

---

---

# ◆ Hear's the News ◆

---

---

*The Official Newsletter of the Iowa Hearing Association*

*Winter 2021*

---

---



## **IHA Spring Conference**

May 7, 2021  
West Des Moines Marriott  
West Des Moines, IA

## **AAA Conference**

April 14-16, 2021  
Virtual

## **IHS**

## **Convention**

August 12-14, 2021  
San Diego, CA

## **IHA**

## **Fall Conference**

Sept. 24, 2021  
Sheraton  
West Des Moines, IA

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

## **From the President's Pen**

Welcome to 2021!

I'm glad to see 2020 in the rear view mirror. It was the year that made us reflect personally and professionally as we navigated our way through the stiff winds of a novel pandemic. Our customers, our businesses, our very lives had to be re-evaluated. Now, more than ever, we have much to share and take comfort in the solidarity we have as being part of an association with like-minded interests and values.



Infection control, a core part of our business, took center stage and commanded conscious effort during our days. Curbside service, especially on days of biting cold, windy Iowa weather, wearing face masks, shields and gloves can be challenging. In addition, we have to educate our customers on masking up themselves, which can be challenging as we all know. We can take comfort in knowing that we are necessary as part of those classified as "essential" to our economy.

As the public grappled with the new realization of sheltering in place, I was struck by how uniquely positioned we are as professionals in understanding the effects of isolation. We work with isolated people every day as we see new patients cut off from others because of their diminished hearing loss. Reducing that lonely and isolated environment IS our mission. The vast experience and knowledge on an emotional level that we can bring to this is incalculable. Now, more than ever, we need to "lean in" and be that professional. Let us strive in 2021 to look for opportunities to bring awareness of the life-depleting effects of lonely isolation to the fore front and find our voice to show value of our profession to the public.

That value begins with attending and learning at our twice yearly meetings. We are planning for May and will keep you posted of any changes. In very early 2020, IHA board members were at the state house voicing our concerns with a senate sub-committee who was looking to pass legislation to abolish our licensing board which we were successful at killing...for now. But make no mistake, this is a battle that has been ongoing since the 1970s. Our lobbying firm will stay on top of this battle and any other rumblings. Tony Phillips who is a business partner with Susan Cameron (the lobbyist involved with the 2020 effort) will be representing us. We look forward to working with him. Thank you for your continued support of the Iowa Hearing Association, and I say that with a heart full of gratitude and determination.

Annette Redman, Au.D., President of the IHA

## 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, one night at a national chain hotel, a national conference package with free registration and much, much more.



Participants enjoyed this event and bids and donations brought our association revenues. The Silent Auction event was a success and will be a part of the 2021 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 [apmstthomas@aol.com](mailto:apmstthomas@aol.com).

### Welcome New Member

**Cameron Graykowski**  
Cedar Rapids, IA



### 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.)*

### Receive Benefits of 2021 Dues

Please remember to send in your IHA 2021 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**

**May 7, 2021**

**Marriott Hotel  
West Des Moines**

## Forecasts From The Kiplinger Letter

- Another pandemic relief bill is likely.
- Don't expect a tax hike on the rich in 2021.
- Republican fiscal hawks are back.
- Calls to lower Uncle Sam's debt will play a central role in GOP messaging.
- U.S. tariffs on Chinese imports will stick around.
- Social media platforms will face even stronger scrutiny from Congress.
- A shake-up in the smartphone market is coming.
- GDP growth should top 5% in 2021.
- Look for 10-year Treasury yields to end the year close to 2%.
- The jobless rate may get stuck at times, but the overall trend is down.
- By the end of 2021, figure on the unemployment rate falling to 5.3%.
- States expect their general-fund spending to decline 1.1% this fiscal year.
- Expect aid to state and local governments to be a hotly debated issue in the new Congress.

### **Among the provisions in Congress's recent \$1.4 trillion spending package:**

- Tens of billions of dollars for energy innovation.
- A solution to surprise medical billing for patients who receive health care from providers outside their insurance network, forcing them to pay the balance between what a provider charges and what an insurer is willing to cover. Around 18% of ER visits and 16% of inpatient hospital admissions result in a surprise bill.
- Patients will no longer be charged more for out-of-network emergency care than they would at an in-network provider. For medical bills that are \$750 or less, the legislation sets a benchmark price based on the in-network charges in the region. For bills above that amount, third-party arbitration will help determine the rate at which doctors and hospitals are reimbursed...a win for health care providers.

---

## 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 The IHA Spring Conference



May 7, 2021

West Des Moines Marriott • West Des Moines, Iowa

❖ Continuing Education

❖ Speakers

❖ Professional Networking

- Max Chartrand, Ph.D.

❖ Trade Show

- Robert Bender Ph.D.

## 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.