

FEATURED SPEAKERS

■ **Brian Taylor, Au.D.**

Brian Taylor, AuD is the director of scientific and product marketing for Signia. He also serves at editor-at-large for Hearing Health and Technology Matters, a leading professional blog, and editor of Audiology Practices, the quarterly publication of the Academy of Doctors of Audiology. Dr. Taylor has authored numerous peer reviewed articles and books on topics ranging from hearing aids to practice management. He is a highly sought lecturer with more than 25 years of clinical, business management and teaching experience. His latest textbook, Audiology Practice Management was published in 2019 and third edition of Fitting and Dispensing Hearing Aids, which he co-authored with Gus Mueller was published in 2020.



Brian earned his AuD at Central Michigan University. Prior to stints at Amplifon (1999-2008), Unitron (2008-2015) and Fuel Medical (2015-2019), he worked as a clinical audiologist in medical settings in Illinois. A lifelong Midwesterner, who was raised on a farm in Wisconsin, Dr. Taylor currently resides in Minneapolis, MN with his wife and three children.

■ **Doris Rapisardi**

Doris A. Rapisardi has a diverse background with over 20 years of experience in the areas of clinical/diagnostics, research & development, administration, marketing and product design. Doris is the founder and owner of the private practice StyleTone Hearing Care, LLC, focused on personalized advanced hearing care in an ever changing market.



She is named in two United States patents for her contributions in the development of one of the first digitally programmable hearing instruments and fitting systems which using in-situ audiometry and REM. Doris holds four trade marks for goods and services in hearing health.

She developed the first universal infant hearing screening program in Morris County NJ, prior to there being a state mandate. This infant hearing program was designated as a model program by the New Jersey State Early Hearing Detection program. As a Director of several area hospitals, Doris forged the way for innovations in comprehensive hearing care services and raising awareness through community outreach and education for all ages. Doris was an appointed instructor at the NJ School of Medicine & Dentistry of NJ where she developed a new program and provided education to the medical resident in otolaryngology, pediatrics and oncology for over 5 years. She is a published author and invited national/international guest speaker. Doris remains at the forefront as a leader in the hearing care industry.

Iowa Hearing Association

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Fall Conference

Trade Show

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September 24, 2021
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. Pivoting Your Business to Success in Changing Landscape of Hearing Health Care
Speaker: Doris Rapisardi

Attendees will be provided with an in depth understanding of the dynamic changes in our industry including changes in federal and state legislation, OTC, Insurance billing and reimbursement, market disruptions, and a paradigm shift in delivery of services. Additionally, insight will be provided in ways to position and pivot the individual practice to successful and exceptional service delivery

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

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

2. Bundling & Unbundling Hearing Care Services: How Did We Get Here
Speaker: Doris Rapisardi

Due to paradigm shift in service delivery, insurance and regulatory changes, there is a need to look at unbundling services. The advantages and obstacles of unbundling services and hybrid models will be presented. The attendees will be provided with a hypothetical practice to demonstrate how to determine pricing structure, differentiating and capturing professional services and goods, determine work flow, costs, hourly rate, revenue and implementation.

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 Sessions

2:00 - 4:00 p.m. (2 CECs)

3. Central Auditory Processing Services for Adults: Tools for Evaluation and Management
Speaker: Doris Rapisardi

The session will focus on an understanding of the central auditory nervous system, the auditory processing signs/symptoms in adults and their impact on daily function. Attendees will be provided with tools to determine adult candidacy for testing, details of the APD test battery, methods of therapeutic intervention and remediation.

2:00 - 3:00 p.m. (1 CEC)

4. Hearing Loss and Quality of Life: What Clinicians Need to Know
Speaker: Brian Taylor

Recent studies demonstrate that expert-fit hearing devices improve health-related quality of life outcomes. To fully realize the benefits of amplification, however, it is essential for clinicians to understand the link between hearing loss and its impact on health-related quality of life. This course will review the relationship between hearing loss of adult onset and quality of life. Several factors related to quality of life, including social, functional, physical, and emotional aspects will be covered. Additionally, the course will review how several quality of life factors can be assessed in the clinic and applied to the goal setting and treatment planning process.

Learner Objectives

- 1) Define the term health-related quality of life as it relates to hearing loss of adult onset
- 2) Describe the consequences of hearing loss on various dimensions of quality of life
- 3) Describe the relationship between hearing loss of adult onset and its effect of quality of life

3:00 - 3:15 p.m. Break

3:15 - 4:15 p.m. (1 CEC)

5. Making Sense of Recent Hearing Aid Innovations: How They Enhance Human Performance
Speaker: Brian Taylor

Hearing aids continue to evolve at breakneck speed. Within the past few years, self-fitting hearing aids, deep neural networks, and AI-based adjustments have been introduced to the market. This course attempts to demystify several recent advances in today's modern hearing aids and review the clinical evidence to support how some of these features enhance human performance.

Learner Objectives:

- 1) Become familiar with recent features introduced in hearing aids over the past two years.
- 2) Describe how these feature work
- 3) Review evidence to support their effectiveness of improve human performance and quality of life

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

6. Management of Sudden Tinnitus, Hearing Loss and Vertigo Due to Adverse Reactions linked to Covid 19 Vaccine
Speaker: Doris Rapisardi

This seminar will raise awareness and provide new data on increases in the incidence of Sudden Sensorineural Hearing loss, acute tinnitus and Dizziness as a results of adverse reaction to the Corvid vaccine. Analysis of recent case studies will be presented along with recommended preferred practice guidelines to ensure comprehensive evaluation, intervention and management of these cases.

4:15 - 5:15 p.m.

(1 CEC)

7. **Using Blended Care to Improve Patient Outcomes Over the Long Haul**

Speaker: Brian Taylor

The benefits of consistent, full-time hearing aid use are two-fold: Improve communication in daily listening situations and enhance health-related outcomes. A challenge, however, is that many patients struggle with becoming independent problem-solvers when faced with challenges associated with hearing aid use. Too often, when faced with these challenges, individuals give up and stop wearing their devices or are faced with having to make an inconvenient or undesirable number of return visits to the clinic.

Learner Objectives:

- 1.) Become familiar with the Goldstein & Stephens' Theory of Auditory Enablement and how it fits into blended care model of hearing care
- 2.) Become familiar with studies that show why patients struggle with their devices post 60 days of acquisition of them
- 3.) Implementation of an AI-based tool that improves patient outcomes post 60 days of initial use

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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 7, 2021**

**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 prior to September 7, 2021.

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 2021 Fall Conference equals 8.*

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

Registration

Early bird Registration Deadline: Sept. 10, 2019

Member registration prior to Sept. 10, 2021: \$140.00

Member registration after Sept. 10, 2021: \$155.00

No refunds or cancellations after September 17, 2021

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. 10, 2021) \$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 17, 2021*

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

Phone: 515-440-6057

Email: apmstomas@aol.com

Website: iowahearingassociation.org

Questions?

Call the IHA Office at 515-440-6057,
or Website: iowahearingassociation.org

Email: apmstomas@aol.com

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 24, 2021

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

Trade Show

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Remember...

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

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