

FEATURED SPEAKERS

■ Max S. Cartrand, Ph.D.

Max Stanley Chartrand, BC-HIS, CSP, Ph.D. (Behavioral Medicine) has served on the advisory committees to the American Tinnitus Association, the Better Hearing Institute, Audiology Online, and is a professional member of the Society of Behavioral Medicine and serves on the Council for Nutritional and Environmental Medicine. He also serves on the Arizona licensing committee for speech pathologists, audiologists, and hearing aid providers.

In 1994, he was recipient of the *Joel S. Wernick Excellence in Education Award*, and has published and lectured extensively throughout the world over the past four decades. In 2017, he was awarded the highest designation for professional speakers by the National Speakers Association. In 2020, he was named to *Who's Who in America*.

Dr. Chartrand has had extensive experience in his 45-year career in the hearing health field, as CEO for a hearing instrument manufacturer, guest consultant with multimillion dollar year-over-year annual hearing aid sales, licensing exam writer, expert witness for state attorneys general, and as an advisor to a United States FDA Commissioner (1993-1997).

At age 3 he became severely hearing impaired and later profoundly deaf. He has utilized hearing aid and assistive technology for many years until cochlear implant technology and assistive devices were advanced enough to accommodate his profound deafness. In 1993 he received his cochlear implant.

■ Dr. Robert Bender, Ph.D.

Dr. Bender is geriatrician who has been practicing in Iowa since 1981. He currently is the medical director of the Geriatric Medicine and Memory Center at Broadlawns Medical Center in Des Moines, Iowa. There he sees patients, teaches and does research. His research interests include the dementing illnesses, healthy aging, and brain wellness. He has received awards including Teacher of the Year at Mercy Mayo Family Practice Program. He published and presented *A Multifactorial Approach to Cognition in Patients with Dementia*, at the World Conference on Alzheimer's disease in Stockholm, Sweden in 2002 and published the book "Healthy Aging" in 2003.

Iowa Hearing Association

■ ■ ■

Spring Conference

■ ■ ■

May 7, 2021
Friday

Marriott Hotel
West Des Moines, Iowa

AGENDA

Friday, May 7, 2021

7:30 a.m. Registration Opens

General Session

*Introduction: History & Scope of Practice
Relative to Cerumen Management
in Dispensing*

8:15 - 10:15 a.m. (2 CECs)

1. Video Otoscopy

Speaker: Max Chartrand, Ph.D.

- A. Physiological biomarkers of the external auditory canal
- B. Landmarks of the human tympanic Membrane
- C. FDA Red Flag Review
- D. Introduction to External Auditory Canal Neuroreflexes
- E. Fitting Considerations

10:15 - 10:30 a.m. Break

10:30 - 12:30 a.m. (2 CECs)

2. Understanding Cerumen

Impaction & EAC Anomalies

Speaker: Max Chartrand, Ph.D.

- A. Differentiating keratosis obturans vs external ear cholesteatoma
- B. Basic bacteriology of the external meatus
- C. Role of keratin and other markers of a healthy ear

12:30 - 1:20 p.m. Lunch & Business Meeting

Concurrent Sessions

1:20 - 3:20 p.m.

(2 CECs)

3. Review of Diseases of the Ear & Referral

Speaker: Max Chartrand, Ph.D.

- A. Differentiation with audiometric data
- B. Differentiation with tuning fork tests (resolving own voice, CAD complaints)
- C. Differentiation with impedance Audiometry
- D. Hands-on Demonstration/Exercises by Attendees (one hour)

4. Hearing Loss Affect on Dementia: Diagnosis, Treatment, and Prevention

Speaker: Robert Bender, Ph.D.

In this seminar Dr. Bender will describe the presenting features of the more common dementias, their evaluation, and treatment. He will also describe information regarding the prevention of these diseases. The brain is much more plastic than we had ever imagined; this opens up a whole new set of possibilities in the neurosciences.

3:20 - 3:30 p.m. Break

3:30 - 5:30 p.m.

(2 CECs)

5. Ethics & Professionalism: Medicolegal Considerations

Speaker: Max Chartrand, Ph.D.

- A. Medicolegal considerations per IHS updated model law
- B. Insurance Regulations
- C. Informed Consent (Role Play)
- D. Rules of hygiene (Observation & Discussion)
- E. Methods, Management, Equipment (hands on)
- F. Patient ear care instructions (Role Play)
- G. Final Examination (Self-Graded)

There will be two large room antiviral diffusers that kill virtually all viruses in the environment and complimentary face masks will be available at the registration table.

- - - Hotel Information - - -

Marriott Hotel

1250 Jordan Creek Parkway, West Des Moines, IA

***Make your own reservation DIRECTLY
with the hotel before April 15, 2021
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 2021 Spring Conference equals up to 8, Iowa license renewal requirement is 16 hours of Continuing Education Credits per year.

Questions?

Call or fax the IHA Office at 515-440-6057,
Or Email at apmsthomas@aol.com
Website: iowahearingassociation.org

Registration

Early bird Registration Deadline: April 23, 2021

Member registration prior to April 23, 2021: \$140.00

Member registration after April 23, 2021 \$155.00

No refunds or cancellations after April 23, 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 April 23, 2021) \$15.00

_____ Total Enclosed Make check payable to IHA

*Fee for attendees includes admission to all Seminars and luncheon Friday.
**Those with special dietary needs,
please call the office
at 515-440-6057,
so we might accommodate you.***

*No refunds on cancellations
after April 30, 2021*

**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.

Iowa Hearing Association

SPRING CONFERENCE

May 7, 2021

8 Possible

Continuing Education Credits

Seminars Begin at 8:15 a.m.

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

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