

# Iowa Hearing Association *Spring Conference*

April 26, 2024, *Friday*

Marriott Hotel, *West Des Moines, Iowa*

## FEATURED SPEAKERS

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### ■ Ken LaFerle



Ken LaFerle is President of K and K Labs – an audiology and Occupational Therapy consulting company. In addition, he is an adjunct professor at the College of DuPage. Ken has been in the hearing industry for over 40 years with a passion for creating success for both the patient and practitioner. LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as many international meetings.

### ■ Janie York



Janie York is a Hearing Instrument Specialist based in Nebraska and Iowa. Janie trains caregivers working with hearing impaired individuals both on-line and in-person and assists facilities in developing care management plans. In addition, Janie provides mobile, personalized, consistent hearing care and hearing aid services to elders living in care facilities. No stranger to hearing loss, Janie has navigated her own hearing loss challenges for over 30 years.

### ■ Larry Johnson



Larry Johnson, Jr. is the director of the Iowa Department of Inspections, Appeals and Licensing (DIAL). DIAL is a multifaceted regulatory agency charged with protecting the health, safety, and well-being of Iowans. As Director, Johnson manages a regulatory department of 1,000 employees and oversees regulations for health facilities and food establishments, Tribal Casinos, social and charitable gambling, Medicaid Fraud Investigations, OSHA, Fire Marshal, Professional Licensing, Workers Compensation and the Administrative Hearings Division.

### ■ Jessica O'Brien



Jessica O'Brien is a Board Executive at Department of Inspections, Appeals and Licensing. She is currently the Board Executive for the Hearing Aid Specialist, Speech Pathology and Audiology, Optometry, Nursing Home Administrator, Sign Language Interpreter and Transliterater, Massage Therapy and Dental Boards. Jessica received her Bachelor Degree from Iowa State University in 2002 in Child and Family Services and worked for the state in child services for 20 years prior to coming to DIAL. Jessica has been in this role for the past year and a half and enjoys working with licensees and the boards.

# AGENDA

Friday, April 26, 2024

7:30 a.m. *Registration Opens*

8:00 - 10:00 a.m. (2 CEs)

1. **Habits of Highly Successful Audiologists and Dispensers**  
Speaker: Ken LaFerle

This session represents a “best practices” for successful fittings. With over 40 years of observing thousands of fittings at hundreds of offices throughout the United States, a pattern of consistent strategies that are employed by the most successful audiologists and dispensers emerged. These practitioners have the highest binaural rates, closure rates, fewest remakes and returns and consistently fit the highest end technology. These strategies will be presented and will demonstrate how they can be incorporated into any dispensing practice.

**Learning Objectives**

- Attendees will learn various counseling strategies that have proven results in the field.
- Attendees will identify strategies to incorporate into their daily work based on best practices.
- Attendees will discover non-traditional counseling techniques that can be implemented when traditional techniques fail to yield successful results.

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

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

2. **Time Management Skills for the Hearing Aid Dispensing Office** (2 CEs)  
Speaker: Ken LaFerle

Most Audiologists and Dispensers are frustrated when they lose control of their daily schedule. This session will focus on understanding the fundamental time management skills that should be employed in any office. Techniques of how to minimize disruptions and time wasters as well as techniques to control the traffic flow. In addition, practitioner activity/time parameters will be discussed. Finally, practical strategies of building a schedule based on the parameters will be offered.

**Learning Objectives**

- Attendees will learn the basic time management skills that are advocated by leading experts in business.
- Attendees will be able to identify their daily activities and begin to assign time and value to each activity.

- Attendees will participate in an interactive exercise to construct a more efficient schedule and learn to control the time wasters in their schedule leading to more focused results.

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

1:00 - 2:00 p.m. **Round Robin** (1 CE)

Exhibitors will make 5-6 minute presentations on their products and attendees will move from booth to booth to hear all presentations and receive one CE for participation.

2:00 - 3:00 p.m.

3. **The State of Hearing Care In Long Term Care Communities and the Vital Role Hearing Care Professionals Play** (1 CE)  
Speaker: Janie York

Hearing care is critical for the quality of life of individuals living in LTC settings. Why then, is hearing care treated as a reactionary afterthought rather than an essential part of daily care for residents?

**Learning Objectives:**

- Participants will gain an understanding of the issues LTC communities face regarding hearing care.
- Participants will begin to develop strategies to build mutually beneficial relationships with local LTC communities.
- Participants will fully understand the role that hearing care professionals play in improving quality of life for residents in LTC communities.

3:00 p.m. - 4:00 p.m.

4. **A New Model for Hearing and Wellness in Long Term Care Communities** (1 CE)  
Speaker: Janie York

The intersection between hearing care and wellness care creates many challenges in long-term care communities. By creating a new model for how we provide hearing services, we can identify hearing concerns before they become serious, ease the burden on facility staff, reduce costs by avoiding hearing aid replacements, and improve communication and connection. Most hearing-impaired residents living in long-term care communities need assistance with their hearing aids, however, only a small percentage of staff feel confident in their skills to provide that support. Mobile hearing services enrich the

lives of residents by re-engaging them with family, friends, and healthcare providers, all while generating revenue for your practice. Mobile hearing services provide basic ear health, hearing aid care, and hearing aid management to facilities. This solution will change the way hearing care is provided, creating a more efficient, cost-effective service for residents that brings them back into the conversation.

#### Learning Objectives:

- Understand the challenges faced by hearing-impaired individuals residing in long-term care communities.
- Identify the wellness deficits faced by long-term care residents when hearing care is not addressed, and how to address them.
- Discuss the tools your practice can use to serve this population, while also adding to your revenue.

4:00 - 4:15 p.m. Break

4:15 - 5:15 p.m.

5. **Update on the Hearing Aid Specialist Board** (1 CE)  
**Speakers: Larry Johnson and Jessica O'Brien**

This hour CEU will give you educational information, current updates and time to ask questions, if you would like clarification or information on specific topics that effect our profession. Topics include the merger with DIAL, the new website, licensure, board and commission recommendations.

## - - - Hotel Information - - -

### Marriott Hotel

1250 Jordan Creek Parkway, West Des Moines, IA

**Make your own reservation DIRECTLY  
with the hotel before April 4, 2024  
Call the Marriott Hotel at 515-267-1500**

Room rate \$129.00 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.

## Registration

### **Early bird Registration Deadline: April 19, 2024**

Member registration prior to April 19, 2024: \$160.00

Member registration after April 19, 2024 \$175.00

No refunds or cancellations after April 19, 2024

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 \$160.00

\_\_\_\_\_ Nonmember \$240.00

\_\_\_\_\_ Students \$50.00

\_\_\_\_\_ Extra Luncheon Ticket \$20.00 each

\_\_\_\_\_ Late Fee (received after April 19, 2024) \$20.00

\_\_\_\_\_ 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 515-778-1288,  
so we might accommodate you.***

*No refunds on cancellations  
after April 19, 2024*

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

**Phone/Fax: 515-778-1288  
Email: [apmsthomas@aol.com](mailto:apmsthomas@aol.com)  
Website: [iowahearingassociation.org](http://iowahearingassociation.org)**

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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**

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## **SPRING CONFERENCE**

**April 26, 2024**

*8 Possible*

*Continuing Education Credits*

*Seminars Begin at 8:00 a.m.*

## **Iowa Hearing Association**

PO Box 71604  
Clive, IA 50325

*Your IHA Spring Conference  
Registration is Enclosed*