FEATURED SPEAKERS

- **Dr. Brent Edwards, Ph.D.**
  Brent Edwards, Ph.D., is the Vice President for Research at Starkey Hearing Technologies, where he is responsible for developing and executing the organization’s corporate research strategy worldwide. For more than 17 years he has led research teams that have developed innovative signal processing algorithms, fitting procedures, diagnostics and outcome measures, wireless technologies, transducers and other technologies. Edwards received his B.S. from Virginia Polytechnic Institute and State University, his M.S. and Ph.D. from the University of Michigan, and was a Postdoctoral Fellow in psychology at the University of Minnesota.

- **Diana Nicholls Blomme, RN**
  Diana Nicholls Blomme is a registered nurse with 27 years’ experience in geriatric and disabilities management and over 30 years’ experience in the field of dependent adult and child abuse training. Diana spent 30 years with the Department of Public Health, Abuse Education Review Panel staff, and as an instructor for colleges, universities and the private sector.

- **Brian Taylor, Au.D.**
  Brian Taylor, Au.D., is currently the Director of Practice Development & Clinical Affairs for Unitron and the Editor of the quarterly publication of the Academy of Doctors of Audiology. Brian earned his Au.D. from Central Michigan University. Brian serves on the advisory board for the Better Hearing Institute and is a frequent contributor of Audiology Online. During the first decade of his career, he practiced clinical audiology in medical and retail settings. Since 2005, Dr. Taylor has held a variety of management positions within the industry in both the US and Europe.

- **Jerry Yanz, Ph.D.**
  Jerry Yanz’s career in audiology has spanned several venues, including academia, the audiology clinic and the hearing aid industry. After a bachelor’s degree from Stanford University, he earned a master’s degree and PhD from the University of Iowa. He held a faculty position in the Department of Communication Disorders at the University of Minnesota and directed a large audiology clinic in St. Paul, Minnesota. Since leaving the clinic and entering the hearing aid industry, he has participated in numerous endeavors, including product research and development, executive management and ongoing education of hearing professionals.
help-seeking behavior, this seminar will provide a clear path toward providing individualized care. Topics to include:

- Use of speech-in-noise tests that facilitate better clinical decision making, including use of the Red Flag Matrix
- The individualized care model of delivering audiological services
- Using motivational interviewing techniques to facilitate behavior changes in clients

2:30 - 3:30 p.m. (1 CEC)

4. The Effect of Hearing Loss and Hearing Aids on Music Perception
   Speaker: Dr. Brent Edwards Ph.D.

Music is a more complex signal than speech, differing in many fundamental ways. Current hearing aid solutions developed to improve speech perception are unlikely to be the best solution for music. Current research in this area will be described with experimental results provided on how music perception with hearing loss and hearing aids differ from that of normal hearing listeners. Future technology will be discussed.

3:30 - 4:30 p.m. (1 CEC)

5. Personalized Treatment Using the Acceptable Noise Level
   Speaker: Dr. Brent Edwards Ph.D.

The ANL test is significant because it is the only measure of an individual demonstrated to be correlated with their hearing aid use success. The investigations on helping people with poor noise tolerance have resulted in a fitting and counseling strategy that is based on the hearing impaired patient’s ANL threshold. Real solutions that can be applied from the ANL test will be provided.

4:30 - 5:30 p.m. Business Meeting/Reception

Concurrent Seminars
8:00 - 11:15 a.m. (3 CEC’s)

6. Mandatory Reporting Training for Dependent Adult and Child Abuse
   Speaker: Diana Nicholls Blomme, RN

It is the role and responsibility of all healthcare
professionals to protect children and dependent adults from harm both self-inflicted and perpetrated by others. The goal of this course is to increase the knowledge and awareness of child and dependent adult abuse. This presentation meets the training and curriculum requirements of Iowa Code Chapters 232.69, 235B.16, 235E, and 93.1.

8:00 - 10:00 a.m.  (2 CEC’s)

7. Disruptive Innovations and Our Response To the Shifting Hearing Care Market
   Speaker: Dr. Jerry Yantz Ph.D.
Disruptive innovations are threatening to alter the very nature of hearing healthcare practice. As practitioners at the forefront of hearing care, audiologists and hearing instrument specialists must be aware of the threats posed by insurance companies, online hearing aid sales, big box stores, OTC and internet hearing aids sales, PSAPs and self-programmable hearing instruments. Knowledge of the changing market and its potential effect on the nature of hearing care will be essential for professionals to survive and thrive. This course will discuss the nature of innovation, explore individual attitudes toward technology adoption and review several examples of past innovations, all leading toward a discussion of disruptive innovations and their potential impact. Participants will be challenged to examine their practices and address disruptive innovations and their potential impact. We will discuss practical tools and techniques to ensure that hearing professionals survive and thrive in the midst of the changing hearing care landscape.

10:00 - 10:15 a.m. Break
10:15 - 11:15 a.m.  (1 CEC)

8. Approaches to Patient Counseling - Social Styles
   Speaker: Dr. Jerry Yantz Ph.D.
In a profession dedicated to communication disorders, it is essential that we communicate with our patients as clearly as possible. Effective patient counseling mandates establishing a rapport with patients, and the occasional failure to connect with a patient, which inevitably compromises rehabilitative success, is a source of consternation to some hearing professionals. This course examines the role of social style in establishing a meaningful connection between practitioner and patient. Participants will be invited to assess their own style and learn how to observe clues to their patients’ styles. Ultimately, we hope to gain insight into how adjusting our own behavior as professionals may affect the success of our rehabilitative efforts.

Registration

Early bird Registration Deadline: August 29, 2014
Member registration prior to Aug. 29, 2014: $120.00
Member registration after Aug. 29, 2014: $135.00
No refunds or cancellations after September 1, 2014

Name___________________________________________
Company________________________________________
Last 4 digits of ss # (required for CEU credits)__________
Email___________________________________________
Address_________________________________________
City/State/Zip____________________________________
Business Phone___________________________________
State Hearing Aid License Number ___________________
State Audiology License Number _____________________

Registration Fees
   _____ IHA Member  $120.00 (Friday and Saturday)
   _____ ISHA Member (member #____________)$120.00
   _____ Nonmember $190.00 (Friday and Saturday)
   _____ Students $40.00  (Friday and Saturday)
   _____ Extra Friday Luncheon Ticket  $20.00 each
   _____ Late Fee (received after Aug. 29, 2014) $15.00
   _____ Total Enclosed
   Make check payable to IHA

Fee for attendees includes admission to all seminars, luncheon Friday and exhibitor reception, and continental breakfast on Saturday. No refunds on cancellations after September 1, 2014

Seminars - Please check sessions you will attend.
Friday  10:00 - 11:00 a.m.  1._____  11:00 a.m. - Noon.  2._____  2:30 - 4:30 p.m.  3._____
       2:30 - 3:30 p.m.  4._____  3:30 - 4:30 p.m.  5._____
Saturday 8:00 - 11:15 a.m.  6._____  8:00 - 10:00 a.m.  7._____  10:15 - 11:15 a.m.  8._____

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

Phone: 515-440-6057  Fax: 515-440-6055
Email: apmsthomas@aol.com
- - - Hotel Information - - -

Sheraton Hotel
1800 50th Street, West Des Moines, IA

Make your own reservation DIRECTLY
with the hotel before August 13, 2014
Call the Sheraton Hotel at 515-223-1800

Room rate $109.00. Be sure to mention you are with the
IHA conference to book the special room rate.

The Sheraton West Des Moines, just off 80/35 University
Ave. exit in West Des Moines, is the location of our fall
conference. There is free parking, an indoor pool, a
restaurant, and a fully equipped exercise facility.
Complimentary wireless internet service is available in
the lobby.

Continuing Education Credits

Total Continuing Education Credits offered
at the 2014 Fall Conference equals 8
including 5 on Friday and 3 on Saturday.
Iowa license renewal requirement is 16 hours of
Continuing Education Credits per year.

Iowa Hearing Association

FALL
CONFERENCE

September 5 - 6, 2014

8 Continuing Education Credits
Seminars Begin Friday at 10:00 a.m.

Trade Show

Midwest Special Instruments
will be calibrating audiometers

Registration is Enclosed

Your IHA Fall Conference