

FEATURED SPEAKERS

■ Gyl Kasewurm, AuD.

Dr. Gyl Kasewurm started her private practice immediately after graduating with her audiology degree and has taken the single office in Michigan to almost \$4,000,000 in gross revenue. The practice is known as a benchmark for the patient experience across the country. Kasewurm received her Doctorate in Audiology from Central Michigan University. She has earned many awards and honors throughout her career and is now focusing on helping other hearing healthcare professionals maximize productivity and profitability of their practices.



■ Ken LaFerle

Ken LaFerle is currently the Director of Professional Development for Beltone Electronics. He has been with Beltone for 36 years holding various positions including regional manager and director of audiology as well as Manager of our Beltone partner account in Japan. In addition, he is an adjunct professor at the College of DuPage. LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as over 20 countries.



■ Julia Biedenstein MS, LSLS Cert. AVEd

Julia has been a cochlear implant consumer specialist with Advanced Bionics for 9 years. Her job entails educating CI candidates on the CI process, expectations, and technology as well as supporting AB recipients, and working with professionals who serve those with hearing loss. Prior to coming to AB, she worked in the field of deaf education for 35 years serving as a classroom teacher and school administrator at Central Institute for the Deaf and the Moog Center for Deaf Education, and as a researcher at Washington University in St. Louis.



■ Diana Kautzky

Diana Kautzky is President of Deaf Services Unlimited (DSU) a sign language interpreting and captioning business providing solutions to businesses nationwide on ensuring communication access since 1996. Born to Deaf parents, Diana has been immersed in the Deaf Community all of her life. A former owner of an audiology practice, she has been an entrepreneur, practicing interpreter, hearing health care specialist, educator, and public speaker.



Iowa Hearing Association

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Fall Conference

Trade Show

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September 29, 2023

Friday

**Sheraton Hotel
West Des Moines, IA**

AGENDA

7:30 a.m. Registration Opens

GENERAL SESSION

8:00 - 10:00 a.m.

(2 CE's)

1. **Don't Settle for Surviving in Business – Simple Tips to Make it THRIVE!**
Speaker: Gyl Kasewurm

Hearing healthcare is changing and facing many new challenges and the way we practice must change if we want to not just survive but to THRIVE in business.

Dr. Kasewurm will share her PUSH strategy which will outline simple ways to take a practice or organization to the top of its potential for productivity and profitability. She will share her simple tips that you can easily put into practice at 8am Monday morning.

Participants in this session will be able to:

1. Outline three ways to track business activity which will provide a snapshot of the health of the practice and assist in identifying areas for improvement.
2. Detail four simple steps to improve profitability of the practice.
3. Describe a method for keeping a practice on track towards its goals.

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

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

2. **Ethics and Hearing Health Care** (2 CE's)
Speaker: Ken LaFerle

This session defines and describes various aspects of ethics in the hearing healthcare field. Attendees will learn about the differences between ethics, morality, and legality as it relates to hearing health. In addition, examples of ethical dilemmas will be explored.

After attending this seminar, the participant will be able to:

1. Distinguish the similarities and differences between ethical behavior, moral behavior and legal behavior.
2. Understand what an ethical dilemma is and how it relates to the medical field and hearing health field.
3. Provide strategies for ethical solutions utilizing objectives, data collection, resolutions, and analysis of resolutions.

12:15 - 1:00 p.m. **Lunch and Business Meeting**

1:00 - 2:00 p.m.

Trade Show/Round Robin Session (1 CE)

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.



2:00 - 3:00 p.m.

(1 CE)

3. **A Bimodal Approach to Managing Hearing Loss – Guidelines and Case Studies**
Speaker: Julia Biedenstein

Severe-to-profound patients may require a different solution to meet their unique hearing needs and audiometric configuration. Sometimes hearing aids just aren't enough to provide a clear signal for this population. That's when a cochlear implant should be considered. In this course, we'll be discussing CI candidacy (including the new 60/60 guidelines), when and how to refer, case studies, bimodal solutions, and resources that are available to you and your patients.

3:00 - 3:15 p.m.

Break

3:15 - 5:15 p.m.

(2 CE's)

4. **More about Deaf Culture - What you need to know when serving Deaf Patients**
Speaker: Diana Kautzky

In this session participants will learn more about the various aspects of the Deaf experience, their community and culture and how that impacts the way hearing health care services are provided. Ways in which you can best serve your Deaf patients who are interested in hearing aids and other services you provide, will be discussed.

--- Hotel Information ---

Sheraton West Des Moines

1800 50th Street
West Des Moines, IA

**Make your own reservation DIRECTLY
with the hotel before September 7, 2022**

**Call the Sheraton West Des Moines
at 515-223-1800**

Room rate \$135.00 single or double. Be sure to mention that you are with the IHA conference to book the special room rate prior to September 7, 2023.

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 2023 Fall Conference equals 8.*

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



Remember...

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

Questions?

Call or fax the IHA Office at 515-778-1288,
Or Email at apmstomas@aol.com
Website: iowahearingassociation.org

Registration

Early bird Registration Deadline: Sept. 8, 2023

Member registration prior to Sept. 8, 2023: \$150.00

Member registration after Sept 8, 2023: \$165.00

No refunds or cancellations after September 15, 2023

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 \$150.00

_____ Nonmember \$230.00

_____ Students \$50.00

_____ Extra Luncheon Ticket \$20.00 each

_____ Late Fee (received after Sept. 8, 2023) \$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 515-778-1288,
so we might accommodate you.***

*No refunds on cancellations
after September 16, 2022*

**Mail to: Iowa Hearing Association
PO Box 71604
Clive, IA 50325**

Phone: 515-778-1288

Email: apmstomas@aol.com

Website: iowahearingassociation.org

Questions?

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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
PO Box 71604
Clive, IA 50325

Iowa Hearing Association

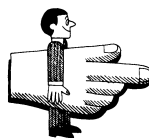
FALL CONFERENCE

September 29, 2023

***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.

***Your IHA Fall Conference
Registration is Enclosed***