**2017 OAA + WSAA Fall Conference Presentations**

***“Collaboration in a Changing Landscape”***

**Therese C. Walden, Au.D.**

Dr. Walden is a Staff Audiologist at Potomac Audiology in Rockville, Md. Her clinical and research interests have focused on adult and geriatric diagnostics, amplification, evidence-based practice, and treatment efficacy. Her professional interests lie in public policy/health, autonomy, ethics, and legislative and regulatory issues affecting the profession of audiology. Dr. Walden recently completed her term as the Chair of the American Academy of Audiology Foundation and is a Past President of the American Academy of Audiology.

**Affordability and Accessibility of Hearing Healthcare: What Role Do We Play?**

Although audiology has ‘been at the table’ in the many discussions that have taken place in the past few years about affordable and accessible hearing care, we haven’t fared well in terms of how we impact the lives of the people we treat. That’s a problem and there are reasons for the public ‘un’-awareness of audiology and our role in hearing and balance wellness. We know we are cost-effective providers of this care, there is data that supports this assertion. How we pivot audiology to take more control of all of this will be discussed in this session.

**Healthy Hearing & Balance: Quality of Life Issues**

Hearing and balance problems are not ‘normal’ conditions of aging. Unidentified and untreated hearing loss will result in mental and physical decline and the ability to communicate is critical to healthy aging and aging-in-place. In addition to age-related declines in hearing, falls are among some of the most concerning age-related health care issues for both seniors and their caregivers. Early identification and intervention of at-risk patients can significantly reduce falls and the physical, emotional, and economic costs associated with falls. Most care providers don’t know this until it is too late. We will discuss how we can bridge the knowledge gaps and improve hearing and balance wellness for the general public.

**Bopanna B. Ballachanda, Ph.D.**

Dr. Bopanna Ballachanda, will be sharing his successes learned from his multiple years of experiences working in many of his clinics in Arizona, New Mexico, and Texas. He was instrumental in establishing a diagnostic and dispensing practice using teleaudiology to reach patients in rural areas as well as supplementing clinical activities in a busy clinic.

**Current Trends in Reimbursement**

During the first part of the presentation, participants will be able to understand and learn the significance of cost of running a practice either it be private practice or funded clinic. A review of cost per hour to keep the clinic will be reviewed. Following that presentation, the second part involves coding issues for the services rendered. The third section will address the billing, and how to appeal a denial. The fourth part will be on credentialing and how to negotiate a good contract with third party payers. The last part will go over Medicare issues and current trends in Medicare payment. The participants will be involved in several group discussion and question and answer session during this presentation.

**TeleAudiology: Globalization of Hearing Care**

Telehealth is the delivery of health-related services and information via telecommunications technologies. Teleaudiology is the utilization of telehealth to provide audiological services that includes full scope of audiology practice. This type of extended care has been effectively used in many countries as well as by several organizations in the US. The global challenge/opportunity for hearing care in the coming years is enormous. As hearing healthcare providers, we face two critical issues that make the provision of hearing services in the future challenging: First, the aging population. The “graying of America,” or the growth in our senior population, is a reality that demands change in our delivery of hearing services. Today, people age 50 and over comprise 24% of the US population, with 17 million Americans between the ages of 75 and 85. The second, shortage of qualified audiologist, we do not have enough hearing care professionals to meet these growing needs in future years. It has been well documented that there is minimal, if any, real growth in the numbers of audiologists being trained in university programs. The problem of minimal change in the graduating audiologists and the fact that number of new audiology professionals entering our field each year is neutralized by the nearly equal numbers of senior audiologists reaching and seeking retirement. This presentation will address the implementation of a successful teleaudiology practice, the challenges and opportunities associate with this new are of clinical care.

**Nichole Kingham, Au.D.**

Chief Education Officer, Audiology Academy

Staff Audiologist, Hearing & Balance Lab, P.C.

Dr. Kingham currently works with Practice Development Groups to help implement an Audiology Assistant or Technician into private practice Audiology and medical Ear, Nose and Throat clinics. Dr. Kingham was awarded a master’s degree in Audiology at the University of Washington and obtained her clinical doctorate from A.T. Still University. She was awarded the Future Leaders in Audiology Award in 2012 and is the Past President of Washington State Audiology Academy. She is a current member of the AAA Audiology Assistant Subcommittee. Dr. Kingham has worked in private practice since 2003, where she hired the first Audiology Assistant in Washington State and has trained and promoted Audiology Assistants since 2009. She is currently the Chief Education Officer for Audiology Academy, an online training program for Audiology Assistants.

**Using Story to Connect - The New Counseling Technique to Increase Patient Involvement**

In this course, participants learn why it is so important for us to change our way of thinking and consider a new way of consulting with and motivating our patients to improve their lives through better hearing. Changing our way of thinking starts with how we view ourselves and the partnership we establish with our patients. So, we’ll discuss the role of the hearing healthcare provider in the counseling process. Then, we’ll discuss how an educational approach is the best way to marry our business goals with the expectations our patients have for us. We’ll discuss how this patient oriented approach can help us reach our goals while offering a better quality of life to our patients and ultimately a better quality of life for ourselves.

**C. Scot Frink, Au.D.**

Owner, Salem Audiology Clinic, Salem, OR

Scot Frink grew up in the field of audiology, his father having started Salem Audiology Clinic in 1981, one of the first private practice audiology clinics in the United States. Scot obtained his degree in audiology in 2004, but had been involved hearing aid repair since 1990 and dispensing hearing aids since 1995. He previously worked as regional trainer for Phonak Hearing systems from 1999 – 2001 in Oregon, Washington, Idaho, Montana and Alaska, before returning to private practice in 2002. He has presented numerous seminars on technology and practice development for state associations in his region, and currently owns his own practice in Salem, Oregon. He is a contributing editor for Your Health magazine, a local periodical. He is passionate about assisting the hearing impaired, serving on the Oregon State Hearing Aid Licensing Board since 2002, with a strong focus on consumer rights. When not at Salem Audiology Clinic, he spends time with his family at home. Yes, his children all have red hair.

**A Comparison of Current CROS Technology**

With so many options available, sometimes it's difficult to sift through our choices in technology to find what's best for our patients. Manufacturers make many claims, but what truly works the best? This presentation reviews a 15-month, 28-person study evaluating the performance of four types of CROS technology, utilizing both subjective and objective measures. Time permitting, it will also briefly touch on a different but relatively unknown form of CROS system that is available.

**Eric Kammer**

Senior Marketing Specialist/Membership Development Manager, Audigy Group

Eric Kammer has been in digital marketing for over 12 years. For the past 4 years he has found his home working with private practice audiologists on how to help them maximize their digital footprint and help patients find their services. Eric also teaches a variety of courses on digital marketing and helps marketers achieve Google certifications through his training.

**Understanding Your Patient's Digital Journey**

From when a patient first searches online to learn about hearing loss to when they are finally ready to make that appointment. Is usually a mystery for a practice. Understanding patients’ research and digital buying journey helps a practice create a better overall marketing strategy. And, more targeted marketing messages help drive flow, opportunities, and sales.

**Jeanette Fitzke, Au.D.**

Otometrics/Audiology Systems

Jeanette Fitzke, Au.D., joined Otometrics/Audiology Systems in February 2015 as the West Regional Field Development Audiologist. She has 17 years of clinical experience in such settings as ENT, hospital, and multi-specialty clinics where she worked with a variety of age populations and focused on diagnostics, hearing aid services, vestibular care and eletrophysiological testing. She obtained her B.S. from University of Arizona, M.S. from Arizona State University and Au.D. from A.T. Still University. She is currently a member of the American Speech Hearing Association and American Academy of Audiology and holds her Clinical Certificate of Competency in Audiology.

**Best Fitting Practices**

This presentation highlights a few best fitting practices (including speech-in-noise evaluation, probe microphone measurements, and subjective and objective benefit assessment) that can have a strong positive impact on fittings, but can still be implemented in a time-efficient manner. Included will be an overview, tips on clinical application, and a discussion of the impact they have on patient care.