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With Delta’s new Micro Mold and Broadband fitting strategy you can fit Delta to any configuration of hearing loss up to 80dB. Along with the new lower priced Delta 4000, you can now offer the vast majority of your clients a hearing device they’ll actually want to wear.

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CENTRA Active.
For active people, it’s central to what really matters.

Siemens Hearing Instruments www.usa.siemens.com/hearing
In preparation for my presidency, I have had the pleasure of attending leadership training in Chicago developed and provided by ADA headquarters’ executive staff. I participated in the “Building Great Governance Teams Seminar” and the “Partners in Leadership: Chief Elected/Staff Officer Workshop.” It is an honor to use this collective training to better serve your needs and those of our patients, and to advance ADA’s position in our great profession.

Communication:

At the heart of a great organization is communication. The Board and our headquarters’ staff work diligently behind the scenes to make ADA the best audiology organization in the world. To that end, one of the new benefits you may have already seen is the monthly e-newsletter, “AuDio Gram.” The “AuDio Gram” will keep you posted regularly on current information about ADA business, professional issues and industry activities.

Advocacy Issues:

ADA’s Advocacy Committee, led by Chairwoman Dr. Melissa Clark, will focus on issues such as licensure law changes, direct access, ‘Hearing Aid Tax Credit’ legislation, etc. Audiology has had a temporary setback for Direct Access in light of Jim Ryun (R-KS) and Melissa Hart (D-PA) losing their respective seats in Congress and the Senate. Larry Sabato, Ph.D., professor at the Center for Politics at the University of Virginia, spoke at the Hearing Industry Association’s recent annual meeting. Sabato explains that it will be challenging to enact any special interest legislation prior to the 2008 presidential elections without bipartisan collaboration. Our Advocacy Committee will collaborate with other audiology organizations to assist in bringing Direct Access to audiology for the consumer.

Licensure Law Changes:

I will participate in a roundtable discussion about licensure law changes at AAA’s day-ahead session for state leaders. I can’t stress enough the importance to the entire profession for every state to change its licensing laws to incorporate the Au.D. as the entry degree required to practice audiology. Nearly eight states made the necessary changes and several others are in the process. If your state has not already done so, you can look to the Advocacy Committee and the “Model Licensing Law” on ADA’s Web site for advice and guidance on how to begin to accomplish this important goal. There are also about 20 states that still need to address the issue of needing only an audiology license, and not a hearing aid dispenser’s license, in order to dispense hearing aids. The requirement of “dual licensure” to dispense hearing aids and to provide other audiology services in an audiologic practice is unwarranted and an anachronism.

Distance Education:

A high percentage of ADA members have earned their Au.D degree. For those who have not, I encourage you to do so. You will find many of our colleagues talking about how returning for their Au.D degree was challenging and personally rewarding. It helped them improve and expand their scope of services—which consequently results in better patient care. Higher income and greater respect from other health care providers and the public are simply a byproduct of this process.

At the heart of a great organization is communication. The Board and our headquarters’ staff work diligently behind the scenes to make ADA the best audiology organization in the world. To that end, one of the new benefits you may have already seen is the monthly e-newsletter, “AuDio Gram.” The “AuDio Gram” will keep you posted regularly on current information about ADA business, professional issues and industry activities.

Continued On Page 14
Editor’s Note

Nancy Gilliom, Ph.D.

It’s Only Through Change That We Grow

There are a few lessons I have carried with me throughout my life. One lesson is constant: “It’s only through change that we grow.” As a painful lesson in junior high school in the 1970s when “friendships” changed, this lesson hit hard. Ultimately, I made new friends, and I continued my personal growth.

Today, as I write this message, I am reminded of yet another change — my eyes have subtly begun to “betray” me. I once prided myself with having superior vision; I could look at any hearing aid and read the tiny serial number, even if the color coding had worn off and the etching was all that was left, while my office staff would pull out magnifiers. Now things are different. My arms stretch longer to read the numbers, and often move in and out to find just the right spot. Somewhere inside of me, I know it is time for a new prescription.

Change is inevitable. Through 12 years of private practice, I see differently; my needs and my patients’ needs have changed. As it is with our profession — it is only through change that we will continue to grow. For some, this change comes as a long awaited and welcome transition, while for others, it may hit hard. But for all, it is an opportunity for growth.

The Academy recently changed its name to better reflect who we are and the direction in which our profession is moving. That is not to say, that those members among us without Au.D. degrees have less status in our Academy or the profession itself, but rather this change continues to guide us to new heights.

While I was learning hard childhood lessons about change, the founders of the Academy were paving the road for audiologists to provide hearing aids to consumers. As with most changes, this was met with opposition. Today fitting and dispensing hearing instruments is standard care for our patients. Our Academy has seen many obstacles and opportunities for change including the separation from ASHA and the formation of AAA; expanding our scope of practice to include cerumen management; and legislative bills for direct access for federal employees, to name a few.

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For the first 10 years of the Academy’s history, Feedback was a small newsletter. For nearly 20 years it has been published in the present day magazine format. As the new Editor-in-Chief, I am pleased to continue some of Feedback’s traditional features and am also excited to have the opportunity to bring some changes to this publication. In future issues, you will see changes that may offer more in-depth information for our practices and to our practitioners. In addition, you will have an opportunity to meet some of your fellow members through a whimsical feature called “My Life Is.” Feedback will continue to evolve as our Academy evolves.

Now I experience change as an integral part of maturation, as an opportunity to learn, an opportunity to grow; not as a threat to who I am, or an acquiescence to self-perceived shortcomings. I empathize with hearing-impaired patients who are unwilling to accept the natural changes of the auditory system and resist letting go of the familiar or status-quo; they are cheating themselves out of now. Change is a constant and the time is always NOW. Resistance to change is common for most of us, but the awareness of the resistance is a window for growth.

Today, I accept the fact that in order to see clearly, I need a new pair of glasses!
Ingenious. Intuitive. And truly irresistible.

INTUIS™ combines key hearing technology advancements in a sensible hearing solution, so that today's hearing instrument wearers can effortlessly enjoy their busy lives. Advanced technologies such as directional microphones, noise reduction and effective feedback cancellation enable comfortable conversations in real-life situations. INTUIS is a no-fuss hearing solution available in a complete product family, to fit almost any hearing loss. For city living – and everywhere else – INTUIS delivers high-quality hearing and comfort at an attractive price. To learn more, contact your Siemens Sales Representative at (800) 766-4500.

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Finding and Developing a Niche

One Audiologist Shares Her Experience of Starting and Growing a Private Practice

By Paula Schwartz, Au.D.
It is difficult to explain how a single-office private practice can grow over 24 percent each year and top $1 million in gross sales over the course of four years. There is no silver bullet; rather it’s a combination of preparing a good business plan and working the plan. This plan includes finding a unique niche; marketing the niche and not the products; treating patients as family; creating an awesome complementary staff and working with the primary care physician.

The Niche
Audiology Concepts in Edina Minn. added a secondary business – the Tinnitus and Hyperacusis Clinic– providing a business niche and marketing niche to complement our audiology practice. With a keen interest in tinnitus and knowing that few audiologists or otolaryngologists are interested in dealing with the distressed tinnitus patient, I knew this was an opportunity to offer a different and desperately needed service. We receive referrals from primary care physicians, neurologists, otolaryngologists and chiropractors, with some patients driving in from out of state for our services. Keeping tinnitus in the forefront of our marketing, particularly in the medical journals, has provided us opportunities to speak to the medical community about both audiology and tinnitus.

The Staff
Finding the right staff that shares the same values and work ethics is critical to the success of the practice. My office manager greets and treats our patients as she would her own parents. Patients feel welcome in our office and leave our office smiling. Patients have confidence that we are looking out for their financial best interest. My manager is very attentive to details including checking patients’ coverage with their insurance companies. More importantly, we respect our patient’s time and do not keep patients waiting.

We also have one person who serves as both audiological assistant and licensed dispenser. Utilizing the “assistant model,” she is available to perform most non-revenue-generating activities, allowing me to focus on new patients, initial hearing aid fittings, reprogramming and troubleshooting. This type of support staff is invaluable in ensuring that my time is maximized in revenue-generating activities. The “assistant model” also provides unlimited available time to the patient. This person will spend whatever time is necessary to ensure the patient learns how to put in an earmold!

The Market
We do not try to be everything to everyone. My original marketing plan involved only physician marketing in physician journals and image marketing directed at the Baby Boomers. Only once have I marketed a product (I regretted it the moment I did it). This marketing technique differentiates Audiology Concepts from all competitors running full-page newspaper ads and relentless direct-mailing campaigns. Our patients often comment that they appreciate the fact that we are not focused on one particular product, but a variety of products to ensure they have one best suited for them.

The Patient
Our goal is that every patient walks out of our office feeling that they were treated with respect, compassion and understanding. People don’t get sold anything, instead they have professionals looking out for their best interest who are committed to working toward finding solutions best suited to their needs.

I spend a great deal of time educating patients on various options helping them make an informed decision based on their hearing loss, cosmetic preferences, lifestyle and budget. I am comfortable with patients leaving our office to “think about it.” They receive so much information during their first appointment that we like to allow them extra time for processing everything. This time ensures that the patient returns to our clinic when they are ready to take action. They are appreciative that they were not “sold” or pushed into making a decision.

I recently formed an Advisory Council consisting of 12 patients from all walks of life. We meet quarterly to discuss business ideas, marketing ideas and sometimes just for a good focus-group discussion. It is invaluable to hear what patients think and experience. We incorporate their ideas for improvement.

The Physician
Establishing a relationship and referral relationship with the primary care physician takes time but is absolutely worth it. Patients referred by their physicians walk into the office with a different level of confidence from those leads generated by a marketing event. Each report we write is a marketing opportunity with their physician. Physician newsletters, annual lunch and learns, "Physician Days” that provide free hearing testing for the physician, and marketing in the medical journals keeps our practice in the forefront of their minds and referral manuals. None of this is as important, however, than the report that their patient gives on their entire experience in our office.

Dr. Paula Schwartz of Audiology Concepts in Edina, Minn. is a registered audiologist by the state of Minnesota with more than 23 years of experience. Dr. Schwartz specializes in the latest technological advancements in hearing assessment, rehabilitation and is committed to helping people hear by educating them on available solutions to their hearing needs in a three-way relationship between primary care physician, patient and audiologist. Contact her at (952) 831-4222 or by e-mail at plschwartz@msn.com.
### My Life Is...

<table>
<thead>
<tr>
<th><strong>MY Name</strong></th>
<th>Mary Anne Larkin</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Childhood Ambition</strong></td>
<td>to be a Broadway Dancer</td>
</tr>
<tr>
<td><strong>First Job</strong></td>
<td>Medical Photographer</td>
</tr>
<tr>
<td><strong>Favorite Hobby</strong></td>
<td>Playing Tennis</td>
</tr>
<tr>
<td><strong>Retreat</strong></td>
<td>A Day at the Spa</td>
</tr>
<tr>
<td><strong>Best Kind of Patient/Client</strong></td>
<td>A Satisfied One!</td>
</tr>
<tr>
<td><strong>Perfect Day</strong></td>
<td>No cell phone calls &amp; spending time with family &amp; sweets!</td>
</tr>
<tr>
<td><strong>Indulgence</strong></td>
<td>Ability to multi-task</td>
</tr>
<tr>
<td><strong>Greatest Attribute</strong></td>
<td>Balance between work &amp; family</td>
</tr>
<tr>
<td><strong>Biggest Challenge</strong></td>
<td>My Dad's work ethic as a product of the Depression</td>
</tr>
<tr>
<td><strong>Inspiration</strong></td>
<td>My Dad's work ethic as a product of the Depression</td>
</tr>
<tr>
<td><strong>Widest Dream</strong></td>
<td>Star in the Broadway Show <em>A Chorus Line</em></td>
</tr>
<tr>
<td><strong>Most Comfortable Shoes</strong></td>
<td>Bandolino boots</td>
</tr>
<tr>
<td><strong>Proudest Moment</strong></td>
<td>Giving birth to my 2 daughters</td>
</tr>
<tr>
<td><strong>Last Lunch</strong></td>
<td>Pizza &amp; salad</td>
</tr>
<tr>
<td><strong>My Life</strong></td>
<td>is filled with blessings!</td>
</tr>
<tr>
<td><strong>My Life as an Audiologist</strong></td>
<td>is moving full steam ahead!</td>
</tr>
</tbody>
</table>
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Water-resistant. Rechargeable. Ready for anything. CENTRA Active™ is the wearer-focused Receiver-in-Canal system specially designed for people on the go. Simple to fit and easy to wear, its durable design stands up to moisture and works all day on a single night’s charge. It’s everything today’s wearers want, with breakthrough technologies like SoundSmoothing™, DataLearning; and e2e wireless™. For more information on this active approach to better hearing, contact your Siemens Representative at (800) 766-4500.

CENTRA Active.
For active people, it’s central to what really matters.

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Keeping Up with the Basics

How To Keep Up with T

By Lynn Lehman, Au.D.
Technology is changing at a dizzying pace. One of the biggest challenges in our profession today is keeping up with software updates, new hearing aid technologies, and improvements or developments in diagnostic testing and equipment. As the more “techno-savvy” Baby Boomers become one of the largest elements of our patient population, becoming comfortable with the latest technology will become even more critical. While all of these changes can improve service delivery to our patients, the rapid pace of technological development in our field can seem overwhelming.

**New Hearing Aid Technology**

Almost daily, audiologists receive hearing aid software updates or information about new hearing aid products, resulting in a growing mountain of material piling up in “to do” boxes. As busy practitioners, it is often necessary to choose three to five companies as primary manufacturers. However, it is also important to keep an eye out for new technologies from other companies that might benefit patients or fill a “niche.” Practitioners can review marketing materials received through mail or e-mail and then contact manufacturers about products of interest. Company sales representatives are always ready and willing to provide information about regional product training seminars or to send outside sales representatives or trainers to individual offices if this is more convenient. One of the most helpful and fun ways to experience new technologies firsthand is to attend state association meetings and national conventions and spend some time in the exhibit hall! This also provides the opportunity to network with other audiologists to find out about their experiences with specific products.

Additionally, the Internet is providing more convenient options for continuing education on new hearing aid products than ever before. Audiology Online (www.audiologyonline.com) and 411 Audiology (http://411audiologyonline.com) have many excellent e-learning continuing education courses that can be completed online at any time of the day; even on weekends or after office hours. The American Academy of Audiology (www.audiology.org) is now also offering live and on-demand Web seminars on a variety of topics. In addition, some manufacturers provide training CDs or DVDs with new software updates on new product releases to assist practitioners.

**Diagnostic Equipment and Procedures**

In addition to improvements in hearing aid technology, audiology has seen exciting changes in diagnostic test procedures over the past decade. For example, Otoacoustic Emissions (OAEs) and Auditory Steady State Responses (ASSR) have improved our ability to accurately diagnose children at a very young age and to recommend appropriate early intervention. Vestibular Evoked Myogenic Potentials (VEMP) testing has been added to vestibular test protocols. And these are just a few examples.

“Hands on” training can be obtained through courses offered through specialized clinics (e.g., American Institute of Balance) or universities such as the University of Florida’s Workshops on Auditory Evoked Potentials and Auditory Processing Disorders. As with training for new hearing aid technology, courses in diagnostics are offered through Audiology Online, the American Academy of Audiology, manufacturer sponsored seminars, or state and national conventions.

Finally, other professionals with expertise in “new” diagnostic procedures can be some of the very best resources; e-mail makes contacting them with questions quicker and easier than ever.

**Technology and Marketing**

Technology is also dramatically changing the way audiologists market their practices. Most individuals now have Internet access and are increasingly turning to the Internet to obtain information about health care, so it is becoming more important to have some type of Internet presence. Fortunately, it is also becoming easier to do this as well.

Many manufacturers list contact information of audiologists who provide their products or services. In addition, professional organizations (ADA, AAA, etc.) usually keep a list of members that is accessible to the public on their Web sites. It’s a good idea to make sure contact information is listed on these sites and is current.

Many audiologists also maintain a presence on the Web through a practice or clinic Web site. Some are simple and mainly informational, while others are more interactive and dynamic. Developing a Web site is not as difficult as it may seem. For instance, Audiology Online offers comprehensive Web site services for both professional organizations and individual practices. These Web sites are easy to create and maintain, and technical support is provided.

In addition, Web site creation software programs (i.e., FrontPage, Dreamweaver) are becoming more user-friendly. Individuals with even a basic knowledge of Web design can download pre-made templates from several different sites on the Internet for a minimal fee ($20 to about $100). Content can then be added easily without requiring extensive knowledge of HTML or a coding language. Publishing a site on the Internet also requires a domain name and Web-hosting service, but these are also becoming much more affordable.

Audiologists who succeed in the future will be those who embrace new technology. Changes in technology initially can be intimidating and sometimes frustrating. However, new technology also offers tremendous potential to improve our profession, our practices, and ultimately the quality of services we are able to provide to our patients.

---

Dr. Lynn Lehman of Audiology Associates of Spartanburg, S.C. is a licensed audiologist in South Carolina. Dr. Lehman received her Au.D. from Baylor College of Medicine in Houston, TX. Dr. Lehman finds keeping up with new technology one of the most exciting parts of being an audiologist. Contact her by e-mail at llehman@aol.com.

**Vision for the Future:**
Change is inevitable, and ADA is known to be a powerful change catalyst for audiology. The primary practice model for the other healing arts doctoring professions is dominated by practice ownership in various business forms. Approximately 65 – 70 percent of ADA members describe themselves as practice owners of some type. For audiology as a profession, that figure remains at only about 20 percent. For incoming and future generations of audiologists, this low ratio should change and become more consonant with the other doctoring professions. This would help our doctoring profession be more competitive in attracting top-notch students, and consequently skilled professionals, to audiology.

I am serving as Chairman for a Task Force that will address this issue and will develop a draft “White Paper” for peer review in the not to distant future. Keep your eyes open for this important document, because the Board wants your opinion and input.

Respectfully,
Larry Engelmann, Au.D.,
President, Academy of Doctors of Audiology
My Name .................................................. Peggy Sheets
Childhood Ambition ......................... to be a zoologist
First Job .................................................... Recreation leader for grade school children
Favorite Hobby .................................. Racquetball
Retreat ...................................................... In the wilderness sitting next to a stream
Best Kind of Patient/Client ............... Open-minded and young at heart
Perfect Day ............................................. No plans, no obligations, just make it up as I go
Indulgence ............................................. Starbucks Chai Tea
Greatest Attribute ................................. Finding the humor in life
Biggest Challenge ................................. to be in the moment
Inspiration ............................................. All of my loved ones, at one time or another
Wildest Dream ........................................ Playing saxophone with Weather Report
Most Comfortable Shoes ..................... Anything made by Keen
Proudest Moment ................................. Completing my Outward Bound Expedition
Last Lunch ............................................. Chicken sandwich & chips
My Life ................................................. gives me much to be grateful for
My Life as an Audiologist ................. has exceeded all expectations
Marketing For An Audiology Practice: From Basics to Advanced Techniques

By Mark Sanford, M.S., CCC-A
Marketing is essential to every business. When businesses employ the proper techniques, they are certain to attract new customers and to build revenue in the process. Audiology practitioners, whether new to the business or seasoned professionals, can use simple or advanced marketing techniques to increase their business. Learn more about these marketing techniques and how to develop a lucrative marketing plan in any audiology practice.

What Influences Consumers
In his 2005 survey, Dr. Fromholzer of CRM Associates asked 3,300 people: Of the products and services you've purchased in the past year, indicate all types of advertising and information seen, read or used, that might have helped in any way prior to purchasing that product or service. The survey results included the following types of media (Chart 1):

- Television - 9.8%
- Coupons - 9.0%
- Catalogs - 6.0%
- Magazines - 5.1%
- Radio - 4.5%
- Yellow Pages - 23.5%
- Direct Mail - 19.3%
- Newspapers - 19.2%
- Online Services - 10.4%

In the same study, Dr. Fromholzer looked at the amount each advertiser spent on the media compared to the number of people who actually made a purchase and who said that media influenced their purchase. Fromholzer then determined the cost effectiveness of the marketing is different in the different media.  

By tracking all types of marketing, practitioners can see the most lucrative marketing for their practices. Which medium gives them the best return on their investment? To find out, ask patients how they learned or heard about the office and why they came into the office. Tracking these results will allow the practitioner to know if the marketing is cost effective and if it's working.

The Basics
Yellow Pages
The Yellow Pages are a basic necessity of any business. Businesses need to have a presence in the phone book(s) with their business information in their ad. The ad should be clean and clutter-free. To add information, increase the size of the ad to ensure enough white space, so the ad stands out. When reading the ad, a person's eye should follow from top to bottom. Therefore, include the business name at the top; the services provided in the middle; and the location, phone number, and Web site information at the bottom.

Some practices do something that their competition does not do like balance testing, tinnitus training, or have Saturday office hours, that may set them apart enough to receive the call before their competition. The size of the ad in some markets may make a difference, but a slightly smaller ad in combination with other marketing efforts may be more profitable. It is imperative to have an ad, even if the business has been open for 50 years and is successful.

The Yellow Pages companies are now providing online services, so consumers can click on a company's Web site link from their Yellow Pages listing. The companies are also starting to do pay-per-click marketing, where they will guarantee 500 responses or clicks per month to a business' Web site; this is a fairly new service and may or may not be gainful.

Reports
Writing reports to patients' primary care physicians and any referring physicians is also a form of marketing. These reports are a basic standard of care, but they also hopefully allow these physicians to see a practitioner's name on a regular basis. Ask patients on the intake form the name of their primary care physician, oncologist, cardiologist or other primary health care provider.
Newsletters
A regular (at least quarterly) newsletter, like Dennis Hampton’s Hearing Healthcare News and his Physician Newsletter is just another standard of care that every office should be using. Patients love regular contact with their practitioner, and this is a simple, economic way to perform that service. Use the newsletter to discuss any timely important topic — i.e. a new product or service. Patients keep these newsletters and often share them with their friends. The loss of one patient to a practice is $200 per year and the cost of a newsletter is $2 per year, so do the math. The newsletter is a great way for patients to remember their practitioner’s name. The physician newsletter, like writing a letter, keeps a practitioner’s name in front of physicians.

Word-of-Mouth
A patient referral program is very important. Asking for referrals from satisfied patients is the best way to build a practice by word of mouth. Reward the patients providing the referral with gifts of batteries or gift certificates to movies, restaurants, etc. Perhaps award the referred patient with a slight discount or gift since they were referred by an existing patient. This benefit may help the new patient feel “special” and the patient may become another referral source.

The Intermediates of Marketing
Marketing to Physicians
Physician marketing can be daunting, scary and frustrating to say the least, but the time, effort, energy and cost of trying to spend time with a physician are worthwhile. Several types of physicians exist in the market: the physicians who truly care about their patients and will gladly want to hear from practitioners; the physicians who don’t know audiologists exist and want to refer their patients to someone, but they have never been approached; and the physicians who will never see a practitioner unless by some miracle he or she makes their mother-in-law hear great.

Several great devices will help get you in front of physicians. At some point during the calendar year, a practitioner may walk into the physician’s office with a very impressive flower arrangement (e.g. a poinsettia just after Thanksgiving since everyone comments on how beautiful they are, it is memorable, and different than all the candy and wine given). The practitioner delivers a letter about the business and

A patient referral program is very important. Asking for referrals from satisfied patients is the best way to build a practice by word of mouth. Reward the patients providing the referral with gifts of batteries or gift certificates to movies, restaurants, etc. Perhaps award the referred patient with a slight discount or gift since they were referred by an existing patient.

requests time for a lunch-and-learn discussion on hearing disorders.

Whenever possible include a simple hand-held screener, like the one from Ear Peace Technologies, www.earpeacetech.com, (less than $10 each) to quickly demonstrate in less than a minute to a nurse or staff person the screener’s benefits. In turn, the nurse or staff person can show the physician. The physician will explain the benefits of the lunch-and-learn, including a gift of a Welch Allyn $625 Otoscope/screener at the lunch-and-learn meeting with the doctor and staff. This is the perfect screener for a physician office. It’s small, rechargeable, any nurse can perform the test in less than 90 seconds, and it can screen at 20, 25 and 40 dB. One referral can pay for the screener, lunch, your time and energy. Provide the physicians with CPT codes for billing purposes, whereby encouraging them to perform the screening if they can get reimbursed for it.

Feeling more ambitious? Consider hosting a physician dinner-and-learn in the area, inviting ALL the local physicians to the nicest nearby restaurant that has a separate meeting room. Send invitees a nice wedding-like invitation on a single-panel card with a simple yes or no reply stamped envelope four to six weeks before the date. To grab potential attendees’ interest, pick a unique topic like Tinnitus Retraining Therapy or solutions to balance disorders. For added success, apply for them to get continuing education units (CEUs) for attending from your state. This will require jumping through additional hoops, but they will remember the hosting practitioner and it allows the practitioner a great opportunity to be the local expert. Invite all physicians — dermatologists, oncologists, cardiologists, primary care, internists, etc. since many have patients, family members or perhaps they themselves suffer with hearing loss.

Direct Mail
Direct mail can be an advantageous way to market a business. Frequently companies and manufacturers provide direct-mail pieces. First decide how much direct mail is good for the area and the quality of the mailings. If local competition only does direct mail six to 10 times per year with lower quality pieces, then maybe choose to do it only three to four times per year with very high quality pieces. The mailing list parameters are also important to decide in advance. Decide on the most important parameters like income level — is it $60K or higher? What age group do they fall into — 65+ or 55+? The income level will vary by state; and change the age between 55+ and 65+, since some 55 to 64 year olds are the caregivers for the 80+ year olds and they want to know where to go or what can they get for their parents?

Newspapers
Newspapers have become more expensive due to increase in paper costs; though they are still very cost effective. The generations of people 55 and older grew up reading newspapers, and they will continue to do so for many years. Newspapers can be used for a big event like an open house or consumer seminar with a half-or full-page ad. Larger ads stand out from all the little ads in the paper — consumers’ response should reflect this effort.

A Top of Mind Awareness (TOMA) ad is specifically designed to raise potential customer awareness about your company. This type of ad runs three to four times per week
with a service message containing a tagline like “When Hearing Matters” with a phone number and address. By design, the TOMA brings brand awareness over time. Successful practitioners run TOMAs over months, often years to get their message to readers.

Some businesses use newspaper inserts, as they are usually less expensive than half- or full-page ads. Note: Sometimes inserts may be viewed as less “professional” than a regular ad.

Open Houses and/or Seminars
Open houses and consumer seminars have been used for many years with success. Using newspapers and/or direct mail, a practitioner and manufacturer can advertise an upcoming event at the office or a restaurant. Open houses will usually target a specific product from a company and consumers will respond. A manufacturer’s representative is usually present at the event, but practitioners need to be careful that the patients do not think that they will be seeing the manufacturer’s representative for follow up and beyond only. The practitioner must be involved with the patient throughout the time the patient is in the office.

Consider conducting an educational seminar at a restaurant, as it is a more efficient way to speak to many people all at once and to convey a message. The event location needs to have excellent food and service. If the consumer has a poor time, it will reflect on the practitioner, not necessarily the restaurant.

The practitioner needs to be a part of the presentation, not just the manufacturer’s representative, to ensure potential patients know who they will be seeing in the office. Many patients receive invitations to seminars for trusts or investments from lawyers and financial advisors on a regular basis. They are often comfortable attending this kind of seminar. If practitioners are going to ask a patient to spend between $1,000 and $4,000 for a hearing aid, please consider this factor when choosing an eating place; do not cut corners on quality.

Volunteer to speak at every Rotary Club, Lions Club, hospital, nurses, churches, and senior center event. In office waiting rooms and each exam or fitting room, hang a sheet of paper with large letters asking “Do you know of any club or group that needs guest speakers? Please ask me and we are happy to speak to any group about hearing loss.” Practitioners will receive invitations to speak on a regular basis and all they have to do is write a presentation on their laptop computer and go speak.

Advanced Techniques
Web Tools
Web sites serve as an important tool for any business. The Web site provides information about the audiology practice — hours, location, services provided, etc. Web sites have become more reasonable in cost and can set the practitioner apart from his or her competition. Whenever possible advertise the practice’s Web site address in any other media including Yellow Pages, newspaper, direct mail, letterhead and newsletters. SBC Communications reported that eight out of 10 people who visit a business or service business’ Web site will call or contact that business.

Audiology offices should be collecting e-mail addresses from all their patients. Collecting these addresses allows the business to contact the person regarding appointments as well as marketing new product information. Using the e-mail address to send newsletters instead of sending them by regular mail saves money on postage. The e-mail address will become more important over time, so it should not be abused where the patients feel like they are receiving too much information or they are contacted too often.

Internet and e-mail marketing has been available for the past several years. A business can buy an e-mail list to do direct e-mail marketing in a specific area. Audiology practices may use this marketing to announce an open house or a consumer-seminar event. The subject line identifier is the key, so the receiver knows it is from a local business, not spam. This marketing technique is new, but it will become more common over time and will have to be evaluated carefully.

Adults 65+ years old are the fastest growing segment of the population using the Internet. For people in the 25 to 55-year-old range, Internet usage increased only 1.0 percent, while the 55 to 64-year-old age group increased 15 percent and the 65+ -year-old age group increased 25 percent according Nielsen/Net ratings. The 65+ population is becoming more Internet savvy, as women spend an average of 43 hours per month online viewing 613 Web pages and men spend an average of 53 hours online per month viewing 935 pages. This information proves that audiology practices need to be aware that the Internet will be a common tool used by today’s elderly and the aging Baby Boomer population.

Additional Ideas...
Buying an existing office in one local geographic location can be a good way to increase business. There are audiology and hearing aid dispensing offices for sale on a fairly regular basis over a three to five-year period in many areas of the country. There may be too many offices in some areas. To eliminate or control the level of competition, it can be a very smart marketing move to buy an existing practice and merge two offices into one business with more patients. This move can increase cash flow without increasing overhead expenses. If the existing practice is more than five miles away, then it may be smart to buy the office to cover a larger geographic area, but still be able to market with two locations in the Yellow Pages, direct mailings and newspapers saving marketing costs.

Television and radio can be very expensive and according to Dr. Fromholzer’s data...
not very cost effective for most businesses, especially audiology practices. There are areas of the country where television may be a medium that can be used well and successfully. Many manufacturers have commercials ready to go and just need to add an audiology practice name, phone number, address and Web site at the end.

The marketing techniques described above give an overview of what is available to audiology practices today. Business owners will need to decide what techniques to implement for their own individual needs. The owners will have to decide how to separate themselves from the competition and what techniques give them the best return on the marketing dollars they are spending by tracking all patients, leads and phone calls.

References

Mark J. Sanford, M.S., CCC-A is owner of CSG Better Hearing Center, Better Hearing Center of San Leandro, and Better Hearing Center of Berkeley. You may contact him at (925) 938-8686 or by e-mail at csgbetterhearing@aol.com or www.betterhearing.com.
**My Life Is...**

<table>
<thead>
<tr>
<th><strong>MY Name</strong></th>
<th><strong>Dr. Deborah Rice</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Childhood Ambition</strong></td>
<td>Penn ballerina or veterinarian</td>
</tr>
<tr>
<td><strong>First Job</strong></td>
<td>burns出去aldehyde in downtown Memphis</td>
</tr>
<tr>
<td><strong>Favorite Hobby</strong></td>
<td>Anything outdoors. there are so many</td>
</tr>
<tr>
<td><strong>Retreat</strong></td>
<td>Morning Star Ranch - my home</td>
</tr>
<tr>
<td><strong>Best Kind of Patient/Client</strong></td>
<td>One that appreciates the gift of hearing</td>
</tr>
<tr>
<td><strong>Perfect Day</strong></td>
<td>Hearing my hounds down a country road</td>
</tr>
<tr>
<td><strong>Indulgence</strong></td>
<td>Godiva chocolate</td>
</tr>
<tr>
<td><strong>Greatest Attribute</strong></td>
<td>Encourager</td>
</tr>
<tr>
<td><strong>Biggest Challenge</strong></td>
<td>Keeping my mind in new, being not down</td>
</tr>
<tr>
<td><strong>Inspiration</strong></td>
<td>Jesus Christ</td>
</tr>
<tr>
<td><strong>Wildest Dream</strong></td>
<td>Taking off landing in flight jet from among carried</td>
</tr>
<tr>
<td><strong>Most Comfortable Shoes</strong></td>
<td>Birkenstock</td>
</tr>
<tr>
<td><strong>Proudest Moment</strong></td>
<td>When my sons ministered home in the midst of tragedy</td>
</tr>
<tr>
<td><strong>Last Lunch</strong></td>
<td>Pulled Pig Sandwiches</td>
</tr>
<tr>
<td><strong>My Life</strong></td>
<td>Has been richly blessed</td>
</tr>
<tr>
<td><strong>My Life as an Audiologist</strong></td>
<td>Is complete</td>
</tr>
</tbody>
</table>
Professional Update

ACAE Site Visit, AFA Names New Chairperson, Board Members, AFA Announces 2006 Award Winners, AFA Raises Over $45,000 in Au.D. Support, AFA Announces School-Based Practitioner Scholarship Winners, New ASHA President, HIP State Legislative Update, California OTC Bill, Hearing Industries Association (HIA) 2007 Annual Meeting

ACAE Update

First Site Visit!
The ACAE continues to move forward with the development and implementation of the accreditation process. The ACAE conducted the first site visit at Central Michigan University in January 2007. The site visit is the final step in collecting information about a program prior to making a determination as to whether the program meets the established academic standards. In addition, the site visit provided the opportunity for the ACAE to further refine the Computerized Accreditation Program (CAP) based on feedback from the CMU faculty and administration. The ACAE thanks CMU for their cooperation and feedback during this process.

For more information about the ACAE, visit http://www.acaeaccred.org/.

AFA Update

AFA AUDIOLOGY FOUNDATION OF AMERICA
Au.D. means professional hearing care

AFA Names New Chairperson, Board Members

The AFA named Deborah R. Price, Au.D., as the new chairperson, chairman Kenneth Lowder, Au.D., as treasurer and Susan E. Brady, Jr., Au.D., as secretary. Past chairman Joseph Johnson, Au.D., remains on the board, while James K. Carroll, Jr., Au.D., and Eric N. Hagberg, Au.D., fulfilled their terms of board service and have transitioned to the AFA Advisory Council. David J. Coffin, Au.D., program director at Ball State University, joined the AFA Advisory Committee, and Advisory Committee member James V. Rippy, Au.D., completed his term of service.

AFA Announces 2006 Award Winners

On October 12, 2006, during the opening session at the Academy of Doctors of Audiology (ADA) convention in Scottsdale, Ariz., the Audiology Foundation of America (AFA) bestowed its highest honor, the “AFA Award for Educational Excellence,” as well as two other significant awards – the “David P. Goldstein, Ph.D., Outstanding Audiologist” award and the “Leo Doerfler Memorial Scholarship.”

This year, AFA presented its Award for Educational Excellence to two schools – the Northeast Ohio Au.D. Consortium (NOAC) and the University of Florida. Dr. Sharon Lesner accepted the award for NOAC, and Drs. Mary Anne Pinner and Debra Shimon accepted the award for Florida.

NOAC opened its doors in 2003, combining the strength of two nationally recognized audiology programs – the
University of Akron and Kent State University—as well as the Cleveland Clinic Foundation, an internationally recognized health care provider that offers a broad range of clinical opportunities to NOAC students as they progress through their Au.D. program.

The University of Florida’s program, founded in 1998, was one of the first to offer residential Au.D. education. The university is home to several world-class health care facilities, which allow its Au.D. students to gain high-quality clinical experience in a wide range of areas, and with a scope and complexity that consistently prepares them for the future.

AFA presented the second annual “David P. Goldstein Outstanding Audiologist Award” to Nancy Green, Au.D. The award recognizes the accomplishments of an audiologist who has made significant contributions to the profession by promoting audiology’s transformation to a doctoral profession with the Au.D. as its distinctive designator. The award also holds as core values the importance of setting an example for future audiologists as well as excellence in providing quality patient care.

The award honors Dr. David Goldstein, founding chairman of the AFA, for his devotion to the improvement of education for future audiologists and the promotion of the Au.D. degree. Dr. Goldstein is professor emeritus at Purdue University.

Dr. Green is an industrial audiologist in Jacksonville, Fla., and earned her Au.D. as a member of the Arizona School of Health Sciences’ first grad-
AFA Raises More Than $45,000 in Au.D. Support

The AFA raised more than $45,000 at the 2006 ADA convention through combined efforts in both the annual art auction and golf tournament.

This year’s AFA Art Auction garnered almost $21,000.

AFA’s Golf Tournament took place on the Desert Course at the Tournament Players Club – Scottsdale, and brought in almost $25,000. Over 70 golfers competed in the event.

AFA Announces School-Based Practitioner Scholarship Winners

AFA awarded five final 2006 School-Based Practitioner Scholarships, bringing the total to 14 for the 2006 calendar year. Each recipient won $1,000 in support of distance Au.D. education.

Additionally, at a November 2006 board meeting, AFA Directors voted to provide $20,000 in AFA-sponsored practitioner scholarships in 2007, with five specifically targeted to school-based audiologists.

“Recent donations to the AFA have made it possible for us to offer even more financial assistance to audiologists in pursuing their Au.D.,” said AFA Executive Director Susan Paarberg. “It is with pleasure that the AFA recognizes their success. We know audiology patients will be well served with such quality educators and future practitioners honing their skills.”

AFA Accepting Applications for Leo Doerfler Memorial Scholarship

The AFA is accepting applications for the Leo Doerfler Memorial Scholarship. The $5,000 scholarship is awarded annually to a Ph.D. student who holds an Au.D. degree and is determined by the scholarship committee to have the greatest potential impact on research that will benefit the practice of audiology. Applications will be accepted until May 1, 2007.

For more details, please visit http://www.audfound.org/files/Doerfler/Scholarship/Application.pdf.

Florida International University’s Noma Anderson New President of National Speech and Hearing Organization

Noma Anderson, Ph.D., CCC-SLP, professor and chairwoman, Department of Communication Sciences and Disorders, Florida International University, became President of the American Speech-Language-Hearing Association (ASHA) Jan. 1, 2007. A speech-language pathologist, Dr. Anderson has been an ASHA member for 31 years.

Dr. Anderson will hold her volunteer leadership post for one year. During that time, she plans to “communicate more broadly with members and the people we serve on the issues most important to ASHA.”

Important issues for her include professional autonomy, evidence-based practice, health care reimbursement, cultural and linguistic diversity, personnel shortages in health care and education, and doctoral shortages.

“As ASHA moves forward,” according to Dr. Anderson, “it is vital that we are able to attract students, both men and women from all racial and ethnic backgrounds, to careers in speech-language pathology and audiology.”

Dr. Anderson adds: “It is important that we provide them with the very best academic and clinical education so that they will be able to provide high-quality clinical service to clients from a wide variety of diverse backgrounds.”

Over the years, Dr. Anderson has been an ASHA volunteer leader in several key ways. She served on ASHA’s Executive Board and has also been named an ASHA Fellow, one of the highest honors that ASHA bestows.

Dr. Anderson holds a Bachelor of Arts from Hampton Institute, a Masters of Science from Emerson College, and a Ph.D. from the University of Pittsburgh.
ASHA is the national professional, scientific and credentialing association for more than 123,000 audiologists, speech-language pathologists, and speech, language, and hearing scientists. Audiologists specialize in preventing and assessing hearing disorders as well as providing audiologic treatment including hearing aids. Speech-language pathologists identify, assess, and treat speech and language problems including swallowing disorders.

HIA Update

State Legislative Update

Forty-seven state legislatures have reconvened for the year, and state legislators introduced 89 hearing health related bills. As HIA predicted, the primary focus of these bills are mandated insurance coverage for hearing aids, tax credits for hearing aid purchases, the elimination of the state sales and use tax for hearing aid purchases, as well as licensure and dispensing requirements.

California OTC Bill

Earlier this month, California Assemblyman Mervyn Dymally (D-South Los Angeles, Long Beach County) introduced Assembly Bill 311, which would permit over-the-counter (OTC) sales of hearing aids. Specifically, the bill states that OTC sales would only be permitted if in accordance with federal regulations, as FDA regulations currently prohibit OTC sales of hearing aids.

Assemblyman Mervyn is also the chairman of the Assembly Committee on Health. AB 311 has been referred to his committee, and may be heard March 15. This is significant because as Chairman, Assemblyman Mervyn will have influence on which bills are debated in upcoming committee meetings.

Former California Assemblyman Juan Vargas introduced identical legislation last session. After initially scheduling two hearings on the bill, both were cancelled at Assemblyman Vargas’ request. HIA will keep members posted on the progress of this bill and intends to contact Assemblyman Mervyn to express our concern with his legislation.

Other Legislation

States that have introduced hearing health insurance mandate bills include: Connecticut (3); Missouri (1); Mississippi (1), Montana (3); New Jersey (12); New York (4), and Virginia (1). Two states have introduced tax credit legislation that would provide anywhere from a $500 tax credit to the full purchase price of the hearing aid. These states are: New York (4), and New Jersey (2). North Dakota had introduced a $500 tax credit for hearing aid purchases as well, but this bill has since died after failing an early vote in the North Dakota legislature.

Ten states have introduced legislation that would alter dispensing and licensing requirements. These bills deal primarily with setting standards for licensing in states. Examples of this legislation include academic requirements to become state-licensed audiologists, as well as additional training for speech-language pathologists. Also included in this legislation are structural changes to state licensing boards and increased fees to dispense.

Sales and use tax exemptions for hearing aid purchases are also being debated in the states. Collectively, Missouri, Mississippi, New Jersey, New Mexico, Oklahoma and Rhode Island have introduced 17 pieces of legislation that would exempt hearing aid sales, and in some cases accessories, from the states’ sales and use taxes. Unfortunately, hearing aids are not the sole beneficiary of these bills, as they are often combined with non-health devices, such as tires, massage therapists and gasoline taxes. When these bills fail to pass, the reason is seldom related to the hearing aid provision. Please visit the 2007 state legislative matrix (http://hearing.org/private_new/pubs/2007PendingStateLegislation.pdf), which is updated bimonthly for the latest hearing health legislation and actions. If you have questions or concerns with any legislation, please contact Andy Bopp, HIA Director of Government Affairs at 703/684-5744 or abopp@clarionmanagement.com.

To learn more about Hearing Industries Association, visit www.hearing.org.

Hearing Industries Association (HIA) 2007 Annual Meeting

President Larry Engelmann and President-Elect David Berkey recently attended The Hearing Industries Association (HIA) annual business meeting February 15 & 16 as invited guests to represent ADA. They addressed HIA members with an update about ADA’s current activities, future directions, and this year’s ADA convention. They stressed to HIA members how ADA is working to achieve greater business success for ADA members and our industry partners through increased communication, collaboration and convention activities.

The HIA members in attendance were typically company CEOs or upper management. Dr. Engelmann and Dr. Berkey conversed with various HIA attendees and reinforced already established relationships as well as started new ones. They also expressed ADA’s desire to have the HIA executives attend the ADA conventions as they have in the past.

Educational sessions included:
• Margaret Wylde, Ph.D. (from the ProMatura Group) presented some preliminary raw data from a consumer survey related to “Exploring the Consumer’s Journey” (the multi-organizational project that was started about two years ago).
• Larry Sabato, Ph.D. (professor at the Center for Politics at the University of Virginia) presented an interesting and fun-filled examination of “Tax Credit Prospects in a Democratic Congress,” and pointed out the challenge to enact any special interest legislation prior to the 2008 presidential elections without bipartisan collaboration.
• Sergei Kochkin, Ph.D. (Executive Director at the Better Hearing Institute – BHI) previewed the research from MarkeTrak VII (to be published in 2007) from a large BHI survey sampling of hearing-impaired consumers. In addition he discussed recent organizational changes at BHI and new public relations efforts by BHI to disseminate information about hearing loss and treatment options.

For more information on the event, visit their Website at www.hearing.org.
Siemens New Intuis’ Hearing Instruments Deliver Features That Consumers Want – At an Affordable Price

Performance, Reliability, Comfort, Simplicity in Fitting, and Affordability Make the New Model an “Intuitive” Solution

With value- and feature-conscious consumers in mind, Siemens Hearing Instruments, Inc. introduced its latest family of hearing solutions — INTUIS™. INTUIS offers a directional microphone system, feedback cancellation, noise reduction, AutoPhone, Nanocoating, and Siemens revolutionary C-Guard™, a wax protection system that prevents moisture, cerumen and debris from entering the instrument.

“We designed the new INTUIS product line to bundle as many sought-after features as possible, to make them standard on most models and to package the entire line as affordable as we could,” said Dr. Thomas Powers, vice president of Audiology and Professional Relations at Siemens Hearing Instruments, Inc. “We know that many of our consumers need and want those attributes — and now we have documented them in an important national survey.”

WHAT THE SIEMENS SURVEY SHOWED

The new national Siemens Hearing Instruments survey, conducted last month, revealed the vast majority of hearing instrument wearers are looking for affordability as a major factor in their decision making. Eighty-six percent of those surveyed ranked affordability as important in selecting a specific instrument; and eighty-five percent say it is important that the instrument represents a “good value for the money.” Forty-three percent reported that they delayed their purchase of a hearing instrument because of cost.1

SIEMENS HEARING INSTRUMENTS LAUNCHES INTUIS

Consumers want an array of features, the survey showed, including protection against dirt and moisture (73%), noise reduction in noisy environments (84%), and telephone compatibility (75%).

For more information about Siemens Hearing Instruments, visit www.usa.siemens.com/hearing.

ADA and AudNet

In 2000 and 2001, the ADA Board of Directors developed an idea to establish a "futuristic version" of the typical buying groups that were becoming common in the hearing industry. The intent was to create profits from the collective buying of hearing aids by ADA members. The profits would then be used by the ADA organization for various projects and to benefit the audiology profession rather than having those profits funneled to entities that might use them for aims that may not directly benefit, or could work against, our profession.

In March 2002, after a period of due diligence and counsel from ADA’s attorney, ADA entered into a Business Partnership Agreement with AudNet. AudNet became the representative of ADA in obtaining discount agreements with various vendors as well as administrated the buying group on behalf of ADA. Profits were shared 50/50. During the March 2002 through October 2004 period, ADA’s share of the profits totaled $42,590.

In October 2004, the ADA Board and AudNet mutually agreed to terminate the original Business Partnership Agreement in response to ADA Members, the ADA Board and industry concerns.

AudNet wanted to remain committed to helping ADA in its national Au.D. branding efforts by contributing 15 percent of AudNet’s net profit to ADA. In October 2004, after discussion and some legal counsel, ADA and AudNet entered into an "Agreement for Charitable Contributions" and an "Agreement In Support of Autonomous Private Practice and National Recognition of Audiology Doctoral Care." Among the provisions of these documents, ADA committed to providing one standard vendor booth and a one-hour educational session at the annual convention in exchange for an annual fee of $2,500 paid to ADA by AudNet. That amount was in addition to any contributions to ADA mandated by the agreement.

The important goal of the new agreements was to ensure that AudNet’s business operations would remain completely independent from ADA, while still allowing a mechanism for program revenue.

In July 2006, another change occurred. Throughout this venture, the ADA Board has heard both pros and cons from many sources. After numerous Board conversations and extensive debate, the ADA Board determined and voted that it is in ADA’s best interest to terminate both aforementioned agreements. Per those agreements, the minimum one-year termination notice was given to AudNet on August 1, 2006. As a result, ADA and AudNet will still continue to honor the terms of the agreements through July 31, 2007.

The Academy thanks our colleagues at AudNet for the contributions of more than $66,000 over the course of the six year relationship.
<table>
<thead>
<tr>
<th>MY Name</th>
<th>Nancy Gilliom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Childhood Ambition</td>
<td>artist</td>
</tr>
<tr>
<td>First Job</td>
<td>Newspaper, etc., blizzard of 1978</td>
</tr>
<tr>
<td>Favorite Hobby</td>
<td>Nature Photography</td>
</tr>
<tr>
<td>Retreat</td>
<td>A warm, sunny day immersed in nature</td>
</tr>
<tr>
<td>Best Kind of Patient/Client</td>
<td>One who is willing to try</td>
</tr>
<tr>
<td>Perfect Day</td>
<td>Being of service to people, to animals, to earth</td>
</tr>
<tr>
<td>Indulgence</td>
<td>Electronic gadgets</td>
</tr>
<tr>
<td>Greatest Attribute</td>
<td>&quot;straight shooter,&quot; even keel - good energy</td>
</tr>
<tr>
<td>Biggest Challenge</td>
<td>Unfriendly confrontation</td>
</tr>
<tr>
<td>Inspiration</td>
<td>NATURE</td>
</tr>
<tr>
<td>Wildest Dream</td>
<td>Less development, more earth</td>
</tr>
<tr>
<td>Most Comfortable Shoes</td>
<td>Just socks</td>
</tr>
<tr>
<td>Proudest Moment</td>
<td>Building, surviving, &amp; growing my practice</td>
</tr>
<tr>
<td>Last Lunch</td>
<td>Balance Bar &amp; Dasani</td>
</tr>
<tr>
<td>My Life is</td>
<td>Changing - just the way it is &quot;suppose&quot; to change</td>
</tr>
<tr>
<td>My Life as an Audiologist</td>
<td>Is emotionally &amp; financially rewarding and is EVOLVING</td>
</tr>
</tbody>
</table>
COUNTDOWN 2007: LAUNCHING YOUR PRACTICE FOR SUCCESS!

Launch your practice for success at the ADA 2007 Convention! This annual conference is the hearing industry’s premiere educational and networking event for key decision makers and business owners in the audiology community. Make Orlando, Florida your destination October 10-13, 2007 and prepare your practice for lift off. To learn more about the upcoming convention, visit http://www.audiologist.org/news/convention/index.cfm.

The ADA Convention Committee needs your expertise! Share your knowledge and skills by presenting at the 2007 ADA Convention. Please continue to visit the Web site www.audiologist.org in the coming months for more detailed speaker information.
Submit your Application Today!

Audiologists and other professionals are invited to submit instructional course proposals. The ADA Convention Committee will review all proposals and select a limited number of presentations that will provide an innovative educational program for the attendees.

Course content (other than for Day Ahead programs) should be limited to one block and be insightful, entertaining and practical. ADA’s conventions are historically known for providing information that will positively impact member’s practices upon returning home from convention. These courses should not be used as a venue to promote specific commercial products. Examples of topic areas are shown to give you a feeling for the content of each block. You are not limited to these topic areas but rather are encouraged to be creative with your proposals. (See right column)

Call for Instructional Courses
Deadline: April 6, 2007

ADA 2007 Educational Blocks:

I. Practice Development & Business Tools Block:
- Marketing
- Financial Management
- Starting a Practice
- Buying/Selling a Practice
- Market Analysis
- Business Structures
- Physical Design and Layout
- Reimbursement
- Pricing Your Products and Services
- Staff Recruitment and Development
- Developing New Programs
- Business Expansion
- Financial Planning

II. Amplification/Technology/Rehabilitation Block:
- New Hearing Instrument Technology
- Hearing Instrument Fitting Skills & Techniques
- Fitting Protocols
- Assistive Technology
- Wireless Technology
- Over-the-Counter Devices
- In-office Repairs
- Earmold Technology
- Aural Habilitation/Rehabilitation
- Tinnitus Treatment/Management
- Vestibular Rehabilitation
- Diagnostic Equipment
- Battery Technology
- Hearing Technology Forecast

III. Diagnostic/Biomedical/Research Block:
- Balance Assessment
- Case History
- Tinnitus Evaluation
- Differential Diagnosis of Hearing Disorders
- Anatomy and Physiology
- Auditory/Acoustics Psychophysics
- Related Professional Information (e.g., radiology, dermatology, dentistry)
- Test Protocols for Hearing and Balance
- Pharmacology/Ototoxicity

IV. Professional/Advocacy/Legal/Ethical Block:
- Direct Access with a New Congress
- Local Legislative Advocacy
- Ethical Dilemmas
- Professional Accreditation Issues
- Professional Autonomy
- State Licensure Laws
- Prescriptive Rights
- Being a Preceptor
- Record-Keeping
- Outcome Measures

Submissions must be emailed to Stacy Hodge, Education Senior Coordinator, at shodge@smithhucklin.com
For more information and a course application, visit the ADA Web site, www.audiologist.org/news/convention/newsevents_conv_presenters.cfm.
New Perspectives on Private Practice

Teaching From Experience, ADA Members Advise Future Audiologists

By Theresa Rubinas
During the 2006 Academy of Doctors of Audiology (ADA) Convention, ADA and the Audiology Foundation of America (AFA) collaborated on organizing the Student Mentoring program. Participants in this program are chosen based on their desire to learn more about the private practice of audiology. It is not necessary that the students be members of ADA.

Twenty-one students took part in the Student Mentoring Program. The Student Mentoring Program offers 3rd and 4th year Au.D. students enrolled in residential training programs the opportunity to be matched with an established professional member of ADA for one-on-one mentoring about issues relevant to the student's interests and needs. Through mentoring, the student is developing a contact in the profession who is available at any time to answer questions or give guidance as the student makes the transition to professional practice.

Throughout the convention, mentors spent time getting to know the students as they attended sessions and social functions and toured the exhibit hall. Students were told and encouraged to become members of ADA. The convention and the mentoring program aim to show the value of the association in students' lives.

One Student's Experience...

Cassie Eiffert is a doctor of audiology student at the University of Florida. She participated in the ADA Student Mentor Program at the 2006 ADA Convention. Eiffert shared her thoughts about her experiences with her mentor and the 2006 ADA convention in general.

This past October I attended the ADA (Academy of Doctors of Audiology) conference in Scottsdale, Ariz. I did not exactly know what to expect, but had heard from my classmates who had attended before that it was an amazing experience. I applied to the AFA student mentoring program and was selected, and was soon off to Scottsdale.

I was assigned a mentor who had many similar interests as me, such as working with the geriatric population, opening a private practice, and being an active member in an organization with a focus on advancing the profession of audiology. I really enjoyed having a mentor! She was very welcoming to questions I had about opening a private practice, introduced me to many professionals in the field of audiology, and had great advice. The mentoring experience was the first time I had been given that kind of opportunity.

I also thoroughly enjoyed the sessions ADA offered. Not only was there a large selection of classes to choose from, but the topics were very interesting and included the latest research on areas such as otoacoustic emission testing application in hearing aid selection and fitting, to identification of dermatologic issues that are common on ears.

The session that I learned the most from was “The Joy of Private Practice.” This was an interactive session with a panel of experienced private practice audiologists. Working professionals and students alike were able to ask the panel questions about private practice, such as biggest challenges they have faced, things they would do differently, and things to consider when opening a private practice (location, population served, etc.).

Also, as a part of the student mentor program, I was assigned a hotel room with other students. I really enjoyed that experience because it allowed me to meet other future professionals with similar interests.

The ADA conference is smaller than AAO (American Academy of Audiology), so it has a much more personal feel, where one can really get to talk with people from all over the country about their experiences as an audiologist.

Attending ADA was a wonderful experience, and provided me with an opportunity to network with professionals, learn more about the field of audiology, and define my future as an audiologist.

I highly encourage all students to attend this conference, and I’m looking forward to attending ADA next year!

Cassie Eiffert
Doctor of Audiology Student, University of Florida
President, National Association of Future Doctors of Audiology (local chapter)

Interested in the ADA Student Mentor Program? Download the application today, www.audiologist.org/client_files/students/student_mentor_app05.pdf

For more questions, contact ADA Headquarters:

Academy of Doctors of Audiology
401 N. Michigan Avenue, Suite 2200
Chicago, IL 60611
Phone: (866) 493-5544
Fax: (312) 673-6725

Hear what other AFA students had to say:

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<th>Their experience at ADA compared to other conventions:</th>
<th>“Much more appropriate to private practice audiologist vs. other conventions.”</th>
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<td>“Better!” More personal; students were taken care of and felt welcome.”</td>
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<td>“I liked the smaller more focused atmosphere. I felt people were easier to approach and also it was very student-focused.”</td>
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<td>“This meeting was much less hectic – variety of sessions (but not too many) and built-in breaks.”</td>
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<td>“The President-Elect of ADA sought me out to talk to me about my opinions. I was shocked and honored by the attention.”</td>
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Most helpful about the convention/mentoring program:

| “I was exposed to topics not covered in the Au.D program (tinnitus, licensure, etc.).” |
| “Helped me think more as an individual professional than a student just taking an opinion of a supervisor.” |
| “I think this was an overall great opportunity, and I made several good contacts through my mentor.” |
| “The classes/roundtable discussions and the availability of the people attending the meeting. Everyone I talked to had a great attitude and did not mind discussing.” |

What did you like most about the mentoring program?

| “The networking my mentor provided me. He went out of his way to make sure I met important professionals.” |
| “I received good advice and anecdotes about private practice.” |
| “Made it easy to meet other professionals. Different perspectives on private practice.” |
| “Funding to come to this great conference! My mentor has been fantastic. I am very thankful to have this program. I feel it has been very beneficial.” |

How will this opportunity contribute to your Au.D. education or future career?

| “Makes me very much want to pursue private practice and put in the time, patience and effort to do so.” |

For more information, visit www.audiologist.org/client_files/students/student_mentor_app05.pdf

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