

# ◀ Hear's the News ▶

The Official Newsletter of the Iowa Hearing Association

Winter 2022



## **IHA Spring Conference**

May 6, 2022  
West Des Moines Marriott  
West Des Moines, IA

## **AAA Conference**

March 30 - April 2, 2022  
St. Louis, MO

## **IHS Convention**

September 15 - 17, 2022  
San Antonio, TX

## **IHA Fall Conference**

Sept. 23, 2022  
Sheraton  
West Des Moines, IA

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

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

Greetings Iowa Hearing Association members!

I'm hoping you all had a great bounce back year in 2021 and got to help more people hear better than ever! It was a great feeling to see the flood of patients back into our offices every day. As we were all scrambling in 2020 to find ways to provide our patients safe and effective services through distancing, curbside service, aid drop offs, home visits etc., it simultaneously gave the patients a better understanding and appreciation of US and the value of our professions.



Now as we enter into 2022 and beyond we have other challenges *and* opportunities ahead of us with Medicare coverage and OTC. Congress is considering the expansion of Medicare Part B to include hearing aids and related services. The Medicare proposal at this point is to include Hearing Instrument Specialists to be able to dispense hearing aids and will only include Severe to Profound losses, which equates to around 12% of current fittings. This proposal is one aid per ear every 5 years. IHS is monitoring all activities very closely. Again, these are only proposals at this point and will not have any implementation if at all until at least 2023.

Then to discuss OTC. The Hearing Healthcare industry has collaborated as a whole to provide the FDA with critical information for them to create the guidelines pertaining to the output capabilities and limitations of these new devices. As we have known of OTC coming for a very long time, all manufacturers and distributors have had a great deal of time to develop combative strategies and ways to actually capitalize on the launch of OTC products. As you all know, these products have been available for years and have not created any challenges to us other than having to explain to the disappointed, uninformed consumer the capabilities of a sound amplifier not fit by a Hearing Professional.

Interestingly, many studies and surveys have come out over the past couple of years since the proposal of OTC devices in regards to the perceived value and necessity of a Hearing Healthcare Professional in the positive outcome for the patient. And in all of the data collected, the results came back as high as 97% of the public knew and understood that professional interaction was needed for them to receive the results they were seeking. I think that says a lot.

So just like in 2020 as we were fighting our way to manage through Covid, those same principals and fundamentals that we put in place then, showing patients the VALUE OF US will be the most logical and powerful tool we can provide them.

I welcome Medicare and OTC with open arms and if planned and executed properly, this is an opportunity for all of us to further thrive in our industry!!

Cory Popelka  
IHA President

## 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 2022 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 [apmsthomas@aol.com](mailto:apmsthomas@aol.com).

### Welcome New Members

**Kelly Cook**  
Norwalk, IA

**Jill Nesham**  
Cedar Rapids, IA



### Congratulations on Retirement

After many years of owning and managing a Business, dispensing and fitting hearing aids to Iowans, Peggy Stephens and Sandra Hobson are retiring.

Peggy served as a president of IHA from 2007-2009 and Sandra has been a long time member.

We wish them well on the next chapter of life.



### Receive Benefits of 2022 Dues

Please remember to send in your IHA 2022 dues if you have not done so. The membership directory will be published in May and sent out through email.

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



### Mark Your Calendars Now

**IHA Spring  
Conference and  
Auction**

**May 6, 2022**

**Marriott Hotel  
West Des Moines**

## Meet the IHA Lobby team

As president and founder of Paramount Strategies, **Tony Phillips** offers his clients exceptional insight and access to help them realize their goals. Tony's unrivaled expertise and relationships give his clients an advantage that has enabled them to defeat costly regulations and pass legislation that creates new opportunities.

Tony brings with him 15 years of legislative experience, nearly a decade of which he spent working as chief of staff to Speaker Linda Upmeyer in the leadership offices of the Iowa House of Representatives.



As chief of staff, Tony was a trusted advisor who worked closely with Republican and Democratic legislators in the House and the Senate, as well as Gov. Reynolds' administration to move forward with policy and appropriation priorities.

Tony previously served as a research analyst for the Judiciary and Public Safety committees, while also staffing the appropriations for the Judicial Branch, Dept. of Corrections, and Dept. of Public Safety. Additionally, Tony served as Political Director for the House Majority Fund which successfully directed the efforts to win a majority in the Iowa House of Representatives in five consecutive elections.

Tony earned a law degree from Drake University where he specialized with a Certificate in Legislative Practice which allowed him to develop a reputation in the Capitol as a trusted advisor while working with legislators and Iowa's largest business association. Tony has a Bachelor of Science degree from Iowa State University.

**Susan Cameron Daemen** brings over 20 years of skillful government relations experience to the Paramount Strategies team. Susan is known as someone who will stand strong for the priorities of her clients and focuses on staying in front of the legislative process.

Prior to joining Paramount Strategies, Susan served as the president of GovCom, Inc. where she represented many of her clients for more than 20 years. She has worked with Fortune 500 corporations, state associations, and local businesses in a variety of fields including law enforcement, health care, biotechnology, commerce, and gaming.

Having represented clients in highly regulated industries, Susan knows the vigilance it takes to protect her clients' interests. She has developed vital relationships with policymakers and delivered her clients hard-fought victories, even when faced with stiff opposition.

Susan began her lobbying career working with her father, the well-respected former Democratic Senate Majority Leader Bill Hutchins. Learning the tricks of the trade from her father helped Susan quickly develop a knack for working effectively alongside policymakers which gives her clients a competitive edge.

Before working in government relations, Susan worked in media and public relations for Buena Vista University and Drake University. She earned a degree from Buena Vista University with dual majors in English and Mass Communications. In 2019, Susan was honored with an induction into the Iowa Pioneer Lawmakers Association.



## IHA Fall Conference Highlights

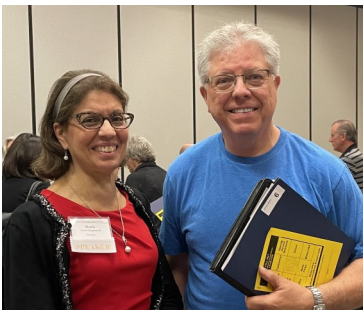
September 24, 2021  
Sheraton Hotel, West Des Moines, IA



IHA Board members: (L-R) Cory Popelka, Laura Popelka, Helen Royer, Robyn Ritchey, Angela Mollenhoff, Amy Melik-Israyelyan, Steve Harrison, Annette Redman



Cory Popelka presents a plaque of appreciation to outgoing president, Annette Redman for her dedication and service to IHA .



## Licensure Renewal Questions?

Below is an internet address to a page discussing licensure found on the Iowa Department of Public Health website.

<https://idph.iowa.gov/Licensure/Iowa-Board-of-Hearing-Aid-Specialists/Licensure/Renewal>

**IOWA HEARING ASSOCIATION  
DISPENSER OF THE YEAR AWARD  
- Nomination Form -**

*Please submit this form by March 4, 2022 to IHA Office,  
1001 Office Park Road, Suite 105, West Des Moines, IA 50265*

I wish to nominate the following person for Dispenser of the Year:

Nominee's Name \_\_\_\_\_ Business/Company \_\_\_\_\_

Address \_\_\_\_\_

Background on Nominee \_\_\_\_\_

Reasons for Nominating \_\_\_\_\_

Additional Outstanding Characteristics \_\_\_\_\_

Nomination submitted by: (Optional)

Name \_\_\_\_\_ Company or Business \_\_\_\_\_

Address \_\_\_\_\_ Signature \_\_\_\_\_

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## 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.

**Nominating Criteria for  
Iowa Hearing Association  
*Dispenser of the Year Award***

The Dispenser of the Year Award is designed to honor an individual who has demonstrated distinction in the field of Hearing Aid Dispensing Services, regardless of how significant that contribution might be. The following criteria outlines the categories of distinction which should be considered when nominating an individual for this award.

**Years of Service:** Nominees should have at least 5 years of distinguished service to the field of hearing aid dispensing.

**Performance:** Nominees should have distinction in the performance on the job as well as service beyond the standard requirements of the job.

**Leadership:** Nominee's accomplishments should demonstrate how their contribution is notable and deserving of recognition by the Iowa Hearing Association. Nominees should have a record of providing service to the field such as: offices held, committee memberships, teaching roles, research contribution, special projects, community involvement and exposure, ease of access for patient care, or contributions to policy or the dispensing practice. The nominee should demonstrate knowledge, a positive image and offer distinguished representation to the field as a whole.

**Standing:** A nominee must hold an Iowa Hearing Aid License and should be a member in good standing of the Iowa Hearing Association. If applicable, Nominees should encourage their staff to be member of the Iowa Hearing Association. A nominee should never have any formal charges filed against them by the Professional Licensure Board.

No more than one award may be given per year. The Dispenser of the Year Award may be given posthumously.

One Dispenser of the Year Award may be presented during the Spring Iowa Hearing Association Conference. Once an individual is awarded this honor, that individual can still be eligible to receive another Dispenser of the Year Award.

To nominate an individual for this distinguished honor please submit a letter or email summarizing the nominees accomplishments as outlined above, to the Executive Director of the Iowa Hearing Association, 1001 Office Park Rd., Suite 105, West Des Moines, IA 50265, (apmsthomas@aol.com). The Executive Director will submit all nominations to the Iowa Hearing Association Board.

# Plan to Attend The IHA Spring Conference

May 6, 2022



West Des Moines Marriott • West Des Moines, Iowa

❖ Continuing Education

❖ Speakers

❖ Professional Networking

❖ Trade Show

## 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.