEU**

**Presenters:** Panel – Matt Lyon, MA; Cristen Plummer, Au.D. and Angela Shoup, Ph.D;  
Moderator – Dick Danielson, Ph.D.

Legislative changes affecting our state licensure has resulted in new rules and policies regarding the licensing and continuing education processes. The recently passed rule allowing the more efficient licensing of audiology assistants is now in place and more audiology assistants are being licensed. In addition, Medicaid changes to their reimbursement structure for hearing aids continue to confuse and frustrate audiologists. The increase in the number of third party providers has audiologists in the state worried and concerned about the changing landscape of hearing aid fitting. Proposed legislation for reimbursement of hearing aids for children will be presented. Our distinguished panel of Audiologists will update attendees on the latest updates to these issues as well as others that are currently affecting audiologists in the state of Texas.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe the recent changes to the rules regulating the practice of audiology, including hearing aid dispensing, that will become effective on October 1, 2016.
2. Demonstrate at least three ways in which the rules governing the practice of audiology in Texas have changed and what responsibilities each audiologist now has.
3. List three ways that Texas audiologists can influence the governing process of hearing aid reimbursement by both private insurance and Texas Medicaid.

## **TDLR Update – 0.05 CEU**

**Presenter:** Brian Francis

State Legislative action caused the licensing of Audiologists to move from the Texas Department of State Health Services to the Texas Department of Licensing and Regulation. The law, passed in 2015, will be implemented on October 1, 2016, and will cause several changes to the processes used to administer licenses. These changes will affect how a license is obtained and renewed. Other changes will affect some current licensees' renewal dates as well as their continuing education requirements. The previous independent licensing board has been replaced with an Advisory Board which will have the ability to advise and recommend rule changes but will no longer be able to make these changes. This session will feature Brian Francis who is the executive director of the Texas Department of Licensing and Regulation. He will describe the implementation processes that have been taken in preparation of this change. He will also explain how these changes will affect the acquisition and renewal of audiology licenses and well as how the new rules will immediately affect the practice of Audiology. He will discuss the role of the advisory board and how audiologists can participate in the rule making process.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. List 3 ways that audiologists can obtain information about licensing, continuing education, and rule-making process for audiology in the State of Texas.
2. List at least 2 ways that a Texas licensed audiologist can influence the rule making process that governs their license.
3. Describe the complaint process that consumers or audiologists can use to report violations of the law or rules governing the practice of audiology in Texas.

## **RECONSIDERATION OF SERVICE DELIVERY IN AUDIOLOGY – 0.15 CEU**

**Presenter:** Ian Windmill, Ph.D.

The assessment and treatment of hearing has evolved significantly over the past few decades, and with continued growth of knowledge and the advancement of technologies, we can be assured that the evolution of hearing assessment and treatment will continue. However, some aspects of audiologic care, e.g. the pure tone audiogram and speech measures, have not evolved for nearly half a century. With advances in our understanding of the auditory system, convergence and development of new technologies, and the advent of alternative payment models comes the responsibility for our clinical services to keep pace. This presentation will challenge long held notions of clinical service delivery in order to enhance audiologic care moving forward.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Chronicle the strengths and limitations of audiologic procedures in the identification of auditory system disorders.
2. Identify gaps in individual practices with respect to standards of care in audiologic service delivery
3. Modify their approach to assessment and service delivery to increase efficiency and decrease liability.

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## **CRITICAL REVIEW OF NOISE-MANAGEMENT STRATEGIES IN CHILDREN WITH HEARING LOSS – 0.15 CEU**

**Presenter:** Erin Schafer, Ph.D.

Advances in microphone technology and digital signal processing result in significant performance improvements in background noise in children who use cochlear implants and hearing aids. The goal of this presentation is to review previous literature as well as present our recent research on children with cochlear implants and hearing aids while using advances signal processing, directional microphone technology, and remote-microphone systems.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. List three noise-management strategies that may be used in children with hearing aid or cochlear implants
2. Describe the speech-recognition improvements obtained with fully adaptive directional microphones in children with cochlear implants
3. Define the differences between digital remote-microphone systems and remote-microphone streaming accessories

## **OTOLOGY AND AUDIOLOGY:**

### **COLLABORATION TO IMPROVE PATIENT OUTCOMES - 0.15 CEU**

**Presenters:** Angela Shoup, Ph.D. and Walter Kutz, M.D.

Otologists and audiologists frequently co-evaluate and/or manage patients who are experiencing hearing loss, tinnitus and/or dizziness. Effective collaboration and communication can increase efficiency and effectiveness, as well as improve the overall process for the patient. Case presentations will be used to illustrate collaboration in effective diagnosis and treatment of patients with complex symptoms and etiologies.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe the contributions of diverse professionals to patient outcomes
2. Summarize effective collaboration with other professionals
3. Describe the value of information from various professionals in improving patient care

## **FRONT OFFICE - BACK OFFICE MARKETING IN PHYSICIANS' OFFICES – 0.15 CEU**

**Presenter:** Robert Tysoe

Front Office - Back Office Marketing Strategies in Physicians' Offices is designed to educate hearing health care providers understand how key account management, relationship marketing concepts, and digital media marketing utilizing educational videos will increase new patient referrals by physicians to hearing healthcare professionals.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Implement Key Account Management Strategies
2. Create Relationship Marketing Goals for each primary care physicians practice staff members
3. Identify the value of utilizing Patient Education Videos in physician's waiting rooms as a means of patient access, and enhancement of hearing healthcare through patient self-referral to a hearing healthcare specialist.

## **GLOBAL AUDIOLOGY: A GLOBAL RESOURCE FOR AUDIOLOGY NETWORKING AND INFORMATION TRANSFER (GRANIT) – 0.10 CEU**

**Presenters:** Ross Roeser, Ph.D. and Vinaya Manchaiah, Au.D.

Global Audiology is a newly developed initiative that has as its mission to provide an understanding of audiology practice in different regions of the world through the provision of improved networking and communication among stakeholders. This presentation will outline details of a newly developed website - Global Audiology. The website identifies Regional and Subregional Resource Editors, each representing one of the five United Nations defined world regions: America, Europe, Asia, Africa and Oceania. These editors provide updated information on audiology practice in their country and are available to field questions to those who are interested.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Name at least one person influential in developing audiology in the US
2. State primary mission of the Global Audiology initiative
3. List the five regions of the world Global Audiology will cover as defined by the United Nations

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## SATURDAY SESSIONS

### AMPLIFICATION TECH TALK ROUND TABLE – 0.10 CEU

**Presenters:** Moderator – Steve Madix and Platinum Exhibitors

In this lively panel discussion, industry representatives will discuss some of the features of their hearing aids, describing the evidenced-based patient benefit. We'll try to avoid marketing jargon, and provide a bare-bones approach to what we know works, what we think works, and what might not work at all.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe what features are available with today's hearing aids
2. Describe how hearing aid features differ from one product to another
3. Identify what features have supporting research evidence regarding their patient benefit

### IMPROVING PATIENT SATISFACTION AND LOYALTY USING REAL-EAR MEASURES – 0.10 CEU

**Presenter:** Aryn M. Amlani, Ph.D.

Research indicates that roughly 50% of experienced hearing aid users in the United States (US) do not return to their previous provider when seeking new hearing aids and services. Further, only one-third of hearing aids dispensed annually in the US are adopted by first-time users. In this presentation, we discuss the results of a study that assessed the influence of real-ear measurements received by listeners with hearing difficulties and its effect on patient satisfaction, provider loyalty, service provision and adoption.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe barriers that preclude hearing aid adoption
2. Define various real-ear measurements and their importance to the psychology of the listener with hearing difficulties
3. Implement clinical protocols that allow for improved patient satisfaction, loyalty, service provision and adoption

### CONSIDERING THE TOTAL LISTENING EXPERIENCE:

#### EFFECTS OF HEARING AID TECHNOLOGIES –

#### Tier 1 - 0.30 CEU - For Tier 1 credit, you must attend both Part 1 and Part 2 of this session

**Presenter:** Todd Ricketts, Ph.D.

Enhanced speech recognition has been a primary goal of hearing aid provision since their invention. However, clinically and in research we have often focused on uncommon situations with a single talker of interest directly in front of the listener. Effects of hearing aid processing on a wide range of factors that affect the listening experience, from sound quality, to listening effort, to overhearing to the emotional effect of sound will be considered in this presentation.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe the trading relationship between the benefits of some features and the limitations placed on other features
2. Describe clinical verification of specific hearing aid features including directional microphones and feedback suppression
3. Describe some of potential advantages and limitations related to modern hearing aid technologies across the total listening experience encompassing speech recognition, listening effort, fatigue, localization and the emotional impact of sound

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## **DEVELOPMENT OF NOVEL THERAPEUTICS FOR PREVENTION OF ACQUIRED HEARING LOSS – 0.15 CEU**

**Presenter:** Colleen Le Prell, Ph.D.

Acquired hearing loss is a major issue. The finding that free radical formation leads to cell death and hearing loss after noise exposure and after administration of life-saving drugs (aminoglycoside antibiotics, cisplatin) has opened the door for therapeutic intervention. Many laboratories have demonstrated that free radical scavengers (“antioxidants”) reduce acquired hearing loss in animal subjects, but there are still no FDA-approved agents for the prevention of hearing loss. The challenges identifying clinical trial models will be discussed, and data from completed trials presented.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe the role of oxidative stress in acquired hearing loss
2. Identify agents that have been promising in animal models
3. Summarize current status of human data collection

## **DO THE HUSTLE WITH TEXAS EARLY HEARING DETECTION AND INTERVENTION – 0.15 CEU**

**Presenters:** Doug Dittfurth, M.Ed and Karen Ditty, Au.D.

This session will provide an overview of Texas Early Hearing Detection and Intervention (TEHDI) and its web-based management information system (MIS) which is inter-operable with the nation's Health Information Technology. Highlighted, will be the role of audiologists in accordance with Texas Health and Safety Code, Chapter 47 to help ensure infants who are deaf/hard of hearing obtain necessary services to mitigate their audiological diagnoses.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Describe the reporting requirements of Texas pediatric audiologists
2. Describe leading factors for Texas' high loss to follow-up/loss to documentation
3. Define Health Information Technology

## **AAA/TAA PROFESSIONAL ISSUES / FLASC – 0.15 CEU**

**Presenters:** Steve Madix, Ph.D., Lisa Christensen, Au.D. and Jeffrey Martin, Ph.D.

AAA is the largest professional organization of Audiologists comprised solely of Audiologists in the country and yet many Audiologists are unaware of the many ongoing activities that AAA is engaged in on behalf of the profession. LAA is the largest professional organization of Audiologists in the state and it too is seeking to make Audiologists in LA aware of its goals, both present and future. AAA and LAA will work together closely to help accomplish the goals of both organizations while at the same time advancing the profession in a manner that is beneficial to Audiologists at the national and state level.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Identify the professional goals of AAA and understand how they can become a part of the process
2. Identify the professional goals of TAA and understand how they can become a part of the process
3. Describe the professional association between TAA and AAA

## **HOW TEXAS EDUCATIONAL AUDIOLOGY GOT ITS GROOVE BACK – 0.15 CEU**

**Presenter:** Susie Tiggs, M.Ed.

In Texas we haven't always done a great job of remembering to include our Educational Audiologist as a critical member of the educational team serving students who are deaf/hard of hearing. It's time to change that! Come learn about what we are doing at a state level to keep our educational audiologists groovy and be prepared to share your ideas for networking and teaming.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Explain processes and procedures for qualifying students who are deaf/hard of hearing
2. Describe statewide efforts on behalf of educational audiologists
3. Explain the importance of working as a team to provide services to students who are deaf/hard of hearing

# 2016 CONTINUING EDUCATION CONFERENCE SESSIONS

## **ETHICS – A CARE COMMITMENT – 0.20 CEU**

**Presenter:** Angela Shoup, Ph.D.

Audiologists receive training in ethics throughout their professional careers. Professional ethics are addressed in doctoral programs, organizations require adherence to a professional code of ethics, and many certification (American Board of Audiology) and licensure regulations (state of Texas) specify a minimal amount of continuing education in ethics each renewal period. Audiologists are in a position to impact the quality of life of those seeking our care. However, as care providers, much of our ethics training focuses on professional ethics. This session will explore the Ethics of Care, also called Care Ethics, with application to professional codes of ethics and daily relationships and responsibilities of care providers.

**Learner Outcomes:** Upon completion, each participant will be able to:

1. Discuss current issues in healthcare ethics;
2. Discuss socio-political impetuses underlying the focus on healthcare ethics;
3. Discuss the "Ethics of Care" or "Care Ethics" in relation to professional ethics