

◈ Hear's the News ◈

The Official Newsletter of the Iowa Hearing Association

Summer 2022

Mark Your Calendar



IHS Annual Convention

September 15 – 17, 2022
San Antonio, TX

IHA Fall Conference

September 23, 2022
Sheraton
West Des Moines, IA

IHA Spring Conference

April 28, 2023
Sheraton
West Des Moines, IA

From the President's Pen



Greetings Iowa Hearing Association members. I hope you all are enjoying your summer activities and helping more people than ever improve their quality of life through better hearing. It's a very interesting time in the hearing healthcare industry right now. There is potential movement on the Federal Budget Reconciliation Bill that could allow Medicare to cover some segment of hearing aids and related services. There is also finally some progression with the Fit to Serve Bill that will allow Hearing Instrument Specialist with certain credentials to provide hearing healthcare to our Veterans. That has been a long time coming.



But the big elephant in the room is OTC and how will it affect us, our business models, and the industry. The timing is ever-changing on when we will see these released at the forefront but many are out there already as they have been for years. There have been many encouraging things we have seen with OTC products in the past. Bose, who was planning on being a big player dropped out of the category a couple of months ago. A few companies tried to get in and get going and failed miserably. One company sold \$15 million in product only to lose \$25 million and their big takeaway was that the hearing aids had poor satisfaction due to the lack of service and support of a Hearing Healthcare provider. There have been several studies and surveys backing this same stance from consumers.

As I've said before, the most important and valuable thing you have to offer isn't the latest, most technologically advanced hearing aids and fitting equipment, it's YOU!

Your knowledge, expertise, and caring about your patients will long outlive inexpensive, off the shelf hearing devices. Have a solid plan together on how you'll combat inquiries from patients and reinvest in making yourself even better and you will have no problem convincing patients they made the right choice investing in quality hearing healthcare from YOU!

See you in the Fall!

Welcome New Members

Janet Anderson
Ankeny, IA

Susan Kay Berneman
Mason City, IA

Melissa Collins
Ames, IA

Amber Garman
Algona, IA

Beki Kellogg
Hiawatha, IA



Michael Sharp
Davenport, IA

Kayla Zoulek
Decorah, IA

Membership Label

The membership gold label was put in the spring conference packets of each current member. If you did not receive your membership label and would like one, please call the IHA office at 515-440-6057 and we will be happy to mail it to you.

Anyone new to IHA will receive a new member certificate with the current year's label affixed along with a welcome letter.

IHA Board of Directors

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Cory Popelka
Miracle Ear
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Cedar Rapids, IA 52402

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VACANT

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Ankeny, IA 50023

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1001 Office Park Rd., Suite 105
West Des Moines, IA 50265
515-440-6057



Directory Information

New 2022-2023 IHA directories has been sent via email to all current members. It is also included on the IHA website. Please review your information in the directory and if anything needs changed, please go to the website under members and use the link to edit your information.

We no longer send printed directories out through the mail.

Tracy Sullivan Receives Dispenser of the Year Award



Each year at the Spring Conference an IHA member is chosen by his peers and receives the Dispenser of the Year Award. This award is presented in honor of outstanding characteristics and actions in the field of dispensing. This year's recipient of the dispenser of the year award is Tracy Sullivan.

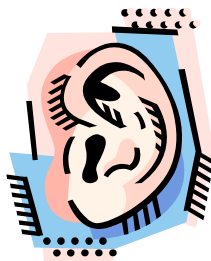
Tracy has been a caring and dedicated audiologist to her patients in Northwest Iowa for more than 23 years. Originally from Radcliffe, IA, Tracy received her Bachelor's Degree in Communicative disorders as well as her master's degree in audiology from the University of Northern Iowa. She received her Certificate of Clinical Competency in Audiology from the American Speech-Language-Hearing Association and is a long standing member of IHA.

Tracy really shines as an audiologist because of her heart. Her favorite part of her job is being able to spend time with her patients, get to know them on a personal level and figure out how to best take care of them. She constantly goes the extra mile, whether it's popping in on a patient at a nursing home or showing up to work on a day off to help with a patient emergency. She is amazing at counseling her patients and their families on their hearing loss, treatment options and strategies on how to help them hear their best. She does this all with a servant's heart.

Tracy lives in Le Mars, IA with her husband and two daughters. Her daughters and their extra curricular activities seem to take up Tracy's time outside the clinic. She is busy on weekends attending dance recitals and shuttling her daughters to various events. She is an active member of her church, serving on its leadership council.

Calibration at Fall 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 fall conference.



Plan to Attend IHA Fall Conference

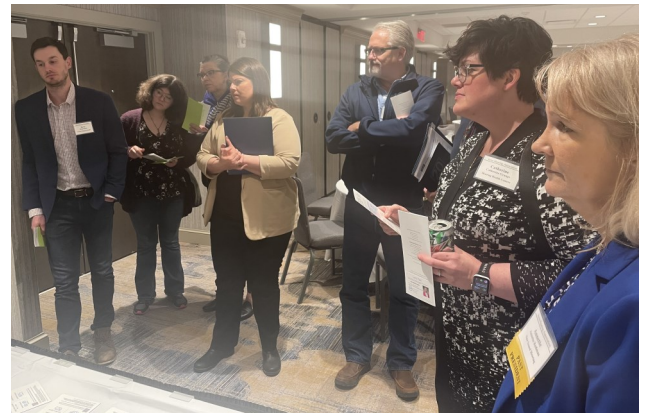
September 23, 2022

Sheraton Hotel • West Des Moines, Iowa

- ❖ Continuing Education
- ❖ Speakers
- ❖ Professional Networking
- ❖ Trade Show/Round Robin

IHA Spring Conference

May 6, 2022



Spring 2022 Conference Exhibitors

A thank you goes to all exhibitors at our Spring Conference.

They enhance our conference with introductions to updated products, knowledge of specialized areas, fun door prizes and sponsorship of our reception.

Advanced Bionics

CaptionCall

**Hearing Access
Solutions**

**Iowa Lions Bank
& IHS**



Oticon

Starkey

**Telecommunications
Access Iowa/Relay Iowa**

Update from Lions Club

Wow! Have you ever wondered how many hearing aids it takes to fill a 2 quart jar? We posed this question to the Iowa Butler County Fair attendees. My husband Brent and I set up a booth at the fair to hopefully bring awareness to those people who attended, that the Iowa Lions Clubs do accept hearing aid donations and that Iowa Lions do have a program to help those in need of financial assistance to get preowned hearing aids. I believe it was a great success as we had many ask questions, pick up informative brochures along with putting their guess in as to how many aids were in the jar.

Thank you!



It has almost been 6 months since we stepped into the position of coordinators for the Iowa Lions Hearing Aid Bank. It is rewarding to know that our little part that we do is helping so many. You play the largest part in helping clients and I do believe the largest hearts for giving of your time, services and patience to assist with those clients in the program that have been approved by the Lions Clubs.

I want to thank you for your continued support of the Iowa Lions Hearing Aid Program. If you have any suggestions or questions fill free to let us know. Please contact us by email ialionshabank@gmail.com or by phone (319)267-2600

Oh! If you are wondering how many aids fit in the jar, it was 426. You all now have a fun and safe summer, Brent and I will see you at the fall convention.

Hearing Issues in the Iowa Legislature in 2022

By Susan Daemen & Tony Phillips, Paramount Strategies, Inc

The Iowa Legislature adjourned the 2022 session in late May. After the past several years of proposed bills that could have had a significant impact on licensed professions, 2022 was more focused on professions experiencing workforce shortages. Legislation related to health care professions focused on employee recruitment and school loan replacement programs, rather than watering down licensure requirements.

SF 487 related to review of state boards and regulation of professional and occupational licensing boards, was introduced in 2021 and carried over to 2022. The Senate passed the bill in 2021, and the House was working to amend the bill to address concerns raised by dozens of licensed programs this year. We expressed concerns on behalf of IHA and other licensed professions at subcommittee hearings held this session. Eventually, the bill failed to be taken up in the House and did not advance. The bill sponsor for SF 487 in the Senate is running for a statewide office. It is unclear if this issue will be raised again in 2023.

Another piece of legislation that our team supported for IHA was **HF 2491**, which started as an insurance mandate for coverage of hearing aids for kids. Insurance carriers opposed this bill, and it was eventually amended to keep funding in the Department of Public Health for families who have insurance that does not cover children's hearing aids. As you know, Medicaid covers aids for kids. As amended, HF 2491 was amended into **HF 2578**, the Health & Human Services Appropriations bill. It maintains funds in DPH for kids (whose parents have insurance but hearing aids are not covered) and allow the state funds to carry over each year.

These were the major issues of interest or concern in 2022, but we monitored all legislation that could impact your profession.

Thank you for the opportunity to represent IHA.

Susan and Tony

Forecasts From The Kiplinger Letter

The Economy Odds of a recession now appear greater than 50-50. Of the two big factors that were keeping the economy growing...a strong labor market and spending by consumers...the latter is showing signs of buckling. Slower spending on goods was always likely, after the pandemic buying spree. But instead of shifting spending consumers appear to be pulling back, in part due to soaring prices this summer.

The Federal Reserve's rate hikes are slowing the economy, by design. Sales of existing homes fell 3.4% in May from April, due partly to higher mortgage rates. Housing starts also dipped. Car sales are likely to suffer as rates on auto loans rise. Remember, the Fed's only real tool for fighting inflation is to knock down demand for things that get financed, and to encourage less borrowing across the economy. It's a blunt instrument that hurts when used...not a precision instrument.



Reminder

To find current information about licensure renewal, see the link below.

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