

FEATURED SPEAKERS

■ Gyl Kasewurm, Aud.

Dr. Gyl Kasewurm started Professional Hearing Services (PHS) in Saint Joseph, Michigan in 1983 immediately following graduation from Western Michigan University with a Master of Arts Degree in Audiology and she went on to earn her Doctor of Audiology Degree from Central Michigan University. Despite being located in a rural community of only 10,000 her practice generates ten times the revenue of the average audiology practice. The practice has become a benchmark in the industry for its innovative approach to the patient experience and commitment to customer service and was featured on a PBS documentary sponsored by the Better Hearing Institute.



Kasewurm served on the Executive Board of the American Academy of Audiology for five years and is a Past President of the Michigan Academy of Audiology. Dr. Kasewurm has earned many awards and honors including a Distinguished Achievement Award from the American Academy of Audiology but is most proud of the Leadership Award that was bestowed upon her by her local Chamber of Commerce.

■ Michael Page, Au.D.

Michael Page, Au.D., has served as a member of the Utah Cochlear Implant team, as president, Utah Speech-Language-Hearing Association, member of the Primary Children's Medical Center Bioethics Committee, and board chair for the Utah Division of Occupational and Professional Licensing. He has held adjunct faculty positions at Utah State University, Brigham Young University, University of Utah and University of the Pacific. He served as chair and committee member of the AAA Ethical Practices Committee, Manager of Audiology/Cochlear Implant Program at Primary Children's Hospital (Salt Lake City), as well as various management and executive positions with industry. He is presently Chief of Clinical Operations for Numana Medical, functioning as a business consultant for audiology and healthcare practices specializing in aspects of ethical practice, professional boundaries, industry relationships, contract negotiations, employee relations, and strategic planning.



Iowa Hearing Association



Fall Conference

Trade Show



September 27, 2019
Friday

Sheraton Hotel
West Des Moines, IA

AGENDA

7:30 a.m. Registration Opens

GENERAL SESSION

8:00 - 11:15 a.m. (3 CECs)

1. **Thriving, Not Just Surviving, in These Uncertain Times as a Hearing Aid Dispenser**
Speaker: Gyl Kasewurm

Hearing healthcare is changing and facing many new challenges and the way we practice must change if we want to survive. Dr Kasewurm will share her PUSH strategy which will outline simple ways to take a practice or organization to the top of its potential for productivity and profitability. Dr Kasewurm will share simple ways to improve your work and personal lives so that audiology becomes a source of joy and provides the resources to help you realize your dreams.

Participants in this session will be able to:

1. Outline three ways to track business activity which will provide a snapshot of the health of the practice and assist in identifying areas for improvement.
2. Describe three ways to make the patient experience your claim to fame.
3. Detail four simple steps to improve profitability of a practice.

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

11:15 a.m. - 12:15 p.m.

2. **How to Avoid Burnout in a Hearing Aid Practice** (1 CECs)
Speaker: Gyl Kasewurm

Despite what the media says, audiology can be a stressful profession. Working with patients can be rewarding but dealing with unrealistic expectations from patients and employers can be exasperating. Most audiologists are not taught how to negotiate with employers or patients when they make outrageous demands. Kasewurm will use her thirty plus years of practicing audiology and owning a practice to highlight how to negotiate successfully, relieve stress and to get the most from this fabulous profession.

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.



GENERAL SESSION

2:15 - 4:15 p.m. (2 CEC's)

3. **Perceptions: Clarity and Ethical Practice - How They May See Us**
Speaker: Michael Page

Though most clinicians are well aware of the details of ethical codes and practices, the practical nuances and application remain at large, as evidenced by some of the public shaming brought to the profession. Some issues perceived as ethical may be simple moral issues, but could also be legal issues. How do we know the difference? Because the implications for each can differ significantly, it's imperative that audiologists understand the difference.

While some issues are very routine, others require detailed context to determine its ethical, legal, or moral nature. Few issues allow disclaimers for ignorance. Most issues have no allowance for ignorance.

4:15 - 5:15 p.m. (1 CEC)

4. **Ethical Practices and Perceptions: Determining Our Future**
Speaker: Michael Page

The relationships of trust we build with our patients have everything to do with their perception of us; how we speak, how we look, how we walk, what we wear, how we smell, and most of all, how we interact and respond to them in their hour(s) of need. Our personal values matter.

How they interpret the signals we provide (both direct and indirect) makes every difference in whether they even grace our office door! How they perceive us makes all the difference in how they receive our counsel, advice, and eventually how successful they are in their quest for good outcomes.

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Sheraton West Des Moines

1800 50th Street, West Des Moines, IA

**Make your own reservation DIRECTLY
with the hotel before September 6, 2019**

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

Room rate \$131.00 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 2019 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. 6, 2019

Member registration prior to Sept. 20, 2019: \$140.00

Member registration after Sept. 20, 2019: \$155.00

No refunds or cancellations after September 20, 2019

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 Sept. 20, 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 September 20, 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
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 27, 2019

***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