REGISTER TODAY!
www.ihsinfo.org/convention
The 65th Annual IHS Convention & Expo promises to bring excitement and vision for shaping the future of your business, the profession and you. Join us for an amazing experience as you network with your fellow colleagues, stay ahead of the latest industry news and trends, and take advantage of the wide selection of educational seminars and workshops presented by the industry’s most prominent thought leaders.

2016 marks our 65th year of representing hearing healthcare professionals worldwide. It has been an amazing 65-year journey and we invite you to celebrate our Blue Sapphire Anniversary with us in style at the 65th Annual IHS Convention & Expo!

This year’s IHS Convention also marks a bittersweet passage in our 65-year history. Fifteen years ago, the 50th Annual IHS Convention was scheduled to be held in Chicago at the same property as this year’s event. This was also to be the same week the country was tragically impacted by the September 11, 2001 terrorist attacks. While many of our members and attendees were already en route to Chicago, most were not able to complete their journey. The event was cancelled and rescheduled for later that year.

After the tragic events of September 11, 2001, it was clear that the strength and leadership of IHS members was what kept the Society and the profession moving forward. The Society and its members are stronger than we have ever been and we believe that there are endless opportunities for us to Shape the Future Together.

Endorsing Partner:

The International Hearing Society would like to recognize and thank the Illinois Hearing Society for being the Endorsing Partner of the 65th Annual IHS Convention & Expo.
Bill Rancic – Successful entrepreneur, philanthropist and New York Times best-selling author
Thursday, September 8
6:00pm - 8:00pm
1 Continuing Education Credit

When it comes to entrepreneurship, the sky has been the limit for Rancic. Over the years, he has built and managed multi-million dollar businesses spanning a wide range of industries from restaurants to high-end real estate. He has also been successful in the world of television—famously for winning the first season of “The Apprentice,” then starring alongside his wife, Giuliana Rancic, in their own reality TV show, and appearing on numerous television programs to share his expertise on business and entrepreneurship.

Rancic knows the importance of small business ownership and has called it the “backbone of American innovation.” He has joined us before and once again we are proud to welcome Bill Rancic back to the 65th Annual IHS Convention & Expo to share his business savvy, tips and proven strategies for building winning businesses as he presents, “The Secret to Entrepreneurial Success.” Come join us and learn how to have the courage to go for it, and be successful in life and in business. 
Sponsored by Starkey Hearing Technologies.

Kickoff Party
Thursday, September 8
8:00pm - 10:00pm

The night is just beginning! Join Starkey Hearing Technologies and IHS, following the keynote presentation and dinner, by heading on over to the Kickoff Party!

Catch up with old and new friends and colleagues while enjoying a refreshing cocktail and having some much-needed fun. Trip the light fantastic while listening to amazing live music.
Sponsored by Starkey Hearing Technologies.
General Session and Lunch

**Dr. Natalie Stavas - Inspirational Boston Marathon Hero, Humanitarian and Award-winning Physician**

Saturday, September 10
12:45pm - 2:15pm

1 Continuing Education Credit

In this motivating and energizing presentation, Dr. Stavas gives an up-close and personal account of her experience as a first responder after the terrorist bombing at the 2013 Boston Marathon—and what ultimately led her to make that fateful decision to run toward a terrorist attack instead of running the other way.

With a distinctive “Running Towards Chaos” philosophy, Dr. Stavas uses medical expertise and personal experiences—from her upbringing on a Nebraska farm to the Boston terrorist attacks—to provide fascinating and constructive insight on the importance of altruism and strategies for conquering fear, finding meaning in a chaotic world and, ultimately, running toward chaos. *Sponsored by Phonak.*

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**Donna Oser, CAE, Director, Leadership Development & Executive Search Services, Michigan Association of School Boards**

Friday, September 9
11:30am - 1:30pm

1 Continuing Education Credit

Today’s rapid advancements in technology, diverse multigenerational workforces, and ever-changing economy present “significant challenges for businesses. By using tested and creative approaches to collaboration, organizations can leverage change to grow and achieve goals. Join Donna Oser and discover how to harness the collective knowledge and wisdom of your fellow colleagues in this powerful leadership session. Explore a series of interactive exercises that will generate real solutions to real problems identified by each group. Walk away with an enlightened and fresh perspective on leadership that will have practical and immediate implications within your office or clinic.
IHS Membership Meeting and Hot Breakfast

Friday, September 9
7:30am – 9:30am

1 Continuing Education Credit

Keep your fingers on the pulse of the Society by attending the IHS (members-only) Membership Meeting and receive past, current and future initiative updates critical to the success of the profession. This is an amazing opportunity for IHS members to better understand how their annual dues and advocacy donations are being used for the betterment of the members, the industry and the profession. A hot breakfast will be served.
Saturday, September 10
6:30pm - 10:30pm
Join us for an exciting and glamorous evening at the IHS Blue Sapphire Awards Gala as we celebrate outstanding achievements by IHS chapters, members and hearing healthcare leaders. Enjoy a delectable dinner, entertainment and the camaraderie of your fellow colleagues. Evening attire recommended, black-tie optional.
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Safe Ear Impressions
Thursday, September 8
8:30am - 3:00pm
INTRODUCTORY LEVEL
6 Continuing Education Credits
Presenters: Tammy L. Miller, Director of Training, Costco Hearing Aid Centers and Edward H. Lybarger, BC-HIS

Limited to 16 registrants. Lunch is included.
This workshop is designed to teach both the apprentice and the seasoned hearing professional best practices for safe ear impressioning. The format is a combination of lecture, demonstration and multiple hands-on segments to practice each technique and skill. Following adequate instruction and practice, a written exam and practical exam will be conducted to confirm a successful transfer of knowledge. Instructors will follow the International Hearing Society’s new Clinical Practice Guideline on Bridge-and-Brace Technique for Patient Safety. Copies of the guideline will be distributed to each participant.

Fee: $199 per person (before June 30)

Aural Rehabilitation: Beyond the Hearing Aid
Thursday, September 8
9:00am - 12:00pm
INTRODUCTORY LEVEL
3 Continuing Education Credits
Presenter: Donna S. Wayner, PhD, Hear Again, Inc.

Limited to 40 participants.
Hearing aids alone do not correct hearing loss. Various studies have demonstrated that consumers of hearing healthcare want counseling and aural rehabilitation following hearing aid fittings and benefit from post fitting training. Dr. Donna Wayner, co-author of “Learning To Hear Again: An Audologic Rehabilitation Curriculum Guide,” will guide participants in preparing for and conducting audologic rehabilitation programs for patients. A copy of the guide will be provided to each participant.

Fee: $99 per person (before June 30)
Friday, September 9
Concurrent Seminars

Trajectory of the Aging Cochlea
9:45am - 11:15am
Speaker: Dr. Sumitrajit Dhar, Professor and Chair, Northwestern University
INTERMEDIATE LEVEL
1.5 Continuing Education Credits
The traditional view of age-related hearing loss suggests that it starts in the sixth decade of life or later. Recent work documents a much earlier start and a gradual, but unrelenting, decline in hearing function from that point on. This seminar will focus on how to identify early signs of age-related hearing loss and how to select the best diagnostic tools for diagnosing age-related hearing loss.

Aural Rehabilitation - Add Value, Increase Satisfaction, Decrease Returns
9:45am - 11:15am
Speaker: Donna S. Wayner, PhD, President, Hear Again, Inc.
INTRODUCTORY LEVEL
1.5 Continuing Education Credits
Some may consider the hearing aid the end process in coping with a hearing loss. Research shows this is far from the truth. Studies have demonstrated that consumers of hearing instruments want counseling and aural rehabilitation following hearing aid fittings and they benefit from post fitting care. This seminar will discuss and define the advantages of a successful aural rehabilitation model and how to apply aural rehabilitative methods.

Fitting Methods and Real Ear Measures
9:45am - 11:15am
Speaker: Ted H. Venema, PhD, Audiology Consultant
INTERMEDIATE LEVEL
1.5 Continuing Education Credits
Fitting methods are used to predict fitting results, while the purpose of REM is to verify the fitting predictions. Participants of this seminar will be able to describe the purpose of the early fitting method targets as measured by functional gain and compare the early method of doing REM to the speech mapping method of REM used today, as well as explain how today’s REM is a counseling tool to visualize the goals of fitting methods.
Dealing with Complaints and Difficult Customers
1:45pm - 3:15pm
Speaker: C.W. Miller, President, Custom Training Concepts
INTERMEDIATE LEVEL
1.5 Continuing Education Credits
The complaint process can often result in conflict and that conflict can rapidly escalate. It is important to understand what really causes negative reactions to escalate and how to avoid it. Participants will discover how to avoid the number one critical mistake in handling complaints and be able to apply a five-step process to turn complaints into opportunities.

Compression in Hearing Aids
1:45pm - 3:15pm
Speaker: Ted H. Venema, PhD, Audiology Consultant
ADVANCED LEVEL
1.5 Continuing Education Credits
Compression is utilized in virtually all hearing aids today. Fitting software tends to mask the use of compression, especially when using its suggested “first-fits” approach. As a result, compression is not always clearly exposed and therefore understood by clinicians who fit hearing aids. This seminar will describe the concepts of various compression types as they historically appeared in hearing aids and compare the applications of compression types for mild-moderate versus severe-profound SNHL.

Cochlear Americas Expanded Indications and Meaningful Innovations
1:45pm - 3:15pm
Speakers: Jessica Melton, AuD, Clinical Territory Manager, Cochlear Americas
Carrie Manning, MS, CCC-A, Clinical Territory Manager, Cochlear Americas
Amy Popp, AuD, Principal Regional Clinical Technical Manager, Cochlear Americas
INTERMEDIATE LEVEL
1.5 Continuing Education Credits
Cochlear implant indications have continually expanded over the industry’s 30-year history. Initially, only the most profoundly deaf patients were implanted. Today, FDA indications allow for implantation in individuals with greater amounts of residual hearing. Participants of this seminar will discover more about current implantable indications, how to leverage bimodal solutions for implantable users, and how it will increase their effectiveness in counseling, treating and referring patients for optimized hearing in a variety of listening environments.
Dementia Prevention: A New Opportunity for Hearing Care Providers
3:30pm - 5:00pm
Speaker: David R. Larsen, MFHD, Education Chairman, American Brain Council Foundation

INTERMEDIATE LEVEL
1.5 Continuing Education Credits
It is well known that one of the greatest healthcare challenges facing this nation is the dramatic rise in cognitive decline and Alzheimer’s. Hearing healthcare specialists understand that hearing problems can increase the risk for dementia. Participants of this seminar will be able to describe links between hearing problems and dementia and discover new dementia risk-reducing services they can provide to increase their revenue streams.

Tympanometry and Reflectance in the Hearing Clinic
3:30pm - 5:00pm
Speakers: Robert H. Withnell, PhD, Associate Professor, Department of Speech and Hearing Sciences, Indiana University
Sheena Tatem, AuD, CCC-A, Clinical Assistant Professor, Department of Speech and Hearing Sciences, Indiana University

INTERMEDIATE LEVEL
1.5 Continuing Education Credits
Tympanometry and reflectance both assess how the middle ear receives sound. Critical to their interpretation is an understanding of how the resonance(s) of the middle ear change with middle ear pathology or static pressure changes in the ear canal. Seminar attendees will discover how to interpret tympanograms obtained at multiple frequencies and what the different tympanogram shapes mean in terms of middle ear resonance. Participants will be given the tools to make a reflectance measurement and be able to interpret the results, as well as be able to describe what tympanometry and reflectance have in common and how they differ.

Ethics in Hearing Healthcare
3:30pm - 5:30pm
Speaker: Suzanne Lindsey-Henderson, MA, Senior Educational Specialist, Beltone Hearing Care

INTRODUCTORY LEVEL
2 Continuing Education Credits
Trust is an important factor when convincing a patient to move forward with purchasing hearing aids. Managing a practice in an ethical manner will generate trust, and increase referrals and resales. Seminar attendees will be given the tools to distinguish the similarities and differences between ethical behavior, moral behavior and legal behavior, as well as how to understand what an ethical dilemma is and how it relates to the medical and hearing healthcare field.

This seminar fulfills the new continuing education requirement by the State of Illinois of a minimum of 2 hours of continuing education credit per licensing period on law and ethics.
Saturday, September 10
Concurrent Seminars

The Ear, Inside and Out: Medical and Surgical Implications for Your Practice
11:00am - 12:30pm
Speaker: Scott A. Estrem, MD, Otologist, Mercy Healthcare System
INTRODUCTORY LEVEL
1.5 Continuing Education Credits
There are multiple common and uncommon medical conditions of the inner ear, middle ear and external ear which are essential to recognize in order to provide excellent care to patients and avoid hearing aid fitting in inappropriate candidates. This seminar will focus on how to correctly identify medical conditions that can complicate hearing aid fittings. Gain a high-level perspective of how to recognize audiometric abnormalities that require ENT consultation.

Tinnitus Activities Treatment
11:00am - 12:30pm
Speaker: Shelley Witt, MA, CCC-A, Audiologist, University of Iowa, Department of Otolaryngology - Head and Neck Surgery
ADVANCED LEVEL
1.5 Continuing Education Credits
Tinnitus Activities Treatment focuses on changing thoughts and emotions, hearing, sleep and concentration. Tinnitus Activities Therapy considers the patient in the context of their overall well-being, and a number of activities, diaries and coping strategies are used. This seminar will provide an introduction to mechanisms of tinnitus, explore the background of common causes of tinnitus and discuss an overview of basic tinnitus counseling techniques.

Think Globally in Your Practice
11:00am - 12:30pm
Speakers: Tani Austin, BC-HIS, Chief Philanthropy Officer, Starkey Hearing Technologies
H. William Noëll, III, BC-HIS, Hearing Aid Specialist, Starkey Hearing Foundation
INTRODUCTORY LEVEL
1.5 Continuing Education Credits
Hear better. Live better. But how do we measure success? We know having a hearing impairment affects social-economic status, which can disconnect a person from life. Starkey Hearing Foundation uses hearing as a vehicle to reflect caring and sharing and improves the lives of individuals, families, and communities around the world. How? We mobilize, educate and train, evaluate and monitor our programs to ensure a sustainable Community-Based Hearing Healthcare program. Seminar participants will see how the Starkey Hearing Foundation is collecting data and measuring its effects on a global market of 360 million people with disabling hearing loss.
Clinical Practice Guideline: Verification and Validation
2:30pm - 4:00pm
Speakers: Patricia E. Connelly, PhD, CCC-A, ACA, BC-HIS, Audiologist, The Valley Hospital
Elizabeth A. Lynner, BC-HIS, Regional Technical Training Supervisor, Costco Hearing Aid Centers

INTERMEDIATE LEVEL
1.5 Continuing Education Credits
Research demonstrates that practitioners who perform verification and validation improve fitting and rehabilitation outcomes for their patients/clients and have fewer post-fitting adjustment appointments. This is the best-practice approach that must be embraced by every hearing practitioner. It also represents an area of knowledge and skill that, once mastered, will add to the professional image of the hearing aid specialist.

Cerumen Management
2:30pm - 4:00pm
Speaker: Caleb Sparkman, AuD, Audiologist, MedRx, Inc.

ADVANCED LEVEL
1.5 Continuing Education Credits
Implementing cerumen management protocols can reduce the number of referrals and keep patients in your office. This seminar will highlight cerumen management techniques and best practices. Participants will be given the tools to identify hearing loss due to excessive cerumen and create a cerumen management protocol for their clinic.

Sudden Hearing Loss is an Otologic Emergency
2:30pm - 4:00pm
Speaker: Scott Schaffer, MD, FACS, Vice President Advocare ENT Specialty Center and Adjunct Associate Professor, University of Pennsylvania Dept. of Otorhinolaryngology

INTERMEDIATE LEVEL
1.5 Continuing Education Credits
Sudden hearing loss is potentially reversible if treated early. Frustration levels rise for both patient and caregiver when sudden hearing loss becomes permanent, especially if we learn that the patient never received medical attention at the time of the loss. Some causes of sudden hearing loss may have malpractice implications if not identified early. Seminar attendees will discuss the specific causes of sudden hearing loss, the pathophysiology of sudden hearing loss, and the testing and treatment options recommended by the American Academy of Otorhinolaryngology Head and Neck Surgery.

This program is approved by the International Hearing Society and its educational committee, the International Institute for Hearing Instruments Studies.

Continuing Education Credit
Attendees can earn up to 17.5 continuing education credits per person at this year’s convention.
Incredible food, world-class museums, architecture that awes, and enough shopping for days—find it all in Chicago! With events every weekend, live music and theatre every night, and beautiful parks and gardens beckoning every day, September in Chicago buzzes with energy and excitement.

We have partnered with Chicago Trolley & Double Decker Co. to offer Convention attendees a chance to see and experience Chicago at their own pace. This unique “Hop On, Hop Off” tour allows individuals to pick and choose what sights they would like to experience and for how long. Visit www.ihsinfo.org/convention for more information on Chicago city tours.
Keep your fingers on the pulse of the hearing healthcare industry and discover the latest products and services to help you grow your business from industry-leading companies that you know and respect. Stroll through the exhibit hall, grab a bite to eat and connect with key industry staff to learn more about their products/services and the latest industry news and trends. Many exhibitors debut their latest products and offer Expo specials to attendees. Be sure to make the most of your time on the Expo floor by lining up your business needs with the exhibitor descriptions listed in the onsite directory.

Find a complete list of 60+ exhibiting companies on our website at www.ihsinfo.org/convention

Expo Schedule

Friday, September 9
5:00pm – 8:00pm  Exhibits Open with Delicious Networking Buffet Dinner

Saturday, September 10
8:00am – 11:00am  Expo Open with Hot Breakfast

Chapter Leadership Conference

Thursday, September 8
9:30am - 3:00pm

Lunch is included

5 Continuing Education Credits

The Chapter Leadership Conference provides an essential forum for IHS chapter leaders from around the globe to connect on critical issues that are currently impacting the profession. Chapter leaders and executive directors are highly encouraged to arrive early to Chicago to attend this meeting to learn about new trends, best practices, and tools to help their chapters grow in the areas of membership and advocacy.
The Silent Auction provides a fantastic, and fun, way to get unique and exclusive industry-related items at discounted prices, all while supporting IHS advocacy efforts. This year’s auction will return to its traditional format with all bidding occurring onsite, thereby allowing our international guests to partake in the fun. Plan to stop by the Silent Auction table to check out these items and place some bids.

Proceeds from the Silent Auction benefit the IHS Advocacy Alliance, a fund which supports the Society’s legislative and regulatory initiatives, including Fit to Serve, efforts to stop direct-to-consumer sales and FDA advocacy, state and provincial work, as well as payer advocacy. To learn more about IHS’ Advocacy Alliance, visit www.ihsinfo.org/advocacy.

**Silent Auction Schedule**

- **Friday, September 9**
  - 9:30am – 5:30pm

- **Saturday, September 10**
  - 10:30am - 12:45pm
  - 2:15pm – 3:15pm - Auction item pickup

**Licensing Board Conference**

Thursday, September 8
3:30pm - 5:00pm

**1.5 Continuing Education Credits**

Each year, the Licensing Board Conference draws hearing aid specialist licensing board members, licensing administrators, and chapter leaders from all jurisdictions for a productive exchange on timely topics such as licensing requirements, direct-to-consumer sales, board composition and oversight, and consumer protection. Participants will discuss trends in these major policy issues affecting the profession.
Hyatt Regency Chicago
151 East Wacker Drive, Chicago, IL 60601

IHS Room Rate
$179 single/double per night, plus applicable state and local taxes. Based on availability.

Cut Off Date
Reservations by attendees must be made on or before August 12, 2016.

Why stay here?
Staying at the Hyatt Regency Chicago directly benefits your Society by helping IHS meet its hotel room commitment. We encourage all attendees to stay at this amazing hotel.

To book online and secure your specially negotiated room rate, please visit www.ihsinfo.org/convention and click on the hotel link. Or call 312.565.1234 and mention that you are booking under the International Hearing Society.

Membership
Join IHS today and save!
IHS members are leading the way in hearing healthcare by staying ahead of their competition with the knowledge and opportunities that IHS provides. Be a part of the IHS member activities by becoming an IHS member when you register for convention. Your membership will be active through December 31, 2017. See the online registration form for details at www.ihsinfo.org/convention.
Registration is completely online at www.ihsinfo.org/convention

**Premier Package**
Includes: All conference food functions and seminars: Thursday’s Opening Keynote Speaker, Dinner & Kickoff Party, IHS Members-only Membership Meeting/Breakfast, General Session Luncheon, Networking Dinner on Friday and Hot Breakfast on Saturday in the Expo Hall, Saturday’s Keynote Speaker Luncheon and IHS Awards Gala. Does not include the Pre-Convention Workshop(s).

**Events Only Package**
Includes: Thursday’s Opening Keynote Speaker, Dinner & Party, Networking Dinner on Friday, and Hot Breakfast on Saturday in the Expo Hall, and IHS Awards Gala. Does not include seminars, Members-only Membership Meeting/Breakfast or Luncheons.

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For more package and à la carte options, visit ihsinfo.org/convention

**Member Pricing Discount**
We are very excited to partner with the Illinois Hearing Society and welcome their members to this truly amazing event. **Illinois Hearing Society members receive the same premier pricing discounts available to International Hearing Society members.** Take advantage of this opportunity to network and share ideas with your friends and colleagues from not only Illinois, but from around the world. We look forward to seeing you in Chicago!
REGISTER TODAY!

www.ihsinfo.org/convention