

FEATURED SPEAKERS

■ Nancy Tye-Murray, Ph.D.

Dr. Murray is a Professor in the Department of Otolaryngology at Washington University of Medicine in St. Louis, Missouri and directs the Audiovisual Speech Perception Laboratory. Her research concerns audiovisual speech perception and aural rehabilitation interventions. She has received over thirty years of funding from the NIH and has authored over 150 articles and five books. She recently launched cLEAR, an Internet business that provides customized auditory training to people who have hearing loss. Before coming to Washington University, Dr. Tye-Murray created one of the first aural rehab programs for cochlear implant users at the University of Iowa Hospitals and then served as Director of Research at Central Institute for the Deaf.

■ Calvin Staples, MSc.

Mr. Staples is the Owner and Audiologist of Grand River Hearing & Tinnitus Centre in Waterloo, Ontario, Canada. His experience has been both clinical and academic. At Chedoke-McMaster Hospital in Hamilton, Ontario he saw both children and adults followed by five years as the educational audiologist at Bernafon Canada Ltd. He currently teaches and directs the Hearing Retraining Therapy. He has completed the first year of his candidacy toward a Ph.D. His teaching and research interests are the impact of untreated hearing loss on the hearing impaired listener, tinnitus therapy tools and audiometric assessment tools. He follows an evidence-based, informed patient-centered approach to hearing health care.

■ Steven Sword, MA, F-AAA, CCC-A

Mr. Sword is a clinical audiologist with ENT of Southeast Iowa, PC in Ottumwa, Iowa. Steve has 29 years of experience in the field of audiology and hearing aid dispensing and is a past President of the Iowa Hearing Association (2009-2011) as well as being awarded Dispenser of the Year by IHA. He is also an Industrial Audiology Consultant as president of Crown Consulting Services, LLC.

■ 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 has been an Executive Officer with the Department of Public Health Abuse Education Review Panel staff, and an instructor for colleges, universities and the private sector.

Iowa Hearing Association

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Fall Conference

Trade Show

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September 29, 2017
Friday

Sheraton Hotel
West Des Moines, IA

AGENDA

7:30 a.m. Registration Opens

GENERAL SESSION

8:00 - 10:00 a.m. (2 CECs)

1. **Clinical Considerations for the Tinnitus Patient, Part 1**

Speaker: Calvin Staples, MSc.

The focus of this presentation is to improve clinician comfort when confronted with tinnitus patients and increased sound sensitivity. These conditions can leave a clinician confused and the patient helpless. There are many clinical tools at our disposal. This presentation will outline a path to best serve these patients. Among the learning objectives will be changes to the auditory pathway that could trigger tinnitus, tinnitus validation, treatment options, establishing the need for referral and the components of a tinnitus therapy team.

10:00 - 10:15 a.m. Break

Concurrent Seminars

10:15 a.m. - 12:15 p.m.

2. **Clinical Considerations for the Tinnitus Patient, Part 2** (2 CECs)

Speaker: Calvin Staples, MSc.

Continuation of the previous presentation.

3. **Ethical Considerations: Iowa Law, Code and Rules Pertaining to Hearing Aid Dispensing** (2 CECs)
Speaker: Steven Sword, M.A., F-AAA, CCC-A

This course is offered as part of the requirement to maintain licensure in the State of Iowa. It is a basic review to keep dispensers of hearing aids up to date. A framework for ethical choice and conduct will be presented. Time permitting the class will include a step-by-step development of an essential hearing aid sales agreement document.

12:15 - 1:00 p.m. **Lunch and Business Meeting**

1:00 - 2:00 p.m.

Trade Show/Round Robin Session (1 CEC)



Lunch and beverages served while suppliers show off the latest in hearing industry technology. Please be generous with your time to those important individuals who support our association. Exhibitors will make 5-6 minute presentations on their products and attendees will move from booth to booth to hear all presentations.

Concurrent Seminars

2:00 - 4:00 p.m. (2 CEC's)

4. **Customized Hearing Healthcare: Staying Competitive in Today's Market**

Speaker: Nancy Tye-Murray, Ph.D.

With the shifting climate of hearing aid dispensing, clinicians can respond by customizing the patient experience and ensuring that these interactions between the patient and clinician will be both unique and exclusive. This is comprised of four components which will be discussed at length. The purpose will be to provide very practical solutions in a busy hearing aid/audiological practice in a way that is both clinically feasible and economically advantageous. Dr. Murray will also discuss cLEAR (customized learning: Exercises for Aural Rehabilitation).

2:00 - 5:15 p.m. (3 CEC's)

5. **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 abuse. This presentation meets the training and curriculum requirements of the Iowa Code Chapters 232.69, 235B.16, 235E and 93.1

4:00 - 4:15 p.m. Break

4:15 - 5:15 p.m.

6. **Customized Hearing Healthcare: Staying Competitive in Today's Market** (1 CEC)

Speaker: Nancy Tye-Murray, Ph.D.

Continuation of the previous presentation.

- - - Hotel Information - - -

Sheraton West Des Moines

1800 50th Street, West Des Moines, IA

**Make your own reservation DIRECTLY
with the hotel before September 7, 2017**

**Call the Sheraton West Des Moines
at 515-223-1800**

Room rate \$129.00 single or double. Be sure to mention that you are with the IHA conference to book the special room rate.

The Sheraton West Des Moines, located 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, a fully equipped exercise facility open 24 hours. High speed internet access, wireless internet is available in the lobby.

Continuing Education Credits

*Total Continuing Education Credits offered
at the 2017 Fall Conference equals 8.*

*Iowa license renewal requirement is 16 hours of
Continuing Education Credits per year.*



Remember...

Bring used hearing aids for the Lions Hearing Aid Bank and your audiometer if it needs to be calibrated.

Questions?

Call or fax the IHA Office at 515-440-6057,
or Website: iowahearingassociation.org
Email: apmsthomas@aol.com

Registration

Early bird Registration Deadline: Sept. 14, 2017

Member registration prior to Sept. 14, 2017: \$140.00

Member registration after Sept. 14, 2017: \$155.00

No refunds or cancellations after September 21, 2017

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 \$140.00

_____ ISHA Member (member # _____) \$140.00

_____ Nonmember \$220.00

_____ Students \$50.00

_____ Extra Luncheon Ticket \$20.00 each

_____ Late Fee (received after Sept. 14, 2017) \$15.00

_____ Total Enclosed Make check payable to IHA

Fee for attendees includes admission to all seminars, luncheon Friday and trade show.

***Those with special dietary needs,
please call the office
at 515-440-6057,
so we might accommodate you.***

*No refunds on cancellations
after September 21, 2017*

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

**Phone/Fax: 515-440-6057
Email: apmsthomas@aol.com
Website: iowahearingassociation.org**

Purpose of the Iowa Hearing Association

- To promote the welfare insofar as hearing is concerned, of the hearing impaired.
- To coordinate, promote and advance the program of this corporation and others in similar work.
- To provide a unified voice within and for those actively and principally engaged in the practice of selling and fitting hearing aids.
- To provide communications among members of the professions.
- To improve the methods of fitting and using hearing aids.
- To enforce among its members the Code of Ethics of the hearing aid industry and many state or federal laws and regulations that apply to the profession.
- To cooperate with the medical profession and all other ethical professional groups engaged in aural rehabilitation.
- To promote and encourage an effective program of public education as to benefits of the use of hearing aids.

***Your IHA Fall Conference
Registration is Enclosed***

Iowa Hearing Association

FALL CONFERENCE

September 29, 2017

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

Trade Show

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