Massachusetts Academy of Audiology

Fall Conference • September 19, 2014

How to Ensure Recognition of Your Expertise
Issues in Aural Rehab and Counseling
Update on Real Ear Measures

Hampton Inn Executive Conference Center
319 Speen Street
Natick, MA 01760

Featured Speakers:

Dorie Clark
Clark Strategic Communications, Inc..
Somerville, MA

Bill Dickinson, AuD
Vice President of Audiology
Phonak, LLC

Michael Harvey, PhD, ABPP
Clinical Psychologist

Michael Valente, PhD
Washington University School of Medicine
St. Louis, Missouri
Welcome to our Fall 2014 Conference!

This will be MAA’s eighth annual conference since our inception in 2006. Our conference scope continues to grow as we strive to offer the most relevant and current practical information for the audiologist.

Today’s educational topics will cover the areas of: 1. Ensuring recognition of your expertise, 2. Providing a psychological framework for audiologic care, 3. Counseling patients on the hearing aid selection process, and 4. Issues in Real Ear Measures. The speakers presenting today are Dorie Clark, marketing strategist, Bill Dickinson, Au.D., Director of Audiology for Phonak, Michael Harvey, Ph.D., clinical psychologist and Michael Valente, Ph.D., Clinical Professor of Otolarygology at Washington University School of Medicine.

Please take some time to visit with the exhibitors during the breaks. I am grateful to Phonak for their Platinum Sponsorship and our other sponsors at this conference.

MAA continues to promote education, leadership, advocacy and public awareness of our profession through our annual convention, website, social media and legislative activities. Our lobbying efforts have been effective in shaping the bills and debate affecting the practice of Audiology. Your continued support and participation in MAA are needed to educate legislators and to monitor the issues related to hearing healthcare. Please consider making a donation to our lobbying fund on our website at www.audiology-mass.org. A portion of the proceeds from today’s silent auction will benefit our lobbyist fund, so please bid high!

Most importantly, I would like to thank everyone who has supported MAA and particularly those who have worked behind the scenes to make this conference possible. Please enjoy the conference and network with your colleagues! Please remember that we encourage your active participation in the organization.

We are seeking members who would be interested in helping MAA with our endeavors. If interested, please contact us via the website at www.audiology-mass.org.

Sincerely,

Karen Armbrust, Au.D.
President of MAA, 2014
Conference Schedule

7:30 – 8:15 Registration and Continental Breakfast

8:15 – 9:15 Dorie Clark
How to Become a Recognized Expert in Your Field

9:15 – 9:45 Bill Dickinson, AuD
Leading With Why: It’s Time to Change the Conversation

9:45 – 10:15 Break & Exhibits • Silent Auction

10:15 – 11:45 Michael Harvey, PhD
A Psychological Framework for Providing Audiologic Care. Part 1

11:45 – 12:30 Lunch

12:30 – 1:00 Break & Exhibits • Silent Auction

1:00 – 2:00 Michael Harvey, PhD, Part 2

2:00 – 3:30 Michael Valente, PhD
Counseling Adult Patients on Fitting Options

3:30 – 3:45 Break • Silent Auction winners announced.

3:45 – 5:15 Michael Valente, PhD
Mistakes of Real Ear Measures that Clinicians Often Forget
Dorie Clark is a marketing strategy consultant and frequent contributor to the Harvard Business Review and Forbes. Recognized as a “branding expert” by the Associated Press, she is the author of Reinventing You: Define Your Brand, Imagine Your Future (Harvard Business Review Press, April 2013). Clark consults and speaks for a diverse range of clients, including Google, the World Bank, the Ford Foundation, Yale University, the Mount Sinai Medical Center, and the National Park Service.

Clark, a former presidential campaign spokeswoman, is an adjunct professor of business administration at Duke University’s Fuqua School of Business. She has taught marketing and communications at Tufts University, Suffolk University, Emerson College, Smith College Executive Education, the University of North Carolina’s Kenan-Flagler School of Business, and HEC-Paris, which is ranked #2 worldwide in executive education by the Financial Times.

She has taught marketing and communications at Tufts University, Suffolk University, Emerson College, HEC-Paris, Babson College, the University of North Carolina’s Kenan-Flagler School of Business, and Smith College Executive Education. She has been named to the Huffington Post’s “100 Must Follow on Twitter” list for 2013 and 2014, and to the #Nifty50 list of top women on Twitter.

The MA Academy of Audiology is pleased to welcome Dorie’s insights and expertise on branding and marketing again at our 2014 convention.

For more information, visit www.dorieclark.com. Follow her on Twitter @dorieclark.
Dr. Bill Dickinson is the Vice President of Audiology at Phonak. He joined Phonak in 2013 after nearly a decade serving as Assistant Professor of Audiology at Vanderbilt Bill Wilkerson Center for Otolaryngology and Communication Sciences at Vanderbilt University Medical Center.

Dr. Dickinson has been clinically active in the Audiology community for more than 20 years, as well as committed to clinical and academic teaching. He dedicated a great deal of time conducting speaking engagements to educate local communities about hearing health, as well as serving as a speaker at state, national and international audiological meetings and conventions.

Dr. Dickinson received his Bachelor and Master degrees in Audiology from Michigan State University, and his Doctorate in Audiology from Central Michigan University.
Dr. Michael A. Harvey, Ph.D., ABPP, provides training and consultation on mental health issues dealing with hearing loss, including consultation and training for audiologists regarding motivational interviewing and the psychological aspects of patient care. As a Clinical Psychologist, he has a private practice in Framingham, Massachusetts and was a consultant faculty member at Salus University, where he taught online courses relating to the psychosocial aspects of hearing loss.

Dr. Michael Valente, Ph.D. is a clinical professor of otolaryngology and the director of adult audiology at Washington University School of Medicine in St. Louis, Missouri. His editorial responsibilities include the Journal of the American Academy of Audiology, American Journal of Audiology and Ear and Hearing. He is the author of numerous audiology textbooks including Strategies for Selecting and Verifying Hearing Aid Performance, Audiology Answers for Otolaryngologists, and The Audiology Capstone: Research, Presentation and Publication and Adult Audiology Casebook.

Dr. Valente chaired the American Speech and Hearing Association and the American Academy of Audiology Task Forces to create a national guideline for fitting hearing aids to the adult population. He is currently chairing the AAA Task Force to create a guideline of treatment options for patients with severe unilateral hearing loss.
7:30 – 8:15 Registration and Continental Breakfast

8:15– 9:15 Dorie Clark
How to Become a Recognized Expert in Your Field

In a world with increased competition from untrained vendors selling cut-rate, ineffective ‘solutions’ for hearing loss, it’s more essential than ever to convey the unique value that audiologists bring. Becoming known as an expert in your field is key to growing your practice and gaining the respect and sustainable compensation you deserve. In this information session, Harvard Business Review and Forbes author Dorie Clark will discuss strategies you can use to share your expertise with the world and ensure it’s recognized by others.

Learning Outcomes:
Upon completion, participants will be able to identify their unique knowledge and insights, and demonstrate their expertise to the public.

9:15 – 9:45 Bill Dickinson, AuD
Leading With Why: It’s Time to Change the Conversation

In the last 20 years has seen significant advancements in hearing aid technology. Yet we continue to face a climate in which only 1 in 4 individuals who could benefit from hearing aids adopt technology. In this course, we will present an innovative clinical communication approach designed to reinforce the strong emotional connection to sound and hearing. By changing the conversation, the focus becomes all the possible Gain the patient can expect through the adoption of hearing technology.

Learning Outcomes:
Upon completion, participants will be able to articulate a new clinical communication approach to help patients more easily adopt their new hearing technology.
10:15 – 11:45  Michael Harvey, PhD

A Psychological Framework for Providing Audiologic Care

There are several well defined psychological intervention opportunities -- tools – that can be effectively utilized by audiologists while remaining within the boundaries of professional practice. Sorting through those interventions which promote successful audiologic care from those which are likely only to derail the process or “open up a can of worms” is easier said than done. This three hour seminar will address that task from the perspective of a Clinical Psychologist. Using examples from pediatric, adult and geriatric populations, I will describe and illustrate a psychological framework and tools for improving the effectiveness of patient care: achieving likability, mitigating traumatic transference, understanding a patient’s psychological construction of hearing loss, eliciting transformative stories, externalizing “The Hearing Loss,” facilitating conversational pivotal junctures, collaborating and displaying transparency, unraveling the patient from the family, deliberate use of spontaneous humor, and making effective mental health referrals.

Learning Outcomes:

Upon completion, participants will be able to
(1) Understand the psychological dynamics of an audiologic visit.
(2) Describe motivational interviewing and variables related to patients’ readiness to change.
(3) Describe how various psychological tools can be effectively utilized by the hearing care professional: achieving likability, mitigating traumatic transference, understanding a patient’s psychological construction of hearing loss, eliciting transformative stories, motivational Interviewing, externalizing “The Hearing Loss,” facilitating conversational pivotal junctures, collaborating and displaying transparency, unraveling the patient from the family, deliberate use of spontaneous humor, and making effective mental health referrals.

11:45 – 12:30  Lunch

12:30 – 1:00  Exhibits and Silent Auction

1:00 – 2:00  Michael Harvey, PhD (Part 2)
2:00 – 3:30  Michael Valente, PhD
Counseling Adult Patients on Fitting Options

This presentation will introduce tools that might be useful to counsel patients on realistic expectations from amplification, as well as additional tools that may make it easier to explain differences in levels technology.

Learning Outcomes:

1. The participant will be able to select counseling tools for explaining realistic expectations from amplification.
2. The participant will be able to select counseling tools for explaining differences in hearing aid technology.
3. The participant will be able to utilize the Speech Intelligibility Index (SII) to counsel his/her patient on the impact of hearing loss in speech understanding.

3:30 – 3:45 Break ● Silent Auction winners announced.

3:45 – 5:15  Michael Valente, PhD
Mistakes Of Real Ear Measures that Clinicians Often Forget

Approximately 20–25% of audiologists routinely perform real ear measures (REM) to verify the performance of hearing aids. Many may not be aware of some factors that should be taken into consideration when establishing an accurate prescriptive REIG or REAR target. This presentation will review some of those factors that include individual corrections for binaural summation, channel (power) summation, real-ear-to-dial difference (REDD) and correction for mixed hearing loss.

Learning Outcomes:

1. The participant will have a greater appreciation of the need to correct a prescriptive target for binaural summation.
2. The participant will have a greater appreciation of the need to correct a prescriptive target for channel (power) summation.
3. The participant will have a greater appreciation of the need to correct a REAR prescriptive target for the individual REDD.
4. The participant will have a greater appreciation of the need to correct a prescriptive target for a mixed hearing loss.
The Massachusetts Academy of Audiology is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 0.7 CEUs. Academy approval of this continuing education activity does not imply endorsement of course content, specific products or clinical procedures.

This continuing education activity represents .4 Tier 1 continuing education hours toward the American Board of Audiology re-certification requirements.

Requirements for Obtaining AAA CEUs

To obtain AAA CEU credits for this conference, you must complete the following items:

1. AAA CEU form, handed out at the meeting. This must be filled out with your name, AAA membership number and signed at the bottom. Turn it in at the end of this session.

2. Sign in on the sheet that will be passed around at each session.

3. For Tier 1 credits if you are ABA certified, please indicate this on the sign-in sheet.

ASHA CEUs may be obtained by submitting a record of attendance, such as a copy of the certificate provided at this meeting.
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