

**THE 24rd ANNUAL
MID-ATLANTIC
HEARING EXPO**

2020 MID-ATLANTIC HEARING EXPO

**“Take Charge of Your Market”
March 19-20-21, 2020**

THE CENTRAL HOTEL & CONFERENCE CENTER
(A BEST WESTERN PREMIER PROPERTY)
800 EAST PARK DRIVE
HARRISBURG, PENNSYLVANIA 17111
PHONE: 717-561-2800

Reserve a Room

https://www.bestwestern.com/en_US/book/hotel-rooms.39125.html?groupId=9X1JH3F67

ROOM RESERVATIONS 717-561-2800-Option 4 and then Option 1

(Please call for room reservations by February 28 so we meet our room commitment)

www.midatlantichearingexpo.net

GENERAL INFORMATION

DATES: Thursday, March 19, 2020
Friday, March 20, 2020
Saturday, March 21, 2020

LOCATION: The Central Hotel & Conference Center
800 East Park Drive
Harrisburg, Pennsylvania 17111
Telephone: 717-561-2800
Fax: 717-564-2347

ROOM RESERVATIONS 717-561-2800-Option 4 and then Option 1

Or

https://www.bestwestern.com/en_US/book/hotel-rooms.39125.html?groupId=9X1JH3F6

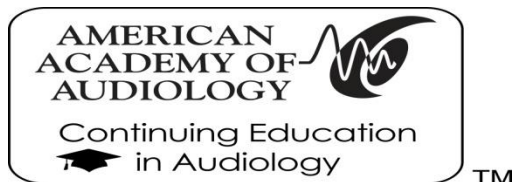
(Please call for room reservations by February 28 so we meet our room commitment)

HOTEL RATES: \$98.95 Per Night (plus 11% sales tax) for a Single or Double Room
Complimentary wireless high speed access, free local and 800 calls
Please identify yourself as making a reservation for the 2020 Mid-Atlantic Hearing Expo
Reservations to obtain the special room rate must be made by February 28, 20120.

REGISTRATION INCLUDES:

ELCOME RECEPTION ON THURSDAY
BREAKFASTS ON FRIDAY & SATURDAY
BUFFET LUNCHEONS ON FRIDAY & SATURDAY
FRIDAY EVENING RECEPTION
FRIDAY EVENING BUFFET DINNER

THE INTERNATIONAL HEARING SOCIETY HAS **APPROVED 12 CONTINUING EDUCATION CREDITS FOR THE 2020 EXPO.**



The Mid-Atlantic Hearing Expo has been approved by the American Academy of Audiology to offer 1.15 CEUs for this program.

Important Notice

"Mid-Atlantic Hearing Expo is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 1.15 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology."

2020 MID-ATLANTIC HEARING EXPO REGISTRATION

NAME: _____

SECOND ATTENDEE: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

(PLEASE TYPE OR PRINT ALL INFORMATION)

_____ \$295.00 REGISTRATION FEE FOR THURSDAY, FRIDAY AND SATURDAY

_____ \$325.00 REGISTRATION FEE (AFTER MARCH 15, 2020)

_____ \$225.00 REGISTRATION FEE FOR FRIDAY

_____ \$125.00 REGISTRATION FEE FOR SATURDAY

_____ \$175.00 FEE FOR SPOUSE OR GUEST AT THE 2 BREAKFASTS, 2 LUNCHEONS, RECEPTION AND DINNER

**\$ _____ TOTAL (A \$20.00 fee will be charged if you cancel your registration)
(No refunds after March 10, 2020)**

PLEASE MAKE CHECK PAYABLE TO: MID-ATLANTIC HEARING EXPO
100 SOUTH 21st STREET
HARRISBURG, PA 17104

CREDIT CARD PAYMENT: VISA _____ MASTER CARD _____ AMEX _____

Credit Card Number: _____

Name on Card (Please Print): _____

Billing Address: _____

Expiration Date: _____ Billing ZIP Code: _____

VISA & MC 3-digit security code: _____ AMEX 4-digit security code: _____

**You can scan your registration & credit card information and Email it to:
bstewart-phha@comcast.net or fax it to 717-238-2799.**

**Or you can register online at
www.midatlantichearingexpo.net**

Thursday, March 19, 2020

7:30 p.m. – 9:00 p.m. General Session---Industry Update Session – 1.5 hours

Presenters for Panel Discussion: Kate Carr, President, Hearing Industry Association, Doug Beck, Oticon, and Doug Lewis and Moderator James Saad

Title of presentation: “State of the Industry”

Friday, March 20, 2020

8:00 a.m. – 10:00 a.m. General Session--The Central Ballroom – 2.0 hours

Presenter: Douglas L. Beck Au.D. Executive Director of Academic Sciences, Oticon Inc.

Doug.Beck@oticon.com - dbec@oticon.com/ text/phone 732-673-4048 - www.douglasbeck.com

Title of the presentation: NOISE REDUCTION: Managing the Signal-to-Noise Ratio

Dr. Beck earned his master's degree at the University of Buffalo and his doctorate from the University of Florida. He began his career in Los Angeles at the House Ear Institute in cochlear implant research and intraoperative cranial nerve monitoring. By 1988, he was Director of Audiology at Saint Louis University. Eight years later he co-founded a multi-office dispensing practice in St Louis. In 1999, he became President and Editor-In-Chief of AudiologyOnline.com, SpeechPathology.com and HealthyHearing.com. Dr. Beck joined Oticon in 2005. From 2008 through 2015 he served as Web Content Editor for the American Academy of Audiology (AAA). In 2016 he became Senior Editor for Clinical Research at the Hearing Review and was appointed adjunct Clinical Professor of Communication Disorders & Sciences at the State University of New York at Buffalo. In 2019, he was appointed Vice President of Academic Sciences at Oticon. Dr. Beck is among the most prolific authors in audiology with 186 publications and more than 1240 abstracts, interviews and op-eds written for the AAA (2008-2015), Audiology Online (1999-2005) and the Hearing Review, addressing a wide variety of audiology and professional topics.

Course Description: The largest complaint from people with hearing loss, people with suprathreshold listening disorders, and from people wearing hearing traditional aids, is their inability to understand speech in noise (SIN). This seminar focuses on the pragmatics and importance of measuring Speech-in-Noise (SIN) ability. Of note, SIN ability is measured using the “SNR-50.” The SNR-50 will be defined as the signal-to-noise ratio required to achieve 50% correct word recognition scores, in a background of four-talker babble. The SNR-50 will be advocated as a pivotal factor and a guidepost in aural rehabilitation. We will address how digital noise reduction (DNR) and directional microphones have performed with respect to the SNR-50, and we’ll address various remote microphone technologies, to help select and manage the most effective solution, based on the specific problems the patient experiences.

Learner Outcomes - Participants will be able to:

- * recite the most common problem shared by people with hearing loss and with hearing aids.
- * name the two primary acoustic cues for spatial hearing.
- * state which hearing aid technology demonstrated the highest satisfaction rates.
- * define “hearing” versus “listening.”
- * name three tools to improve the SNR.

Financial-Oticon employee who receives a salary for employment for teaching/speaking
Nonfinancial-No relevant nonfinancial relationships exist

10:00 a.m. – 10:15 a.m. -----Break--Please visit with our Exhibitors

10:15 a.m. – 11:45 a.m. General Session --- The Heritage Room – 1.5 hours

Presenter: Holly Schissel, Starkey Hearing Technologies

holly_schissel@starkey.com

Title of the presentation: Data Driven Approach to Transforming Your Clinic into a Healthable Hub

Holly Schissel joined Starkey Hearing Technologies in 2000. During her tenure there, she has had the opportunity to work in many parts of the organization including Research and Development, Strategy, and Marketing. In her current role as Senior Director of Market Insights, she leads a team responsible for analyzing the global hearing aid market to provide insight on trends that would influence the way products are developed and brought to market. She has lectured and facilitated focus group throughout the world related to professional needs in serving patients with hearing loss. She earned her B.S. in Hearing Sciences and Disorders from Syracuse University and went on to receive her M.S. from Vanderbilt University. Prior to coming to Starkey, she split her time between working in the Vanderbilt Bill Wilkerson Center Hearing Clinic and working within a Vanderbilt Audiology Research lab focused on pediatric hearing and auditory development.

Course Description: In this presentation, attendees will learn about methods that allow them to stay more connected with their patients outside the traditional office setting as well as current and future sensor technology that can provide them with insight on how to best meet their patients' needs, how Healthable® hearing aids are joining the ranks of the Apple Watch® and Fitbit® activity trackers in the integration of this exciting new technology, and how it fits in a cutting-edge hearing care practice

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Financial-Phonak employee who receives a salary for employment for teaching/speaking
Nonfinancial-No relevant nonfinancial relationships exist

11:45. – Noon--- The Heritage Room – .25 hours

Presenter: Patrick Kochanowski, ACA, BC-HIS is the Secretary of IHS and Central East Coast Territory Governor for IHS. pkochanows@aol.com

Title of the presentation: International Hearing Society Spring 2020 Report

Course Description: Update on Federal and State Legislation affecting the profession including OTC and Medicare

Expected Learner outcomes:

The learner will have a better understanding of how legislation on the State and Federal level will impact their practice.

Nonfinancial-No relevant nonfinancial relationships exist

12:00 p.m. - 12:30 p.m. -----State Association Meetings

12:30 p.m. - 2:30 p.m. -----Lunch--Please visit with our Exhibitors

2:30 p.m. - 3:30 p.m. General Session --- The Central Ballroom - 1 hour

Presenters: Kelly Barninger, Au.D., Cochlear Americas, kbarninger@cochlear.com

Clinical Territory Manager for Eastern PA, Cochlear Americas.

Title of Presentation: Cochlear/BAHA

Kelly Barninger is an audiologist and Clinical Territory Manager at Cochlear Americas. She has provided clinical and surgical support for Cochlear's implantable hearing solutions throughout Eastern Pennsylvania and Delaware since 2015. Kelly obtained her undergraduate degree in Communication Sciences and Disorders from the University of Pittsburgh and received her Doctorate of Audiology from the University of Maryland. She worked as clinical audiologist at the Hospital of the University of Pennsylvania in Philadelphia, focusing on implantable devices and balance testing, prior to her start at Cochlear.

Course Description: Updates on cochlear implant and Baha candidacy, Cochlear's implantable device technology, our Smart Hearing Alliance partnership and the local referral pathways.

Expected Learner outcomes: Upon completion of this course, attendees will be able to:

- * identify both cochlear implant and Baha candidates.
- * speak to basic Cochlear implant and Baha technology.
- * identify referral centers in your area.
- * Understand the Smart Hearing Alliance and how this benefits your patients.

Financial-Cochlear Americas employee who receives a salary for employment for teaching/speaking
Nonfinancial-No relevant nonfinancial relationships exist

3:30 p.m.--3:45 p.m. -----Break--Please visit with our Exhibitors

3:45 p.m. - 5:15 p.m. General Session --- The Central Ballroom – 1.5 hour

Presenter: Doug Lewis dlewisexcalibur@gmail.com

Title of presentation: Disruptions Status Quo Industry

Dr. Doug Lewis is President and Owner of Excalibur Business Consultants, LLC and Excalibur Hearing and Audiology consulting in a wide range of areas involving healthcare, business, microenterprise development, and law while also maintaining a small law practice on the side. He also serves as General Counsel and Compliance Officer for several other related organizations and works as a Consulting Clinical Audiologist for several entities and an ENT Practice. He is an active Faculty Member for nine universities teaching in a wide variety of subject matters encompassing such areas as law and ethics, business, healthcare, clinical and administrative practice, science, nutrition, anatomy and physiology, pharmacology and medicine. Dr. Lewis is an instructor for the International Hearing Society's ACA program and Chair of the IHS Institute for Education. He considers himself a lifelong adult learner, having earned an AuD degree along with a Ph.D, JD, three Masters Degrees, two Bachelors Degrees, and an Associates Degree. He maintains professional licensure and practices in Law, Clinical Audiology, Insurance, Securities Analysis, and Nursing Home Administration along with earning numerous association certifications and registries. It's not all about work, although he do love to stay busy. In the off-time, he works out extensively and is founder and leader of the Columbus, Ohio based Dance and Rock Band Paradigm Shyft.

Course Description: The presentation "Status Quo Disruptions in the Hearing Healthcare Arena: Your

Opportunity to Excel" discusses a number of hotbed topics facing hearing healthcare practitioners that perhaps could be catastrophic if not managed or performed properly, but if done properly could actually represent opportunities to not only meet the upcoming challenges but to actually thrive in the changing environment. The first section involves the need to create a business plan for the organization moving forward to recognize, evolve, adapt, and to successfully thrive in meeting the challenges. Recognizing the need for risk management and application of techniques to mitigate and/or minimize risk in these ventures is also important. Pertinent practice evolution topics using these techniques will cover the upcoming OTC hearing aid threat, tinnitus management, cerumen management, and multidisciplinary practice opportunities.

Expected Learning Outcomes: Upon completion of this course, attendees will be able to:

1. Identify trends influencing hearing aid practices and opportunities for improving hearing healthcare access in your community
2. Identify two areas within a practice that lead to a more engaging service experience
3. Identify two tools that help hearing healthcare professionals build trust with their patients

Financial: Paid Speaker

5:30 p.m. - 6:30 p.m. -----Reception --Please visit with our Exhibitors

6:30 p.m. – 7:30 p.m. -----Dinner with Exhibitors -- The Central Ballroom

Saturday, March 21, 2020

8:00 a.m. - 9:30 p.m. General Session --- The Central Ballroom – 1.5 hours

Presenter: Michele Gerrish, Au.D., Widex mgrr@widex.com

Title of presentation: Real Life Hearing and Tinnitus Management with Zen

Michele Gerrish is an audiologist with over 20 years of clinical and industry experience. Her broad clinical experience includes work at small private practices, VA Healthcare system, as well as faculty and clinical audiologist at Penn State Hershey Medical system. In these roles she has provided full diagnostic and rehabilitative care services to all age groups. In addition to her clinical experience, Michele has worked in the manufacturing sector providing training and product management in government services as well as commercial sectors. She is currently a Senior Clinical Product Specialist at Widex USA Inc. Dr. Dr. Gerrish received her master's degree in Audiology from Bloomsburg University and completed her Doctorate of Audiology (Au.D.) from the University of Florida.

Course Description: This course will review use of Widex ZEN Therapy, an innovative and pioneering approach to tinnitus management and its practical application. After taking this course, clinicians will be able to effectively and efficiently fit and use the ZEN feature to meet the needs of their tinnitus patients.

- **Expected Learning Outcomes:** After this course, participants will be able to:
- describe how Widex ZEN Therapy is different from other manufacturers' tinnitus management features.
- list and differentiate the products offering ZEN.
- describe how to program and fine tune ZEN and ZEN+ features

Financial-She receives her conference/ travel expenses to present at MAHE- 2019.

9:30 a.m. – 9:45 a.m. -----Break

9:45 a.m. - 11:00 a.m. General Session --- The Central Ballroom – 1.25 hours

Presenter: Nicole Klutz, nicole.klutz@phonak.com

Title of Presentation: Understanding Family Centered Care - The Patient and Beyond

Dr. Nicole Klutz is Manager of Audiology at the Phonak Audiology Research Center (PARC) in Warrenville, IL. In her role, she provides audiological support and professional training to employees and hearing care professionals around the country.

Nicole joined Phonak in 2013 and has worked extensively with the international product and scientific marketing teams throughout Phonak and its parent company, Sonova. Prior to Phonak, Nicole practiced clinically for several years. Her clinical experience includes diagnostic audiometric evaluation, hearing instrument dispensing to pediatric through geriatric population, electrophysiological and vestibular testing, as well as professional education and training. Nicole dedicates a great deal of her time developing and implementing clinically relevant and easy-to-use demonstration tools in everyday environments and is an active supporter of live demonstration. Her professional areas of focus include product testing, eAudiology, and Family-Centered Care. Nicole received her Bachelor's degree in Communication Sciences and Disorders from the University of Maine, Orono and her AuD at Western Michigan University in Kalamazoo, Michigan.

Course Description: Family Centered Care (FCC) is an approach to healthcare that recognizes the vital role that families play in audiological treatment and rehabilitation. Goals of the implementing FCC program are to increase the confidence of hearing care professionals in their ability to implement FCC in their daily practice, as well as to raise awareness of the many benefits of FCC.

Learner Outcomes: As a result of this activity, the participants will be able to:

- * explain the benefits of adopting a FCC approach in their practice
- * demonstrate how to adopt FCC best practices in their office culture, staff knowledge and training
- * evaluate conversations with patients and family members according to FCC best practices

Financial-Phonak employee who receives a salary for employment for teaching/speaking
Nonfinancial-No relevant nonfinancial relationships exist

11:00 a.m.--11:15 a.m. ----- Break

11:15 a.m. - 12:30 p.m. General Session --- The Heritage Room – 1.25 hour

Presenter: Daniel R. Schumaier –Ph.D, CCC-A Ear Tech, Dan@eartech.com

Title of presentation: “Who Moved my Cheese” (Change in the hearing aid marketplace)

Daniel R. Schumaier, Ph.D. received his undergraduate training at Southeast Missouri State University in Cape Girardeau, Missouri, receiving a BA in Speech Pathology in 1966. After two years' service in the US Army as a medic, he pursued a master's degree in Audiology from the Central Institute for the Deaf at Washington University in St. Louis, Missouri. He went on to earn his PhD in Audiology from Michigan State University in 1972.

Dr. Schumaier's audiology career started in academia when he moved to Johnson City, Tennessee and started the Audiology Program at East Tennessee State University. Two years later he entered private practice, and was one of the first audiologists in the country whose practice extended beyond hearing diagnostics to the actual *dispensing* of hearing aids, and also to include industrial hearing conservation.

His audiology practice continues to flourish, with two offices in northeast Tennessee, while Industrial Hearing Conservation Services (IHCS) has grown to serve clients throughout the southeast and midwest.

Dr. Schumaier holds numerous patents, both domestic and foreign. Ear Technology is the corporation he

formed to bring many of those ideas to market, such as Dry & Store[®], regarded as the pinnacle of hearing aid care worldwide, TransEar[®] for single-sided deafness, and most recently the innovative Clik[®] hearing instrument.

It could be said that Ear Technology's corporate motto is simply a reflection of Dr. Schumaier's personal credo. "Innovation with a purpose: helping people hear better everyday_{tm}."

Course Description: This course will show how economic markets change with all types of businesses and what is currently happening in the hearing aid market. Information will be presented on how the private practicing hearing healthcare professional can adapt and survive.

Expected Learning Outcomes:

- 1) Understanding the changing rules and regulations and how they apply to hearing aids and amplification devices
 - 2) Marketing techniques for survival in a changing market.
 - 3) Products Hearing Healthcare practitioners need to embrace in a changing market.
- Nonfinancial-No relevant nonfinancial relationships exist

12:30 p.m. -1:30 p.m. -----Lunch -- The Central Ballroom