Florida Academy of Audiology

2017 Florida Academy of Audiology Convention
Navigating the Future: Turning Challenges into Opportunities

August 3-5, 2017
Wyndham Grand Orlando Resort Bonnet Creek – Orlando, Florida

Abstracts & Learning Objectives

Thursday, August 3, 2017

8:30 AM – 10:00 AM
Breakout Sessions

Tinnitus Assessment and Management is Primary Care Audiology – Part 1
ABA Tier 1 Course Offering
Presented by James W. Hall, III, Ph.D.

This clinically oriented session provides audiologists with the information they need to identify, diagnose, and management patients with bothersome tinnitus. It begins with a review of the definition of tinnitus and characteristics of patients with bothersome tinnitus. Next a test battery for assessment of tinnitus is presented. A substantial portion of the session is devoted to simple yet evidence-based strategies for effective management of patients with bothersome tinnitus, with an emphasis on the importance of directive counseling. Clinical practice guidelines and research findings are cited throughout.

Learning Objectives – After this session, participants will be able to:
1. Define bothersome tinnitus.
2. Describe test battery for evaluation of tinnitus.
3. List three steps in general management of patients with bothersome tinnitus.

Pediatric Grand Rounds

Considerable challenges exist in the evaluation and management of children with hearing loss. When working with the pediatric population, teamwork and inter-professional collaborations are essential to ensure we are providing optimal care for children with hearing loss and their families. In this
presented, pediatric audiologists from around the state of Florida will present complex pediatric case studies. Discussion and audience participation will be strongly encouraged.

Learning Objectives – After this session, participants will be able to:

1. Describe evidence-based practices in managing complex pediatric cases.
2. Describe the need for an interdisciplinary approach in the assessment and management of children with hearing loss and their families.
3. Discuss strategies for the management of children with hearing loss that can be implemented into your clinical practice.

10:30 AM – 12:00 PM
Breakout Sessions

Tinnitus Assessment and Management is Primary Care Audiology – Part 2
ABA Tier 1 Course Offering
Presented by James W. Hall, III, Ph.D.

See summary and learning objectives from Part 1.

Staying Relevant in a Changing Hearing Care System
Presented by Ian Windmill, Ph.D.

Over the past few years, the issues of accessibility and affordability of hearing care has become a focal point within the federal government. While much of this focus is on the cost of hearing aids, the delivery model itself has also come under scrutiny. This begs the question as to what possible changes may be imposed on the delivery system, or what changes audiology can proactively initiate to assure we remain as the primary providers of hearing health care? This presentation will review the myriad of external forces that are impacting audiology, as well as possible responses to these changes. These responses might include initiating a prescriptive approach to hearing technology, transforming practices to focus on general hearing health rather than hearing loss, expanding our scope of practice to include prescribing authority, or embracing emerging technologies that provide greater options for assessment or treatment.

Learning Objectives – After this session, participants will be able to:

1. Identify the current external forces, including the role of the consumer, that are shaping hearing care delivery systems.
2. Characterize the responses of the various hearing care stakeholders to the external forces
3. Identify the options for transforming or expanding the audiology scope of practice in response to these changes.

11:00 AM – 12:00 PM
Breakout Sessions

Rechargeable Batteries: The Future has Finally Arrived, so What Does It Mean to our Patients?!
Presented by Barry A. Freeman, Ph.D.
Wireless and streaming advancements in hearing aids have lead to greater patient satisfaction and adoption, but also have increased the burden of properly counseling patients about battery life. This paper will present an overview of the disposable and rechargeable batteries currently available and the results of clinical and laboratory research on the power requirements and battery drain of wireless hearing aids in varying listening situations with different apps and streaming scenarios. The session will provide audiologists with an understanding of battery life and conclude with counseling recommendations for patients fit with wireless streaming hearing aids.

Learning Objectives – After this session, participants will be able to:
1. Calculate battery life estimates for different products and listening situations;
2. Counsel patients about variations in battery life from wearing wireless streaming hearing aids; and,
3. Describe the impact wireless features and streaming have on battery life.

1:30 PM – 2:30 PM
Breakout Sessions

Death of a Salesman: Patient Experience is the New Battleground
Presented by Kyle N. Acker, Au.D.
As our industry changes and our consumers have multiple options for hearing healthcare, both good and bad, Audiologists must step up their patient care to keep up with the changing industry. Lead, Adapt, or Die.

Learning Objectives – After this session, participants will be able to:
1. Describe how trends in other industries foreshadow the future.
2. Identify ways step up their patients experience as a part of the adaptation to a changing market.
3. List some strategies to separate themselves from their competition.

Some Thoughts on the Future of Audiology
Presented by David Zapala, Ph.D.
At times, Audiology seems to lie between a rock and a hard place. Hearing instruments, once viewed as a custom technology requiring individualized service, seem to be evolving into commodity items. Reimbursement for diagnostic hearing tests and progress on direct access or 18 x18 initiatives appear stalled. PCAST, NAM, FDA - it seems as if the future is dark. This presentation will present a different and much more positive assessment of our future. By matching demographic and economic trends with audiology skill sets, an argument can be made that our best days lie ahead of us.

Learning Objectives – After this session, participants will be able to:
1. Describe how ear disease morbidity and mortality determines how audiology should be positioned in the healthcare system
2. Rank the relative effectiveness of AAO-HNS and FDA red flag criteria for medical referral criteria against consumer and audiologist's assessment of ear disease risk
3. Explain why the product of an adult hearing evaluation must include a statement about ear disease risk and a separate statement about auditory communication impairment.

Getting Direct with Signia
Presented by Jennifer Gehlen, Au.D.

With primax, Signia designed an exceptional sound processing engine, binaural universally, with low power consumption. primax hearing aid technology is available in 3 performance levels and various form factors from RICs to BTEs, customs, and ready-to-wear Silk; there’s a perfect hearing aid for every hearing loss. We will unveil new Bluetooth direct streaming and other enhancements over our audiological foundation, extending connectivity to the patients’ iOS devices. Our latest innovations in customs result in smaller devices with enhanced usability. Our new version of Signia TeleCare enables richer functionality and connectivity. Learn how you can have more transparency and deliver better hearing care, service and support to your patients, especially during the critical initial acclimatization period with this smart solution.

Learning Objectives – After this session, participants will be able to:
1. Describe the technology available, in Signia’s latest product that allows the convenience of direct iOS streaming without compromising the benefits of true binaural sound processing.
2. Describe the latest Signia innovations to our custom hearing instruments.
3. Describe how to do remote tuning via the Signia TeleCare professional portal.

2:40 PM – 4:10 PM
Breakout Session

**Disrupt Audiology: Turning Threats into Opportunities – Part 1**
*ABA Tier 1 Course Offering*
Presented by David Fabry, Ph.D.

The focus of this presentation will be to discuss threats posed by the "perfect storm" of technology, demographics, and changing distribution models. This presentation will include discussions on OTC, Telehealth, Third-party pay, Managed Care and preventing commoditization of the Audiologist’s role.

Learning Objectives – After this session, participants will be able to:
1. Discuss three ways technology will impact the future of Audiology;
2. Describe three ways the baby Boomer generation is different than the previous one; and,
3. Identify three opportunities provided by OTC hearing aids.

2:40 PM – 3:40 PM
Breakout Sessions

**MED-EL SYNCHRONY EAS (Electric Acoustic Stimulation) Hearing Implant System**
Presented by Kellie G. Hibbitts, Au.D., CCC-A

Electroacoustic stimulation (EAS) represents the latest innovation in hearing implants, and is the combination of two technologies: the revolutionary SYNCHRONY cochlear implant that stimulates the auditory nerve for high-frequency hearing loss, and the SONNET EAS audio processor, with built-in acoustic amplification for low-frequency hearing loss. The EAS System represents a major advancement for people who live with high-frequency hearing loss, but with existing low-frequency hearing levels that they are afraid to lose. People with “ski-slope” hearing losses often have difficulty understanding speech in background noise with their conventional amplification. As part of the FDA study, ninety-seven (97)
percent of patients participating in the MED-EL EAS clinical trial reported a benefit from EAS within the first 12 months, and 92 percent of participants reported an improvement in their ability to hear in background noise. This session will review the EAS candidacy, the function of the SYNCRHONY EAS system, as well as the study data submitted for FDA approval.

Learning Objectives – After this session, participants will be able to:

1. Define who is an MED-EL SYNCHRONY EAS candidate;
2. Describe how the MED-EL EAS SYNCHRONY system functions; and,
3. Describe the FDA study data submitted for the EAS device approval.

New Technologies in Distortion Product Otoacoustic Emissions
Presented by Diane Sabo, Ph.D.

This presentation will provide an overview of Distortion Product Otoacoustic Emissions (DPAOEs), what they are and what they can tell us about our hearing. In recent years, some newer technology has been introduced in an attempt to enhance our ability to not only obtain a response but also to make some predictions in hearing levels. This presentation specifically will describe the use of FMDPPOAE signals to overcome the problem of fine structures and the use of “scissor” paradigm to use DPOAE for threshold estimation. These technologies will be discussed within the context of clinical application.

Learning Objectives – After this session, participants will be able to:

1. Describe basics of Distortion Product Otoacoustic Emissions (DPOAEs);
2. Describe newer technologies in otoacoustic emissions (OAEs); and,
3. Discuss OAEs in clinical settings and their role in differential diagnosis.

4:30 PM – 5:30 PM
Breakout Session

A Whole New World with Cochlear Americas
Presented by Andrea Moore, Au.D. and Rebecca June, Au.D.

2016 Was an exciting year of new innovations with Cochlear Americas. From developing and bringing to market the World’s smallest, lightest off the ear cochlear implant processor to the world’s first super power Baha processor that can easily amplify severe to profound mixed hearing losses with no abutment! Come listen to find out all about the newest Cochlear innovations that could help your patients!

Learning Objectives – After this session, participants will be able to:

1. Talk about the Cochlear Nucleus Kanso and list benefits to an off the ear CI solution;
2. Discuss the Baha 5 Power Suite and describe the candidacy criteria for each device; and,
3. Discuss how the Cochlear Nucleus Hybrid study can help determine where they are now.
4:30 PM – 6:30 PM
Breakout Session

**Pragmatic Issues in Tinnitus: 2017**
Presented by Douglas L. Beck Au.D.

Although the perception of tinnitus has been with us since the beginning of time, our understanding of tinnitus has continued to evolve. In this presentation we’ll address the most probable etiologies, general diagnosis categories, quantification, therapeutic programs, their outcomes and more.

Learning Objectives – After this session, participants will be able to:

1. Define subjective and objective tinnitus;
2. Name the most common tool used to quantify/measure the perception of tinnitus; and,
3. Name the most successful allied (non-audiologic) therapeutic tool for the treatment of tinnitus.

5:00 PM – 6:30 PM
Breakout Session

**Disrupt Audiology: Turning Threats into Opportunities – Part 2**
*ABA Tier 1 Course Offering*
Presented by David Fabry, Ph.D.

See summary and learning objectives from Part 1.

5:30 PM – 6:30 PM
Breakout Session

**Tools for the Modern Marketer**
Presented by Rachele Orsini, Au.D.

Determine the right digital marketing channels to support your practice. We will define a path for both the novice digital marketer, as well as growth opportunities for practices interested in going beyond just the basics.

Learning Objectives – After this session, participants will be able to:

1. Discuss ways to use digital marketing to promote their practice;
2. Talk about digital marketing medium terminology and the expected outcomes from each medium; and,
3. List the step-by-step process to incorporate digital marketing into their practice.
Friday, August 4, 2017

8:00 AM – 9:30 AM
**General Session - Evaluating Neurosensory Complexes of mTBI/Concussion**
Presented by Jim Buskirk PT, SCS

Mild traumatic brain injury (Concussion) is an increasingly common public health issue that affects individuals in all aspects of life. Neurosensory effects are among the most common sequela seen after concussion, with balance-related findings being the most common among this group. This session examines how neurosensory consequences of concussion can be used to help diagnose the injury acutely and follow progress of this injury over time. Review the examination of patients with acute mTBI presentation, responses to comprehensive battery of oculomotor, vestibular tests and reaction time tests (OVRT) in comparison of these finding to age matched, healthy individuals. Utilize this data to define the following: 1) Initial presenting symptoms of mTBI and how these symptoms progress over the acute time period, 2) The use of an objective and reliable non-invasive detection method, 3) How this work can inform us about the progress and prognosis of individuals suffering from concussion, and 4) translational insights from fundamental research to understand underlying biological events. This talk examines what can be learned by examining presenting symptoms and OVRT test results in individuals with concussion. These neurosensory examines allow for diagnosis and provide prognostic implications for this common injury pattern.

Learning Objectives – After this session, participants will be able to:

1. List some neurosensory symptoms seen after mTBI;
2. Describe objective testing for mTBI; and,
3. List some therapeutic options for neurosensory disorders in mTBI.

10:10 AM – 11:40 AM
**General Session - An Overview of ICD-10 and Other Current Coding Issues**
Presented by Alyssa R. Needleman, Ph.D.

Given the high degree of scrutiny on submitted claims and ever decreasing reimbursements, coding for accurate reimbursement is the most important tool in your practice toolbox. This presentation will review procedural, diagnostic and modifier codes. Typical and complex cases will be presented and attendees will participate in an interactive discussion for choosing most appropriate codes.

Learning Objectives – After this session, participants will be able to:

1. Determine most appropriate procedural codes (CPT, HCPCS) in typical and complex cases;
2. Determine most appropriate diagnosis codes using ICD-10 in typical and complex cases; and,
3. Identify when to use modifiers in conjunction with procedural codes.

1:30 PM – 2:30 PM
**General Session – Legislative Update**
Presented by Barry Freeman, Ph.D.

The Board of the FLAA was actively engaged this past year on audiology related issues. There are new legislated procedures for audiologists who identify children with hearing loss; a new determination of qualified providers of vestibular services by First Coast for Medicare beneficiaries; the transition of
Florida Medicaid to managed care; and several retail stores have now entered the business of mail-order hearing aids. These and other activities will be discussed by a distinguished panel of audiologists and audience participation is expected.

Learning Objectives – After this session, participants will be able to:

1. List the new mandates required of audiologists who identify a child with hearing loss.
2. Recite the requirements for vestibular evaluations for Medicare beneficiaries in Florida.
3. Explain the change in Medicaid to managed care in Florida.

2:45 PM – 3:45 PM
**General Session - Forward to Basics - Navigating the Future: Turning Challenges into Opportunities**
Presented by Phil M. Jones

Practices around the world can often get bogged down in the bureaucracy, distracted by the details or just fail to gain the success they are capable of because their experience or existing habits are preventing them from seeing the obvious that is right in front of them.

True genius can appear as complete common sense and you can often wonder why you failed to think of it before...

This action-packed and high energy session challenges you to look at how you currently run your practice and expect to be constantly questioning your own methods as Phil helps you realize just how much success you are leaving behind.

Whether a seasoned practice owner or someone brand new to the industry—every participant is guaranteed to leave feeling inspired, motivated and with a list of precise actions ready to start work on.

This is not just about what do, it is also, how to do it.

Expect Phil’s experience to shine through as he eloquently and effortlessly demystifies some of the most challenging scenarios and has even the most experienced team member reassuringly nodding along and scribbling notes to put into practice.

Phil puts his success down to one main philosophy – to do the basics, to a high standard, consistently. Sharing in the presentation guarantees your audience the skills they require, the confidence to implement and the motivation to take massive action as they step towards their heightened success.

Learning Objectives – After this session, participants will be able to:

1. Describe three ways that you can run your practice more efficiently;
2. List effective mechanisms to deal with challenges in your practice; and,
3. Identify three things about your practice that should be changed to increase productivity.
4:30 PM – 6:30 PM
**General Session – Medical Errors for Audiologists to Avoid**
Presented by James W. Hall, III, Ph.D.

This clinically-oriented presentation focuses on simple steps and systematic strategies for reducing professional liability in the practice of audiology. The lecture begins with a brief overview of the serious problem of medical errors in modern health care. Then, important terms are defined and explained including civil and criminal professional liability. A major portion of the session is devoted to a review of the importance of following standard of care and clinical practice guidelines in the delivery of diagnostic and rehabilitative hearing health care. The lecture ends with a summary of tips and strategies to prevent medico-legal risk in audiology.

**Learning Objectives** – After this session, participants will be able to:
1. Define professional liability.
2. Identify three steps to reduce professional liability.
3. Cite criteria for referring patients to otolaryngology.
Saturday, August 5, 2017

9:00 AM – 10:30 AM
Post Conference Course #1 - Get Connected - Go Beyond. Widex Made-For-iPhone Technology
Hosted by Widex
Presented by Susan de Bondt, Au.D.

This course reviews new features and benefits in the new Widex Beyond. A review of these features will demonstrate the benefit the hearing aid user can experience such as having access to a wider input dynamic range which allows for a faithful reproduction of environmental sounds. This course also reviews new apps & accessories and the latest updates to Compass GPS programming software.

Learning Objectives – After this session, participants will be able to:
1. Discuss and demonstrate the features of Widex Beyond hearing aid technology and to effectively counsel patients on the benefits of this technology;
2. Explain how to select appropriate products to recommend to patients based upon their needs and the features available in the product and software; and,
3. Explain how to utilize tools within the software to fine tune hearing instruments to address patient needs.

10:45 AM – 12:15 PM
Post Conference Course #2 - Current Trends in Vestibular Assessment: vHIT and VEMP
Hosted by Tele-Acoustics
Presented by Cammy Bahner, Au.D.

Each year there is an increasing number of patients seeking medical attention for balance-related disorders. In fact, vertigo and dizziness affects nearly 70% of individuals age 65 and older. The Administration of Aging estimates that there are currently more than 39 million Americans older than 65 years of age, with dizziness. With the increased demand, vestibular assessment technologies are evolving to offer the clinician added flexibility in evaluating vestibular dysfunction in adult and pediatric populations. Video Head Impulse Testing (vHIT) is one such tool that can be used for the purpose of screening patients for semicircular canal deficits. Through the implementation of very lightweight goggles containing a high-speed camera, vHIT allows for the objective measurement of both the velocity of the head movement stimulus and the velocity of the resulting eye movement response. Vestibular Evoked Myogenic Potentials (VEMP) is yet another tool that can aid in evaluation of the dizzy patient, particularly for the assessing the utricle (oVEMP) and saccule (cVEMP). New technologies are making VEMP a more clinically available tool for U.S. clinicians. This course will provide participants with current trends in these technologies.

Learning Objectives – After this session, participants will be able to:
1. Explain the differences between oVEMP and cVEMP;
2. Describe the best methods for evaluating SSCD with VEMP; and,
3. List the benefits of vHIT for assessment of dizzy patients.