

Wisconsin Alliance of Hearing Professionals

2019 Annual Meeting

Trade Show and Auction - January 11-12, 2019 - Kalahari Resort, Wisconsin Dells

Offering:

10 IHS CEU's pending – 10 State CEU's—
AAA credits pending (includes 2 ethics credits)

Featuring:

Audiometer Calibration & Loop Assistive Hearing
See Page 4 for Details

Featured Speakers

Dr. Douglas Beck joined Oticon in 2005 as Director of Professional Relations. From 2008-2015 he served as Web Content Editor for the American Academy of Audiology (AAA). In 2016, Beck became Senior Editor for Clinical Research at the Hearing Review and was appointed adjunct Clinical Professor at the University of New York at Buffalo. In 2017 he became the Executive Director of Academic Sciences for Oticon. Dr. Beck has published over 170 articles and is among the most prolific authors in audiology.

Todd Beyer is a second-generation Hearing Instrument Specialist with 19 years of experience. Todd has served our profession in many capacities including: dispenser, manager, trainer, and examiner for the state exam. He is Past President of the WI Alliance of Hearing Professionals. He is President-Elect of the International Hearing Society beginning his Presidency January 1, 2019. He opened a new independent practice based in Marshfield in 2010 that has grown to 2 full time offices, 2 part time offices with 4 hearing care professionals.

Dawn Hepper has almost 20 years' experience in marketing. As Starkey Hearing Technologies' Director of Retail Marketing, Hepper leads a team of talented marketing executives whose sole purpose is to drive local marketing success for Starkey Hearing Technologies customers. With a strong focus on client services and results, she excels at delivering insightful and impactful marketing campaigns across the entire patient journey.

Josef Severson is the Retail Digital Marketing Strategist at Starkey Hearing Technologies, managing digital marketing programs and initiatives. His focus is creating opportunities for customers to adopt and drive revenue from online channels. He has deep expertise in profitable marketing, drawing from experiences at ad agencies Olson and Nina Hale.

Samantha Sikorski has worked for two national hearing aid retailers, Miracle Ear and AccuQuest. In 2014 she opened her private practice, Sikorski Hearing Aid Center in Spooner. Samantha serves on the Wisconsin Alliance of Hearing Professionals board as well as two IHS committees: Education and Training and Insurance Task Force.

Friday, January 11, 2019

Registration/Exhibits

8:30 – 10:30 a.m. **Dr. Douglas Beck, Oticon -- Noise Reduction**

The overview includes definitions and examples of speech versus noise, as well as their similarities and differences. Further, the concepts of Interaural Loudness Differences (ILDs) and Interaural Timing Differences (ITDs) are introduced along with digital noise reduction, directionality, narrow directionality beamforming and other protocols which may be advantageous with regard to improving speech in noise outcomes.

10:30 – 10:45 a.m. **Break/Exhibits**

10:45 – 12:45 p.m. **Dr. Douglas Beck, Oticon -- Counseling Matters**

Dr. Beck will explore and define informational counseling, quality of life issues, and the importance of establishing individual goals and intentions. That is, given a typical mild-to-moderate sensorineural hearing loss, some patients will face significant and challenging obstacles, while others will hardly notice a problem. It is incumbent on the hearing healthcare professional to tell which patient is “feeling the pain” associated with their hearing loss, and who is not, so as to be able to manage the specific patient, based on his/her perceptions, needs and desires. Finally, in this section we will discuss the importance of using words/language the patient understands (i.e. how to not use the word “decibel.”).

12:45 – 2:00 p.m. **Luncheon**

2:00 – 3:00 p.m. **Todd Beyer, ACA, BC-HIS President International Hearing Society**

Todd will bring you up to speed on all the developments in Washington DC and around the country in regard to hearing aid dispensing. He will give you a detailed review of the Consensus Paper that was completed in August. The Consensus Paper details the recommendations from Hearing Care Associations; AAA, ADA, ASHA and IHS to the FDA on "How to regulate OTC hearing aids for safety and effectiveness." He will also discuss the new US Dept of Labor Apprenticeship Program for Hearing Aid Specialists as well as the continued engagement with the VA to include hearing aid specialists in Veterans hearing care. Prepare your questions and be ready for a lively discussion!

3:00 – 4:00 p.m. **Technology Panel**

4:00 – 5:30 p.m. **Trade Show/Reception/Auction**

5:30 p.m. **Business Meeting** (members only)

Saturday, January 12, 2019

8:00 a.m. **Registration**

8:30 – 9:30 a.m. **Dawn Hepper, Josef Severson, Starkey – Roadmap for Digital Marketing Success**

This presentation is an overview of the essential digital components needed for a successful digital marketing strategy.

9:30 – 10:30 a.m. **Dawn Hepper, Joseph Severson, Starkey – Dominating with Data**

This presentation is not entirely digital, but it identifies the importance of measuring success, defining ROI and comparing channel performance to optimize your marketing spend.

10:30 – 10:45 a.m. – **Break**

10:45 – 12:45 **Samantha Sikorski, Sikorski Hearing Aid Center -- Insurance Billing/Coding**

In 2013 Samantha co-founded a software company, Smartcare.io, a CRM system. Her primary role at Smartcare.io is to liaison between the billers/coders and business owners to educate them on the complex nature of insurance billing and the legal ramifications of not establishing – and following – a compliance plan. In this session you will learn the important of necessary documentation as well as “must follow” rules if you ever plan to bill an insurance company.

Meeting Adjourns

Registration

Name _____ Name _____
Company _____ Address _____
City, State, Zip _____ Telephone _____
Fax _____ Email _____

Registration Fees

_____ Alliance Member \$200 _____ Non-Member \$250 _____ Additional Friday Lunch Ticket \$30
_____ \$25 Late Fee (if received after January 1) \$ _____ **Total Enclosed**

See www.WAHPinfo.org to pay through **PayPal** or make **check** payable to WAHP and mail to:

Wisconsin Alliance of Hearing Professionals
PO Box 557
Evansville, WI 53536

Phone: 608.201.7965
Fax: 608.882.6585
Email: gczenger@hotmail.com

**The
Kalahari
Resort**

1305 Kalahari Drive, Wisconsin Dells, WI 53965
Phone: 877.525.2427
www.KalahariResorts.com

Reserve room with the Kalahari by December 10, 2018 to receive reduced rate

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Helping your practice work with state and national government

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10 IHS Credits - pending
AAA Credits - pending
Wisconsin license renewal requirement is 20 Continuing Education Credits every 2 years
--including 2 Ethics credits

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Loop Assistive Hearing - Consulting with Clarity

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2018 Exhibitors:

- Americans for Better Hearing
- Audiology Systems
- CaptionCall
- Consulting with Clarity
- International Hearing Society
- MedRx, Inc.
- Phonak
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