
◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Winter 2017

Mark Your Calendar



IHA Spring Conference

March 31-April 1, 2017
West Des Moines Marriott
West Des Moines, IA



IHA Fall Conference

Sept. 29, 2017
Sheraton
West Des Moines, IA
**Note: New Format -
One Day Conference**



IHS Conference

September 14-16, 2017
Atlanta, GA

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

From the President's Pen



Dear Iowa Hearing Association Members,

Happy New Year! Wishing you a wonderful, successful and prosperous 2017. As President, I want to assure you that I have been staying focused on remaining a beneficial partner to our members and staying current within our industry.

While we can be faced with so many wonderful opportunities and challenges, we need to stay aware of what is going on in our industry that may affect our day to day practices. As you may know, International Hearing Society's Fit to Serve Legislation was signed into law by the President. You can view the bill now, Public Law No. 114-256. Passage of legislation was the first step in the process. Congress has granted the VA the ability to hire hearing aid specialists. There is no update on the VA challenge with the existing Choice Program that is preventing hearing aid specialist offices from being able to contract with the VA to provide care. Any final action will be subject to the pace of the new congress and new President.

Currently, US Senator Elizabeth Warren and US Senator Chuck Grassley announced the introduction of the Over-the-Counter Hearing Aid Act of 2016. This act states that it would make possible for certain types of hearing aids to be available for purchase over the counter. These would offer a lower cost to patients and possibly remove certain requirements for purchase. If the Over-the-Counter Hearing Aid Act of 2016 becomes a reality, the outcomes are truly unknown. Regardless, we must not lose sight of our priorities. As always, we need to be available to help the hearing impaired with a hands-on approach, thus differentiating ourselves. Our patients deserve the best possible care, yet we must still maintain financially sustainable practices.

These topics will continue to evolve. Please keep updated on all that is being released and stay involved. I want you to always feel that you are able to express your thoughts, views and concerns with myself and any of the board members. As always, communication is a valuable part of our association!

I look forward to seeing you at the IHA Spring Conference March 31-April 1, 2017 at Marriott, West Des Moines. Thank you for your support!

Helen Royer, President



Over-the-Counter Hearing Aids: IHS Update and Call to Action



Dear Iowa Hearing Association Member,

As you may know, in 2016 Senator Grassley of Iowa introduced S. 9, the Over-the-Counter Hearing Aid Act. The bill died at the close of the 114th Congress (2015-2016); however, Senator Grassley has already indicated that he and Senator Elizabeth Warren (D-MA) intend to reintroduce the bill again this year.

S.9 sought to:

- Direct the U.S. Food and Drug Administration (FDA) to create an over-the-counter classification of hearing aids that requires no professional involvement and allow for self-testing
- Direct the FDA to consider and rule on whether over-the-counter hearing aids should bypass the existing 510(k) process, which provides critical safety and efficacy standards and processes
- Prohibit states from creating any consumer protection laws related to over-the-counter hearing aids
- Direct the FDA to rescind its 2013 draft guidance on personal sound amplifiers (PSAPs), which was an improvement over the 2009 guidance; and release new guidance

As Senator Grassley's constituents, your voice carries strength and is more heavily considered in policy making decisions. Therefore, IHS is working with the Iowa Hearing Association to organize a grassroots effort aimed at educating Senator Grassley about the medical nature of hearing loss and importance of professional involvement by a licensed hearing healthcare provider in the provision of hearing care, and warn him about the unintended consequences of an FDA classification of over-the-counter sales.

To that end, IHS is asking all IHA members to do two things at this time:

- 1) Download and distribute our Iowa Patient Advocacy Flier, available at <http://bit.ly/2jQY9ze> (member login required), and on the reverse side of this letter. Note that the electronic version is customizable to include your office contact information. This flier can be set out in your office or emailed to patients, and urges them to contact Senator Grassley in opposition to OTC hearing aids. All patients can take action, including those who have experienced harm as the result of purchasing an OTC hearing aid or grateful patients who can attest to the value of working with a licensed provider. Please note that the flier should be customized to include your business name and contact information.
- 2) Please contact IHS at advocacy@ihsinfo.org if you have had a patient who has experienced a suboptimal outcome with an over-the-counter hearing aid or personal sound amplifier. This could include their OTC purchase resulting in a delayed medical diagnosis, dangerous over-amplification, or other harm.

More information on how you can help oppose OTC sales will be forthcoming from IHS as well as IHA. If you have questions, you can contact me at aparady@ihsinfo.org or 734-522-7200 x226. **Thank you for taking action!**

Sincerely,

A handwritten signature in cursive script that reads 'Alissa Parady'.

Alissa Parady

IHS Government Affairs Director

Call to Action: Contact Senator Grassley Today!

Calling all Iowans who care about hearing healthcare! In the coming weeks, Senator Chuck Grassley is expected to reintroduce legislation that seeks to:

- Direct the U.S. Food and Drug Administration (FDA) to create an over-the-counter classification of hearing aids that requires no professional involvement
- Direct the FDA to consider and rule on whether over-the-counter hearing aids should bypass existing, critical safety and efficacy standards and processes

Prohibit states from creating any consumer protection laws related to over-the-counter hearing aids

Passage of this bill would:

- Eliminate important consumer protections currently afforded to all hearing aid purchasers
- Allow unlicensed and incompetent salespeople to sell hearing aids, thereby eroding consumer trust, increasing the risks of poor results and fraud, and driving up confusion
- Diminish the public perception of the tremendous value of hearing aids to health outcomes
- Decrease hearing aid use and satisfaction rates
- Rely on individuals to properly self-diagnose and self-manage their hearing loss, which can lead to missed medical diagnosis, improper hearing assessments, and purchasing hearing devices when they may have little to no benefit to the consumer

Eliminate critical opportunities for medical referral for co-morbidities and other conditions afforded patients through an in-person evaluation by a licensed hearing care professional

Evidence shows that when hearing aids are available over-the-counter satisfaction rates go down. That leads to an inaccurate public perception that hearing aids don't work, and results in lower overall hearing aid adoption and use (JapanTrak, 2015). What drives satisfaction and optimizes outcomes? Professional and individualized hearing aids and fittings, tests that verify the accuracy of the hearing aid fit, and ongoing counseling and follow up care all determine a patient's success with hearing aids (MarkeTrak, VIII and IX).

**Contact Senator Grassley's State Director Aaron McKay at:
aaron_mckay@grassley.senate.gov or 515-288-1145**

Please tell Senator Grassley (in your own words):

- You oppose the Over-the-Counter Hearing Aid Act
- Appropriate treatment with hearing aids requires - by necessity - the involvement of a licensed hearing aid professional
- Share any experiences you've had with an over-the-counter hearing device that either simply didn't meet your needs or delayed appropriate medical care

Share with him the value that your licensed hearing aid professional has contributed to your hearing journey

Thank you for your help!

Silent Auction at Spring Conference



Once again IHA will sponsor a silent auction at our Spring Conference. We ask members, venders, and manufacturers to donate items for the silent auction.

Need ideas? Items donated last year included hearing aids, a hearing aid cleaner, gift baskets, gift cards, a portable hearing loop, a wireless bluetooth speaker, one night at a national chain hotel, a national conference package with free registration and much, much more.



Participants enjoyed this event and bids brought our association revenues of \$777.00. The Silent Auction event was a success and will be a part of the 2017 Spring Conference.

Plan ahead! It's not too early to start considering what you may want to submit to the silent auction this year. For more information call the IHA office at 515-440-6057 or email apmsthomas@aol.com.

Welcome New IHA Members

Carrie Donney
Decorah, IA

Jason Flynn
Muscatine, IA

Lisa Washburn
Cedar Rapids, IA

Jessica Fischer
Decorah, IA

Nick Rassmussen
Grimes, IA

Heather Houk
Waterloo, IA

Receive Benefits of 2015 Dues

Please remember to send in your IHA 2015 dues if you have not done so. The membership directory will be published in May.

IHA members receive discounted registration fees for Spring and Fall conventions.

IHA publishes a biannual newsletter and an annual membership directory. IHA also monitors the Iowa Legislature for legislation of interest to hearing health professionals.



Mark Your Calendars Now

**IHA Spring
Conference and
Auction**

**March 31 –
April 1, 2017**

**Marriott Hotel
West Des Moines**

IHA Fall Conference

September 25 - 26, 2015
Sheraton Hotel · West Des Moines, IA



IOWA HEARING ASSOCIATION
DISPENSER OF THE YEAR AWARD

- Nomination Form -

*Please submit this form by March 1, 2017 to IHA Office,
1001 Office Park Road, Suite 105, West Des Moines, IA 50265*

I wish to nominate the following person for Dispenser of the Year:

Nominee's Name _____ Business/Company _____

Address _____

Background on Nominee _____

Reasons for Nominating _____

Additional Outstanding Characteristics _____

Nomination submitted by: (Optional)

Name _____ Company or Business _____

Address _____ Signature _____

Need IHA Information?

Find conference
dates and registrations,
newsletters,
board members, members,
and more on the
Iowa Hearing Association
website:
iowahearingassociation.org

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, Jessup, IA 50648

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

Dispenser of the Year Nominations

Enclosed in this newsletter is a nomination form for the Dispenser of the Year Achievement Award, sponsored by IHA. If you wish to nominate someone, the name must be mailed by March 1, 2017, to the IHA Office at 1001 Office Park Road, Suite 105, West Des Moines, IA 50265. The committee will review the nominations and select the Dispenser of the Year. The award will be presented at the Conference.

Past Award Recipients

Each year at the Spring Conference a IHA member is chosen by his peers and receives the Dispenser of the Year Award. This award is presented in honor of outstanding characteristics and actions in the field of dispensing. The following people have been awarded Dispenser of the Year.

1992	Don White	2005	Leslie Whippen
1993	Bob Klopp	2006	Annette Redman
1994	Larry Baker	2007	Jeff Smith
1995	Ken Lowder	2008	Steve Sword
1996	Jerry Smith	2009	No Nomination
1997	Paul Woodard	2010	Greg Moore
1998	Coral Jud	2011	Diane Kautzky
1999	Patti Stark	2012	Dotty Walters
2000	Dave Nelson	2013	Monica Duve
2001	Pat Gourley	2014	Mike Smith
2002	Dean Kayser	2015	Anne Nerison
2003	Judy Smith	2016	No Nominee
2004	No Nominee		

Fall 2016 Conference Exhibitors

A thank you goes to all exhibitors at our Fall Conference. They enhance our conference with introductions to updated products, knowledge of specialized areas, fun door prizes and sponsorship of our reception.

Audiology Systems

CaptionCall

ESCO

Lions Bank/IHS

Rexton

Signia

Starkey

Unitron

**Wells Fargo
Health Advantage**

Calibration at Spring 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.

Plan to Attend IHA Spring Conference

March 31 - April 1, 2017

West Des Moines Marriott • West Des Moines, Iowa

❖ Continuing Education

❖ Speakers

❖ Professional Networking

❖ Trade Show

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