
◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Summer 2012

Mark Your Calendar



IHA Fall Conference

Sept. 14-15, 2012
Embassy Suites
Des Moines, IA

IHS Conference

September 20-22, 2012
Glendale, AZ

AAA Conference

April 3-6, 2013
Anaheim, CA

IHA Spring Conference

April 12-13, 2013
Sheraton
West Des Moines, IA

***Mark your
calendars now
and plan to attend***

Innovation

What is innovation and how does someone do it? Innovation is anything that adds value. We often think of innovation as a new technology – the latest iPhone or new kitchen gadget – but innovation can also be a process or service. Improving a process or service is often the easiest way for a business to innovate. If you do something new to your reception area that improves the experience that your patients have while waiting, that's innovation for your business. If you do anything new that adds value to your patient – you just innovated!



The way I do business today is not the same as I did 10 years ago or even last year. Over the last 3 years I changed the office appearance, added soft music, developed an office "Theme", removed all brochures, the smell of coffee in the morning and lavender the rest of the day. Every patient gets a Thank You card and a phone call. We added a "Case History" that decreased returns, stopped the price question and reduced constant adjustments. I have already identified changes next year to improve customer experience. The patient experience begins at the door and ends as they walk out. Correction, it never ends.

Your IHA board is a model of innovation. All board members are working hard to improve your experience with great speakers, awards, ideas and watching out for threats. You have a great team of experts to protect and enhance your practice.

Look around see what you can do to innovate yourself and/or the practice. See if you can give your patients the **WOW** factor.

Thanks for listening

Bill Fletcher
IHA President

Spring 2012 Conference Exhibitors

A thank you goes to all exhibitors
at our Spring Conference.

They enhance our conference
with introductions to updated
products, knowledge of special-
ized areas, fun door prizes and
sponsorship of our reception.

**Medical
Technologies**

**Midwest Special
Instruments**

**Relay Iowa/
Telecommunications
Access Iowa**

**Specialty
Instruments**

Oticon

Phonak

Unitron

**Wells Fargo Health
Advantage**

Widex USA

IHA Board of Directors

President

Bill Fletcher
Abry Hearing Aid Center
4217 Center Point Rd.
Cedar Rapids, IA 52402

President Elect

Monica Duve
Killean Aud. & HAC
1601 52nd Ave., Ste. 6
Moline, IL 61265

Treasurer

Ron Potter
Potters Hearing Aid Service.
1416 W. 4th Street
Waterloo, IA 50702
319-232-7113

Secretary

Robert Larrance
Hearing Unlimited
5806 Felber Street
Ames, IA 50010
515-231-5211

Past President

Steve Sword
ENT of Southeast Iowa
123 East 3rd Ste 201

Ottumwa, IA 52501

641-684-0044

Director at Large

Diana Kautzy
Woodard Hearing Centers
6925 Hickman Road
Urbandale, IA 50322
515-276-6122

Director at Large

Nick Woolley
Iowa Hearing Aid Centers
120 N. 25th St.
Fort Dodge, IA 50501
1-800-792-9564

Director at Large

Kent Weaver
Woodard Hearing Centers
4217 University Ave.
Des Moines, IA 50311

Director at Large

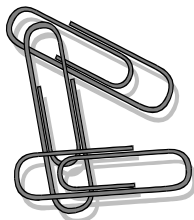
Annette Redman
Iowa Hearing Clinics
2055 Kimball Ave., Ste. 300
Waterloo, IA 50702

Executive Director

Bev Thomas
1001 Office Park Rd., Suite 105

Directory Update

New 2012-2013 IHA directories have been sent to
all current members.



Please review your listing in the new directory. If
you find an error, please notify the IHA office by
phone: 515-440-6057, fax: 515-440-6055 or email
apmstomas@aol.com. We want our records to be
as accurate as possible. Thank you for your help in
this matter.



2012 Dispenser of the Year Dotty Walters

This year's dispenser of the year award went to Dotty Walters. Dotty has been an audiologist for 19 years, 12 of which have been with Woodard Hearing Centers. Dotty considers it a privilege to help her patients achieve a better quality of life through better hearing. Her patients know they can rely on her and call her Dr. Dotty.

She has served on the Iowa Hearing Association board of directors as a Director-at-Large and is currently on the Iowa State Board of Licensure for Hearing Aid Dispensers.



Rodger Kramer Receives Lifetime Achievement Award

Rodger Kramer was given the Lifetime Achievement Award at the Spring Conference. Iowa Hearing Association recognized the dedication and outstanding service Rodger has shown throughout his career.

Rodger is the second generation owner of Kramer Hearing Aid Center, a business started by his father, the late Norman P. Kramer in 1960 in Davenport, Iowa. His career began soon after the start of the business while he was a college student.

He served on the IHA board from 1990-1995 and was IHA President from 1995-1996. As an IHA member, he has been actively involved with IHA by his attendance at conferences for many years and by the support of important legislative decisions.

Rodger's dedication extends to the national level, where he is a member of BC/HIS and has attended many national conventions. Rodger truly cares about all his patients and takes great pride in his practice and industry.

Saving 521,000 Patient Visits

In a study relating to hearing aid user success and best practices we found the number of patient visits to adjust the hearing aid were highly correlated with real-world success. In comparing patients who experienced above or below average success with their hearing aids the following was discovered:

- 76% of above average patients were fit in 1-2 visits compared to 40% of below average patients
- 47% of below average patients required 4-6 visits to fit their hearing aids compared to 7% of above average patients.

When data was examined to see if best practices were related to patient visits this is what was found:

- Only 1/3 of hearing health professionals utilize both verification and validation when fitting hearing aids.
- Systematic utilization of verification and validation would result in :
 - on average, a reduction of 1.2 visits per hearing aid fitting
 - saving 521,000 patient visits, valued at \$56 million, which could be freed up for more important activities than troubleshooting consumer complaints about their hearing aids.

Information from Better Hearing Institute

IHA Spring Conference

April 20-21, 2012
West Des Moines
Marriott,
West Des Moines, IA



Update From Chris Waring/Lions Hearing Aid Bank

My first year as coordinator for the Iowa Lions Hearing Aid bank is quickly coming to an end and I am happy to report that the transition has gone smoothly! I want to thank all of you that helped me through this year. I had a large learning curve as I knew nothing about hearing aids before July 1st 2011. I will admit I don't know what terms like gain, output, frequency...and other technological phrases mean, but I do know how helpful and understanding each of you have been! I would like to acknowledge Ron Potter of Waterloo as I spent a day with him early in my position and he helped me get some basic knowledge of what you do as Audiologist and the difference in BTE, Open and RIC aids.

I have added a bit of technology to the process by adding email as an option for communication. I may be emailed at ialionshearingaidbank@gmail.com. I am receptive to emails asking for requests for aids, repairs or any questions you may have. I can email you what I have in stock so you can "pick" what works best for your patient.

I also have a new web page <http://www.iowalions.org/hearingaidbank.html> that is still in the developing stages. On this page you can download the current Home Visit Form for clients that need assistance and in the future I am in hopes of having my inventory listed for participating audiologist to view at their convenience.

Of course I can also be reached by phone 319/827-1395 and you can leave a message if I am not available and I will get back to you at my earliest convenience.

Stats for July 1, 2011 to May 31, 2012

2855 aids received from Lions Clubs, Offices and misc donations

2191 aids were sent for salvage

84 client aids sent for repair

52 aids refurbished to put into stock

366 aids dispensed

\$15,702.80 repair cost of client and stock aids*

\$15,354.00 amount received for salvage aids*



* I have included these figures so you can see how important it is for donation of aids to the bank, without those donations we could not pay for repairs.

I was pleasantly surprised when I attended the April meeting as I received almost 500 aids from your group, you can't even begin to imagine how humbled I felt, as at that time the HAB inventory was low and our repair costs were catching up with my reserve balance at Starkey.
THANK YOU!

Please feel free to call or email me with any questions and or concerns you may have.

Respectfully submitted,
Chris Waring,
Iowa Lions Hearing Aid
Bank Coordinator

Support the Iowa Lions Hearing Aid Bank

Used hearing aids may be given
to your local Lions Club or mailed to:

**Iowa Lions Club
c/o Chris Waring
924 Dohrmann Street
Jesup, Iowa 50648**

**All hearing aids are accepted with sincere appreciation.
(Your donation may be considered a tax deduction.)**

Calibration at Fall Conference



What could
be more
convenient
- you're
not at work,

and your audiometer needs to be calibrated - you attend the seminars and pick up your machine when the conference is over. Remember, you are required by the State Health Department to have your audiometers calibrated once a year. Bring your audiometers to the spring conference. Our thanks for this service provided by Medical Technologies.

Plan to Attend IHA Fall Conference

September 14 - 15, 2012

Embassy Suites • Des Moines, Iowa

- ❖ Continuing Education
- ❖ Speakers
- ❖ Professional Networking
- ❖ Trade Show/Round Robin

The Trade Show time has been changed to Friday 12:00
Noon - 2:30 p.m. and will include one hour of CEU's

Iowa Hearing Association
1001 Office Park Road, Suite 105
West Des Moines, IA 50265