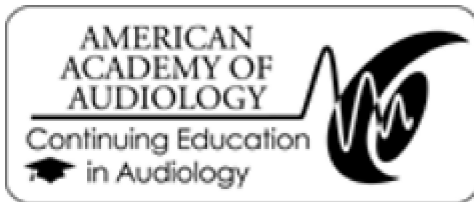


Continuing Education Information



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 **.7 CEUs**.*

Academy approval of this continuing education activity does not imply endorsement of course content, specific products or clinical procedures. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

*To receive CEUs your AAA membership number will be required.

Addressee Name
4321 First Street
Anytown, State 54321

MA Academy of Audiology

13th Annual Conference
Friday,
September 20, 2019
7:30 AM – 5:30 PM

- Tinnitus/Sound Sensitivity
- Social Media
- Interconnected Hearing
- Grand Rounds Panel

The Verve-Crowne Plaza Hotel
1360 Worcester Street
Natick, MA 01760

Featured Speakers:

Natalie Phillips, AuD.
Advanced Otolaryngology and
Audiology
Fort Collins, CO

•••••
Donald Schum, PhD
VP of Audiology
Oticon

GRAND ROUNDS PANEL

Amanda Griffin, Geoff Plant, Ann-
Marie Hennessey, Todd Sauter



7:30 – 7:55 Registration and Continental Breakfast

7:55-8:00 Opening Remarks by Melonie Marple,AuD, President of MAA

**8:00-9:00 Natalie Phillips,AuD
“Finding Your Voice on Social Media”**

Using social media is an effective, creative and personal tool to both build new and maintain patient communication and engagement. This course will discuss how social media can benefit your hearing care practice and review a simple process to get started on building that connection.

9:00-9:15 Break/Silent Auction and Exhibitors

**9:15-10:45 Natalie Phillips, AuD:
“Managing the Patient with Tinnitus and Sound Sensitivity” Part 1:**

A discussion and review of methods to evaluate patients with tinnitus and sound sensitivity will be explored. Myths about working with tinnitus patients and how to set up a portion of your practice as a “tinnitus clinic” will be covered. Finally, case studies will be presented to prepare you for the next time a patient with tinnitus or sound sensitivity walks into your clinic using these methods.

10:45-11:00 Exhibitors/Silent Auction

**11:00-12:00 Natalie Phillips, AuD:
Managing the Patient with Tinnitus/Sound Sensitivity Part 2: Continued**

12:00 - 1:15 Lunch/Exhibitors/Silent Auction

1:15-1:30 Legislative Update with Lisa Simonetti, MAA Lobbyist

**1:30 – 3:00 Donald Schum, PhD, VP of Audiology at Oticon,USA
“The Future of Interconnected Hearing Healthcare”**

Neither the hearing care professional or the patient is isolated anymore. Rapid advances in connected health care in

general is now entering the realm of hearing care. Although potentially complicated or even threatening, these changes in the hearing health care environment can also bring great advantages in both patient care and practice growth. In this presentation, we will walk through some of the new horizons and terminology that is now becoming part of our field and provide a perspective on the opportunities.

3:00-3:15 Break * Announce Silent Auction Winners

3:15-5:15 Audiology Grand Rounds Panel featuring Topic Experts:

Amanda Griffin, AuD,PhD: Director of Audiology Research at Boston Children’s Hospital:

“Audiological Management of Pediatric Single-Sided Deafness: So Many Options, but Where is the Evidence?”

Todd Sauter,MA,F-AAA, Audiology Associates of Worcester

“Devil in the Details: Finding Special Problems in Routine Audiometry”

Ann-Marie Hennessey,MA-CCC-A:, Senior Audiologist at Mass. Eye and Ear Infirmary
“Transitioning from Traditional Hearing Aids to Cochlear Implant”

Geoff Plant,OAM: Executive Director at Hearing Research Foundation:
“Aural Rehab Matters”

5:15 PM: End of Day Remarks

Stay the night before the convention and join our speakers and MAA board for a cocktail reception on Thursday, September 19th from 6-8pm at *The Violet Thorn Lounge* in The Verve Crowne Plaza Hotel. A block of rooms is available at The Verve Crowne Plaza Natick at a discounted rate for the MA Academy of Audiology.

Registration

Name _____

Address _____

City _____ State _____

ZIP _____ Tel _____

E-mail _____

AAA Member no.* _____

Early Bird Registration (by 9/06/19)

MAA Member \$175 if **joined/renewed membership by 6/21/19**

MAA Member \$225 if **joined/renewed after 6/21/19**

Non Member: \$275.00

Students (documentation req.) \$30.00

Registration (by 9/13/19)

MAA Member \$250.00

Non Member \$300.00

Students (documentation req.) \$30.00

Registration on site: \$50.00 add’l

No Refunds for Cancellations

Make check payable to:

MA Academy of Audiology

Mail to:

MA Academy of Audiology

P.O. Box 320649

Boston, MA 02132

Online registration is available on our web site:

<https://audiology-mass.org/fall-convention/>