



2015 Annual Convention



A WINNING COMBINATION FOR YOUR EDUCATION

April 30 - May 2, 2015

Harveys Lake Tahoe • 18 U.S. 50, Stateline, NV 89449

CONVENTION SCHEDULE 2015

Thursday, April 30, 2015

- 3:00 PM – 6:00 PM Registration
7:00 PM – 10:00PM President's PAC Reception

Friday, May 1, 2015

- 7:00 AM – 9:00 AM Registration
7:30 AM – 9:00 AM Breakfast in Exhibit Hall
8:00 AM – 9:00 AM

Exhibitor Passport Session - Part I (1 CE Hour)

In order to earn CEUs for this event, each attendee will be given a passport filled with questions from the exhibitors. The participant must visit every exhibitor listed in the pamphlet provided and record answers to each exhibitors' questions. Only completed pamphlets collected at the end of the session will earn CEUs.

- 9:00 AM – 9:30 AM

Opening Announcements

Convention overview, industry updates and a special welcome.
Deanna McCoy, BC-HIS, HHP President

- 9:30 AM – 11:10 AM

How Aided Speech Audibility Can Build A New Social Norm In Hearing Care (2 CE Hours)

The U.S. hearing care industry spends approximately \$500M annually marketing hearing aids to American consumers. This "product-purchase" message often defines both the "buyer" and the "seller" experience typically delivered today. This course will critique this retail-model approach and offer an alternative strategy that focuses on treatment value rather than product. This alternative strategy will be presented not just as a treatment and counseling tool, but also as the basis to reflect better patient outcomes and communicating a different message to customers.

*David J. Smriga, M.A. Senior Audiology Consultant, Etymonic Design Inc.,
Sponsored by HCI Audiometrics*

- 11:10 AM – 11:20 AM

Break

- 11:20 AM – 12:10 PM

Regulation and the Impact on the Licensee (1 CE Hour)

The Presentation will include a discussion of Speech Language Pathology & Audiology & Hearing Aid Dispensers Board regulations; Medi-Cal; the Health Care Exchange (healthcare reform); current legislation; and future issues for the dispenser and hearing aid user.

Bryce Docherty & Vanessa Cajina, KP Public Affairs, HHP Legislative Advocates

- 12:10 PM – 1:55 PM

Business Meeting Luncheon

Insightful discussion over lunch of HHP's Leadership, membership, financials and legislative reports; plus IHS update.

Deanna McCoy, BC-HIS, HHP President

- 2:00 PM - 3:40 PM

What Does Your Consumer Want? (2 CE Hours)

You may think that all your consumer wants is a cheaper hearing aid. But, it's not necessarily so. Hearing loss is a complex problem that affects the consumer and his/her family. In this class we will use the latest consumer research to get inside the mind of your consumer. We'll discuss what is on the mind of most health care consumers today. We'll show you how to ask better questions to get at what your consumer is really thinking; and how to connect with him on a more emotional level so that you can better understand his needs as a unique individual.

Tina Soika, President, American Hearing Aid Associates

- 3:40 PM – 3:50 PM

Break



CONVENTION SCHEDULE 2015 cont.

3:50 PM – 5:00 PM

Music, Noise, and Speech: Clinical Uses to Improve Hearing Aid Fittings and Consumer Satisfaction. (1 CE Hour)

In this class the attendee will learn some of the ways that music, noise, and speech can be used to help consumers provide useful subjective observations about sound quality so that appropriate adjustments can be made to the hearing instruments. In addition to this the attendee will learn about objective measurements of music, noise, and speech, that are relevant to real world performance and satisfaction with hearing aids.

Harvey Sparks, Regional Manager, Widex

5:00 PM - 7:00 PM

Welcome Dinner & Reception in Exhibit Hall

Saturday, May 2, 2015

7:00 AM – 9:00 AM

Registration

7:30 AM – 9:00 AM

Breakfast in Exhibit Hall

8:00 AM – 9:00 AM

Exhibitor Passport Session - Part II (1 CE Hour)

In order to earn CEUs for this event, each attendee will be given a passport filled with questions from the exhibitors. The participant must visit every exhibitor listed in the pamphlet provided and record answers to each exhibitors' questions. Only completed pamphlets collected at the end of the session will earn CEUs.

9:00 AM - 10:40 AM

Consumer Driven Choices for Hearing Instruments: Impact on Delivery Systems (2 CE Hours)

The hearing aid industry is experiencing significant change in our product and service model. Over the next several years there will be significant forces impacting the delivery of hearing aids. These will come from a number of areas including: Healthcare Policy, distribution changes, communication, population growth, etc. Consumers will have a wider variety of choices in both products and the method these products are delivered. These include: Personal Sound Amplification Products, connected health (tele-audiology) and remote programming of devices, direct-to-consumer approaches and smart phone applications. In this presentation we will examine these factors and discuss what role each of the segments: manufacturer, hearing professional and consumer have in sustaining the system.

Thomas A. Powers, Ph.D., Vice President, Government Accounts and Professional Relations, Siemens

10:40 AM – 10:50 AM

Break

10:50 AM - 12:30 PM

Hearing Aid Features – Part I (2 CE Hours)

Participants will understand the knowledge to apply evidence-based practice (EBP) principles within their busy work-days; and help determine the appropriateness of several current hearing aid features including directional microphones, digital noise reduction, and frequency-lowering schemes.

Ruth Bentler, PhD, University of Iowa

12:30 PM - 1:30 PM

Lunch with Exhibitors

1:30 PM – 3:10 PM

Ear Mold Modification (2 CE Hours)

Objective to give students a fresh perspective of the earmold; how it is created, style options, and material selections.

Joseph J.Paliotta, Ph.D., Chief Scientist and Vice President, Microsonic Inc.

3:10 PM – 3:20 PM

Break

3:20 PM – 5:00 PM

Hearing Aid Features – Part II (2 CE Hours)

Evaluating the hearing aid feature options in light of all the EBP focus; also aural rehab as a closing connection.

Ruth Bentler, PhD, University of Iowa

Continuing Education

Continuing education credit will be given during two full days of the Convention. Fifty minutes equals 1 CE hour so our schedule has been adjusted accordingly. Breaks have been scheduled between sessions. Therefore, no breaks will be given during the sessions.





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REGISTRATION FORM

Attendee's Name _____
 Company Name _____
 Address _____
 City _____ State _____ Zip Code _____
 Email _____
 Telephone _____ Facsimile _____ Student _____
 California H.A. License # _____ Other State License Number _____
 Special Needs _____

Fee Information	Early Registration	After April 17, 2015	Total
Please fill out a registration form for each person attending the conference. The full registration packet includes Friday breakfast, Friday lunch, Friday Exhibitor Reception, Saturday breakfast and Saturday lunch. Please check if you would like any additional meal tickets.			
Member Full Conference	\$399	\$449	
Non Member Full Conference* <small>*Attendees that register with full conference non-member pricing will receive 50% off prorated membership if their application is received by the end of the conference.</small>	\$599	\$649	
Member Saturday Only <small>Includes Saturday breakfast, and lunch, exhibitor reception Friday night and 9 CE hours of sessions.</small>	\$289	\$309	
Non Member Saturday Only <small>Includes Saturday breakfast and lunch, exhibitor reception Friday night and 9 CE hours of sessions.</small>	\$389	\$409	
Staff (No CE Credit)	\$239	\$239	
Student	\$239	\$239	
Spouse/Guest <small>Includes Friday and Saturday lunches and evening activities. Breakfasts are an additional cost.</small>	\$239	\$239	
Additional Friday and Saturday Breakfasts	\$50	\$50	
Additional Friday and Saturday Lunches	\$80	\$80	
TOTAL Registration Fees Enclosed or Authorized to Bill Credit Card:			

Payment Information

Check made payable to HHP/CA Visa AmEx MasterCard
 Name on Card _____
 Card Number _____
 Exp. Date _____ Security # _____ Billing Zip Code _____
 Card Holder Signature _____

Online registration available on Events Tab: www.hhpca.org

Submit Registration Form to:

HHP/CA Convention Manager, Lauren Stoddard, via
 Fax: (916) 444-7462
 Mail: 1 Capitol Mall, Suite 320, Sacramento, CA 95814

Questions? Please Contact:
 Phone: (916) 447-1975
 Email: convention@hhpca.org

BOARD OF DIRECTORS & CONVENTION COMMITTEES

Special Thank You to Everyone Involved

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Lauren Stoddard

GENERAL INFORMATION

Hotel Information



Harveys Lake Tahoe

Convention Hotel Rate varies depending on night and scenery:

Lake Tower: Thurs - Fri \$99, Sat \$159

Mountain Tower: Thurs - Fri \$79, Sat \$139

These rates are applicable through March 30, 2015. After that date, rooms are based on a space available basis and the rate may be higher. Please make your own reservations by calling the Hotel Reservation Department at 1-800-455-4770 and mention you are with the group "HHP" to receive the special rate. Hotel check-in time is 4 PM and checkout time is 12 PM.

18 U.S. 50

Stateline, NV 89449

www.harveystahoe.com

Reservations: (800) 455-4770

Registration

Please Register Before April 17, 2015

Registrations received prior to April 17, 2015, will receive a confirmation. Any registrations after that date should be done on-site at the convention registration desk. Program is subject to change. Please watch for changes and updates on the web site: www.HHPCA.org. Courses have been submitted for approval to the Speech Language, Pathology, Audiology and Hearing Aid Dispensers Board for California Dispenser's hours. In addition, courses meet the qualifications for 12 hours of continuing professional development credit for Audiologists as required by the California Speech Language Pathology Audiology, and Hearing Aid Dispensers Board.

Cancellation

All cancellations must be requested in writing to the HHP meeting office - postmarked by 5 PM April 3, 2015. All refunds are subject to a \$50 cancellation fee. **Refunds after that time are at the discretion of the Board of Directors.** All refunds will be made after the conference. Substitutions can be made at any time.

Course Catalog

Course approvals for SLPAHADB and IHS are pending at the time of this printing. However, we do not anticipate any courses not being approved. Courses will commence promptly at specified times. Attendance in all classes will be strictly monitored.

Hearing HealthCare Providers / CA

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Sacramento, CA 95814

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