

## FEATURED SPEAKERS

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### ■ Thomas Powers, Ph.D.

Thomas Powers, Ph.D., is the Managing Member of Powers Consulting, LLC. Dr. Powers serves as an expert audiology consultant for the Better Hearing Institute, and as a Senior Consultant for Sivantos, Inc. Dr. Powers received his B.S. from the State University of New York at Geneseo, and his M.A. and Ph.D. in Audiology from Ohio University. He began his career as a partner in Audiology private practice, and has over 35 years of experience in the hearing health care industry.

Dr. Powers currently holds an appointment as assistant professor in the Graduate Faculty in Biomedicine at Salus University and as Adjunct Research Professor at Ohio University.

Dr. Powers has lectured extensively at state, national and international meetings and published over 40 articles. His primary areas of expertise include hearing instrument technology, industry trends, and outcome measures.

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### ■ John Sperry, B.S.

Mr. Sperry has been with Starkey since 2012 as a Field Technology Specialist. He has achieved back-to-back Star Performer awards with the Starkey team for the last two consecutive years. He has also served in the Starkey mentorship program for new field representatives. Prior to Starkey, John served at a high level in several medical/surgical device companies. John, his wife Lucinda, and their two daughters live in Norwalk, Iowa.

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### ■ Greg Moore, Au.D.

Greg Moore has been in private practice since 1987. Prior to that he had worked for an Area Education Agency for 5 years and an otologist for 7 years. He received his MS in Audiology in 1976 from the University of Iowa, then his Au.D. in 2005 from Salus University.

# Iowa Hearing Association



## *Spring Conference*

## *Trade Show And Silent Auction*



**April 5, 2019**  
*Friday*

**Marriott Hotel**  
*West Des Moines, Iowa*

# AGENDA

Friday, April 5, 2019

7:30 a.m. *Registration Opens*

## **General Session**

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

- Best Practices -  
How do you know you are the BEST?  
Speaker: Thomas Powers, Ph.D.**

The local dispensing office has multiple “touch points” during the patient journey and each represents an opportunity to maximize customer satisfaction. These touch points include your office environment, web environment, front office, testing environment and fitting environment and follow up. This lecture will also provide insights into the MarkeTrak results and how these can be integrated into your practice. Accessories are also an integral part of a successful fitting, should they be appropriate, and should be included as part of the evaluation and recommendation process. Testing (verification and validation) results are critical to the success of a hearing aid fitting. Time-sensitive test protocols will be discussed.

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

10:15 a.m. – 12:15 p.m. (2 CECs)

- Supporting Feature Claims  
Does That Really Work?  
Speaker: Thomas Powers, Ph.D.**

Today’s modern hearing instruments have introduced a host of new algorithms which claim to improve speech recognition. These use various technologies including directional microphones, noise reduction, scene recognition, geo-tagging, etc. As these are introduced, the marketing claims must be substantiated either by bench data or through clinical testing. This presentation will review the current claims substantiation used within the hearing industry and also review research that supports these claims.

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

1:00 - 2:00 p.m. (1 CEC)

## **Trade Show and Round Robin Sessions**

Lunch and beverages are 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 and receive one CEC for participation.



2:00 - 5:00 p.m.

- OTC: (3 CECs)  
Over the Counter or Over the Cliff  
Speaker: Thomas Powers, Ph.D.**

The hearing aid industry is experiencing significant change in our product and service models. Some of these include: healthcare policy, FDA elimination of physician clearance and waiver, PCAST recommendations, National Academy of Science recommendations, FTC involvement, distribution changes, PSAP’s, the new OTC class of devices, and smart phone applications. How we prepare for these changes may determine how our business/industry evolves. In addition, several market analysts have described the current delivery system as unsustainable”. In this presentation we will examine these factors and discuss what options we may have to influence or modify the impact to the industry.

## **Concurrent Seminars**

2:00 - 3:30 p.m. (1½ CECs)

- Tinnitus: Measure and Treatment  
Speaker: Greg Moore Au.D.**

Most ringing and buzzing tinnitus has been characterized as a phantom pain, where the brain is reacting to a lack of acoustic input or stimulation. Of those that are not able to adapt to this noise, most can receive at least partial relief via identification of the aberrant frequency, then

acoustic stimulation via hearing aids or other external devices. This will be explained so that dispensers can provide such relief to their patients.

3:45 - 5:15 p.m. (1½ CECs)

5. **Multifunction Instruments**  
**Speaker: John Sperry B.S.**

The best hearing aids are getting better. Some of the premium hearing aids include fall detection, recharge ability, voice transcription, virtual assistance and more. We will discuss how such devices can interact with the wearer while improving hearing.

**- - - Hotel Information - - -**

**Marriott Hotel**

1250 Jordan Creek Parkway, West Des Moines, IA

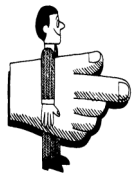
***Make your own reservation DIRECTLY  
with the hotel before March 14, 2019  
Call the Marriott Hotel at 515-267-1500***

Room rate \$124.00 single or double. Be sure to mention that you are with the IHA conference to book the special room rate.

The Marriott West Des Moines, located just off I80 at exit 21 in West Des Moines, is the location of our Spring Conference. There is free parking, an indoor pool, a lounge, a restaurant and a fitness center. Wireless high speed internet service is also offered.

**Continuing Education Credits**

*Total Continuing Education Credits offered at the 2019 Spring Conference equals up to 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.

**Registration**

**Early bird Registration Deadline: March 25, 2019**

*Member registration prior to March 25, 2019: \$140.00*

*Member registration after March 25, 2019: \$155.00*

*No refunds or cancellations after March 29, 2018*

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

\_\_\_\_\_ Nonmember \$220.00

\_\_\_\_\_ Students \$50.00

\_\_\_\_\_ Extra Luncheon Ticket \$20.00 each

\_\_\_\_\_ Late Fee (received after March 25, 2019) \$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 March 29, 2019*

**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](mailto:apmsthomas@aol.com)  
Website: [iowahearingassociation.org](http://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.

## **Iowa Hearing Association**

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### **SPRING CONFERENCE**

**April 5, 2019**

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

***Trade Show & Silent Auction***

***Calibrating of audiometers  
will be available***

***Your IHA Spring Conference  
Registration is Enclosed***

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