



**Pre-Convention Schedule
Wednesday, August 3, 2022**

10:45 AM - 12:15 PM

**Rethink Hearing
David Fabry, Ph.D**

According to MarkeTrak X, the primary drivers for hearing aid benefit include sound quality and speech intelligibility in quiet and noisy listening environments, comfort for loud sounds, and sound localization/spatial awareness. Despite considerable increases in hearing aid satisfaction and benefit, the focus of these objectives has resulted in only slight improvements in adoption rates over the past several decades. This session will focus on ways to “rethink” hearing healthcare to focus on sound quality, speech intelligibility, as well as overall patient health and well-being. In addition, the COVID-19 pandemic has provided important catalysts for development of telehealth solutions, as well as (re)consideration of the benefit of custom hearing aids. Finally, the emergence of over-the-counter (OTC) hearing aids as a “disruptive” innovation will also provide opportunities for professionals to differentiate themselves from low-cost OTC solutions by focusing on the value and benefit of professional service. Audience participation is strongly encouraged.

After this session, attendees should be able to...

1. Explain how synchronous and asynchronous telehealth solutions should be part of best practice - not just during pandemics.
2. Calculate and measure the value of their professional service.
3. Describe how Artificial Intelligence is being used in hearing aids to improve speech audibility in challenging listening environments, including when face masks are used, to offset the loss of audibility and lipreading cues.

1:00 PM - 2:30 PM

**Phonak Unleashes the Ear’s Amazing Potential
Alyson Hoffman, Sc.D.**

Phonak’s portfolio of solutions continues to grow with new products, aimed at helping patients thrive socio-emotionally, cognitively, and physically. This course will review new products, as well as updates to the myPhonak app and Target.

After this session, attendees should be able to...

1. Describe the features of Audéo Fit.
2. Describe the features of Phonak Slim.
3. Describe the features of Audéo Life.

2:45 PM - 4:15 PM

What Does A Hearing Implant Candidate Look Like Today?

Arielle Shashaty, Au.D. and Charlene Modeste, Au.D.

With the changing landscape of hearing implant indications, how do you know when it is appropriate to recommend or refer a candidate for hearing implant technologies? Hearing implants have become more sophisticated with advancements in automation, connectivity and aesthetics. In addition, there has been a surge in awareness around hearing implant solutions and, as such, patients are actively seeking out these solutions. This presentation will assist you in understanding the latest information on hearing technologies to be able to confidently discuss these interventions with your patients, consistent with best practices in the industry. Case studies will also be reviewed to provide context for this interactive session.

After this session, attendees should be able to...

1. List the portfolio of options for currently available hearing implant technologies and capabilities.
2. Describe current candidacy criteria for hearing implant solutions.
3. Explain the ways that they can make informed decisioning on recommendations and/or referral for hearing implant technologies relative to hearing aids.

4:30 PM - 6:00 PM

Be Brilliant with Signia AX Split Processing

Constance Webb, Au.D.

At Signia we aim to enhance human performance through exceptional hearing technology. Signia's latest platform, the Augmented Xperience (AX), introduces split processing. AX is the world's first hearing technology that uses two dedicated processors to optimize the split signals of both the focus and surroundings areas. When these signals are recombined, the result is greater speech clarity while remaining in a comfortable, yet immersive environment. The AX portfolio has expanded to fit the lifestyle needs for a variety of hearing aid wearers. New feature enhancements to benefit the Signia AX wearer will also be introduced and discussed.

After this session, attendees should be able to...

1. List the new form factors on the AX platform.
2. Identify the charger options for the AX form factors.
3. Describe the benefits of the audiology features and new enhanced.