

General Course Information

Course Title	2016 Hearing Innovation Expo
Course Dates	01/21/2016 – 01/23/2016
Course Location	Las Vegas, NV
Course Hours	20 Hours 2.0 CEUs 20 CEUs

Item 1: Needs Assessment

Continuous advancements in hearing aid technology require continuous education to adequately prepare for fitting hearing aids to patients with hearing loss. In addition, access to product information via the Internet has changed our patient's expectations with professionals and products. We interviewed existing and potential customers and determined that an educational program offering lecture, hands-on, demonstrations and an expo hall was essential for successful hearing aid fittings and patient management.

The Hearing Innovation Expo, a global event that will provide the hearing industry with rich content focused on research, technology, market development, business management and insight from world thought leaders.

The Hearing Innovation Expo is sponsored by Starkey Hearing Technologies and is not associated with any professional organizations. Capacity is limited to 3,000 attendees interested in supporting the independent business model and entrepreneurial spirit with a focus on best practices and patient care.

Item 1: Course Description

The Hearing Innovation Expo is a global event for independent hearing care professionals. Speakers will present the latest innovations in hearing science and technology, patient care and business practices. The Expo will feature hearing industry thought leaders, world-class scientists and Fortune 500 executives.

Additional Course Information

Subject Code:	9020: Conference or Convention with Multiple Sessions and Topics
Content Code:	P: Professional
Instructional Level:	2: Intermediate
Program Focus	Knowledge-information: delivered primarily in a lecture/presentation format
Partial Credit	Yes
Course Type:	Live Event, Asynchronous

The purpose of this activity is to provide audiology professional development. Each session will be led by an instructor and/or discussion leader and will focus on pre-determined goals and objectives. A course evaluation and quiz will be administered to each attendee to evaluate progress. Feedback is provided during hands-on and discussion activities.

Facility tours and exhibit activities are not included in the calculation for the total CEUs offered. This course offering does not offer academic credits and does not serve to prepare the participant for state licensure exams.

Item 2: Learning Outcomes

1. The attendee will be able to list 3 ways to redefine their practice to improve the patient experience
2. The attendee will be able to define the benefits of EEG experiments to compensate for effects of hearing loss
3. The attendee will be able to list the basic principles of tinnitus management
4. The attendee will be able to list the steps in the product development process
5. The attendee will be able to list the fitting considerations to maximize patient performance
6. The attendee will be able to define the benefits of cognitive assessments in the counseling process
7. The attendee will be able to define how hearing aids use pattern recognition to classify sounds
8. The attendee will be able to define the benefits mobile apps to enhance the patient experience
9. The attendee will be able to define the candidacy criteria for invisible-in-the-ear (IIC) hearing aid styles
10. The attendee will be able to define the benefits of online video consultations during the fitting session
11. The attendee will be able to define the principle of providing abundance to the majority
12. The attendee will be able to define how knowledge of technology and business principles can enhance the counseling experience
13. The attendee will be able to list 3 ways to improve relationships with patients
14. The attendee will be able to define 3 ways to improve both the art and science of hearing aid fittings
15. The attendee will be able to list 3 ways to overcome patient objections to achieve a positive patient outcome
16. The attendee will be able to define how to use social media to connect with and provide support to your patients
17. The attendee will be able to list 3 ways that building your brand to communicate with your patients
18. The attendee will be able to list 2 ways to use digital tools to perform analytics to determine which support tools to use with patients
19. The attendee will be able to determine if a marketing campaign has been successful in reaching and counseling patients.
20. The attendee will be able to list 2 ways to counsel around patient objections to hearing aids
21. The attendee will be able to identify how paid digital media can impact communications with patients
22. The attendee will be able to define how survey results may be used to improve counseling strategies with patients
23. The attendee will be able to list at least 2 programs supported by the Clinton Global Initiative
24. The attendee will be able to define at least 2 characteristics of an effective leader
25. The attendee will be able to list 2 external influences in decision making
26. The attendee will be able to identify at least 2 ways to support your programs to ensure patient retention
27. The attendee will be able to list at least 3 strategies to include global initiatives in your business strategy to support your patients' desires to help others
28. The attendee will be able to list at least 3 basic stages of any employment termination process
29. The attendee will be able to define how to use employment engagement surveys to enhance interactions with patients
30. The attendee will be able to define how to build a referral network that drives new patients to your office
31. The attendee will be able to list at least 2 programs supported by the George W. Bush Institute

Item 3: Instructional Personnel and Financial and Non-financial Disclosures

Ben Affleck	Academy Award winner Ben Affleck is a passionate advocate and philanthropist who founded the Eastern Congo Initiative (ECI) in 2009. ECI is a non-profit grant-making and advocacy organization that focuses on the economic and social development of eastern Congo. It strives for local, community based approaches aimed at creating a sustainable and successful society, and also works to increase the quality and quantity of investments in the region. Affleck has appeared in more than thirty films. He's written five screenplays, including Goodwill Hunting, which won the Academy Award for Best Original Screenplay in 1997. His directorial credits include Argo, winner of Best Picture at the 2012 Academy Awards.
Financial Disclosure	Mr. Affleck is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Co-founder of the Eastern Congo Initiative
Andy Andrews	Andy Andrews, author of the New York Time's besting "The Traveler's Gift", "The Noticer" and "How Do You Kill 11 Million People?" has impacted millions with his creative writing and speaking. An international sensation, Andy's challenging personal message contains truths for those in all walks of life. Many authors and communicators speak from their personal experience. Andy Andrews is shaped by his life path, but his message also carries the weight of hundreds of lives. Each of these past successes adds credence to the simple yet profound wisdom entertainingly presented by Andrews.
Financial Disclosure	Mr. Andrews is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Author of more than 20 books
Susan Atchison	Susan L. Atchison, M.A., CCC-A is the Manager of Business Consulting Services. She brings over 25 years of experience in the Hearing Health Care Industry to our customers. In early 2008, Susan Atchison joined forces with Starkey to develop the protocols for Business Consulting Services. Over the past 7 years, Susan has led the Starkey Business Consulting Team in providing hearing aid business owners with objective assessment, information on Best Business Practices and assisting Starkey customers with positive change for improved business performance. Prior to Susan's affiliation with Starkey as a Professional Business Consultant, she gained hands on experience in the market place as a dispensing audiologist, hearing aid business manager, Otology Practice Administrator and Chief Operations Officer. Susan Atchison continue to share her experience, knowledge and expertise with valued customers as they strive to reach their business goals for success. Ms Atchison manages the Business Consulting Team, working with customers throughout the US and Canada.
Financial Disclosure	Business Development, CEO Office, Starkey Hearing Technologies
Non-Financial Disclosure	Co-Founder, Starkey Hearing Foundation

Tani Austin	Tani Austin holds more than 25 years experience in the hearing industry, including: maintaining her own hearing aid practice for 10 years, and serving as the Illinois Department of Public Health Practicum Examiner for the hearing aid dispensing of state licensing exam, Secretary of the Illinois Hearing Society, and on the National Board of Certification in the Hearing Sciences. Mrs. Austin co-founded Starkey Hearing Foundation with her husband Bill. For more than a decade she has served as chairperson Starkey Hearing Foundation's annual fundraiser, the "So the World May Hear" Awards Gala, the largest fundraising event in the Twin Cities. The Gala continues to facilitate the message of hearing health, education and awareness to the world, and has honored many legendary personalities, such as President Bill Clinton, Muhammad Ali and Sir Elton John. Currently, the Foundation fits more than 100,000 hearing aids annually in the U.S. and around the world.
Financial Disclosure	Business Development, CEO Office, Starkey Hearing Technologies
Non-Financial Disclosure	Co-Founder, Starkey Hearing Foundation
William F. Austin	In 1967, Starkey Founder and CEO William F. Austin founded a hearing instrument repair service in St. Louis Park, MN. Four years later, he acquired a small earmold company called Starkey Laboratories, and merged his companies under the Starkey name. Austin's experience in hearing aid distribution and repair led him to create the concept of comprehensive hearing solutions. Austin's focus on customer satisfaction and quality of life revolutionized the industry by setting a new standard for innovation and service. Since 1973, his Starkey Hearing Foundation has promoted hearing care awareness through support of research, education and charitable programs.
Financial Disclosure	Founder & CEO, Starkey Hearing Technologies
Non-Financial Disclosure	Founder & CEO Starkey Hearing Technologies
Ross Bernstein	The best-selling author of nearly 50 books, Ross Bernstein is an award-winning speaker who's keynoted conferences on four continents for audiences ranging from 10 to 10,000. Ross has been featured on thousands of television and radio programs over the years including CNN, ESPN, Bloomberg, Fox News and "CBS This Morning," as well as in the Wall Street Journal, New York Times and USA Today. As a working member of the media in his home state of Minnesota, Ross has unique, behind the scenes access to the local sports franchises in the area. As such, he spends most of his time in dugouts, club houses, locker rooms and press boxes – and it's here where Ross has met and interviewed thousands of professional athletes over the years.
Financial Disclosure	Ross Bernstein is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Ross Bernstein is a best-selling author of more than 50 books, including "The Champion's Code: Life Lessons of Ethics and Accountability from the Sports World To the Business World"

Sara Burdak

Sara Burdak joined Starkey Hearing Technologies as an audiologist on the Hearing Research and Technology team in May 1999. She is currently the Senior Director of Education and Audiology and has presented conferences worldwide on digital technology, advanced fitting strategies and product tutorials. Her clinical experience includes hearing aid dispensing, diagnostic testing and counseling. Burdak earned her B.A. in audiology and speech sciences from Michigan State University and a master's degree in audiology from Wayne State University. She received her Au.D. from the Arizona School of Health Sciences.

Financial Disclosure
Non-Financial Disclosure

Senior Director, Education And Audiology, Starkey Hearing Technologies
Supporter of the Starkey Hearing Foundation

George W. Bush

George W. Bush, the 43rd President of the United States, was sworn into office on January 20, 2001 and served as Commander in Chief for two consecutive terms. Before his presidency, he served for six years as Governor of the State of Texas. As President, George W. Bush worked to expand freedom, opportunity and security at home and abroad.

Since leaving office, President Bush has focused his attention on developing the George W. Bush Presidential Center at Southern Methodist University in Dallas, Texas, which will encompass the Presidential Library and Museum, Archives, and the George W. Bush Institute. The Institute, which President Bush announced in the fall of 2009, seeks to improve the human condition through education reform, global health, human freedom, and economic growth.

President Bush received a bachelor's degree in history from Yale University in 1968, and then served as a pilot in the Texas Air National Guard. He received a master's degree in business administration from Harvard Business School in 1975..

Financial Disclosure
Non-Financial Disclosure

George W. Bush is a guest speaker receiving an honorarium
George W. Bush is the Founder of the George W. Bush Foundation

Simon Carlile

Simon Carlile, Ph.D., is Senior Director of Research and leads Starkey Research in their quest for ground breaking and innovative hearing solutions. Simon has a BSc (Hons) and PhD from the University of Sydney in Auditory Neuroscience. He completed his postdoctoral training at Oxford University (UK) where he was a Junior Research Fellow of Green College. He later established and became Head of the Auditory Neuroscience Laboratory at the University of Sydney. Simon has also had senior management roles as CIO (University of Sydney) and as the CTO for two start-up technology companies Simon has published more than 110 articles in peer-reviewed international journals, a strong patent

	<p>portfolio, edited a foundation volume on auditory virtual reality and is Associate Editor for Nature – Scientific Reports.</p>
Financial Disclosure	Senior Director of Research, Starkey Hearing Research Center
Non-Financial Disclosure	Project Team Leader for Starkey Hearing Technologies Product or Software Development
Mark P. Carter	<p>Mark P. Carter, Au.D., received his Master’s Degree in Audiology from the University of Tennessee (1988). He obtained his Doctor of Audiology degree from Salus University in Pennsylvania. He was a graduate of Snider High School in Fort Wayne, Indiana. He is Board Certified by the American Board of Audiology as is a fellow member of the Academy of Doctors of Audiology, the American Academy of Audiology and the American Speech-Language-Hearing Association. Since 2009 Dr. Carter has been the owner of his Private Practice, Carter Hearing Clinics.</p>
Financial Disclosure	Mark P. Carter is a guest speaker receiving an honorarium
Non-Financial Disclosure	Mark P Carter is the owner of Carter Hearing Clinics
Satjiv Chahill	<p>Satjiv S. Chahill is a Silicon Valley, California based consultant specializing in commercializing innovations, driving go-to-market strategies, assisting companies expand their businesses to global markets and facilitating and integrating business goals with social causes.</p> <p>In a career spanning over 30 years with leading innovators of their time such as IBM, Xerox, Apple, Palm and HP, Chahil has been widely acknowledged as a marketing pioneer and a catalyst for driving key global technology and entertainment trends and the convergence of industries.</p> <p>Chahil has a Master's degree from the Thunderbird Graduate School of Global Management, USA and a Bachelor of Commerce degree from Punjab University, India. He has attended Stanford Law School's Directors College, and key executive management and leadership courses.</p>
Financial Disclosure	Satjiv S. Chahil is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Satjiv S. Chahil is a Consultant specializing in commercializing innovations
Jamie Clarke	<p>On May 23, 1997, Jamie Clarke became the ninth Canadian to summit Mount Everest. Clarke, who studied journalism and broadcasting in hopes of becoming a foreign correspondent, is an entrepreneur in the business of adventure. He has found a way to follow his passion and be successful. With humor and dramatic gestures, this three-time Canadian Junior Cross-Country Ski Champion utilizes his 20 years of mountain experience in dozens of motivational seminars each year. Clarke is also the co-founder of a successful outdoor equipment and apparel store called Out There Adventure Center in Calgary, Canada.</p>
Financial Disclosure	Jamie Clarke is a guest speaker receiving an honorarium.

Non-Financial Disclosure	Jamie Clarke is the CEO and Co-Founder of LiveOutThere.com
Bill Clinton	Elected President of the United States in 1992 and 1996, Clinton led the country through the longest economic expansion in its history. After leaving the White House, President Clinton established the William J. Clinton Foundation with the mission to strengthen the capacity of people in the United States and throughout the world to meet the challenges of global interdependence.
Financial Disclosure	Bill Clinton is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Bill Clinton is Co-founder of the Clinton Global Initiative
Kent Collins	Kent Collins is the Director of TeleHearing for the All American Hearing Network. He is a Fellow of the American Academy of Audiology and holds a Certificate of Clinical Competence from the American Speech-Language-Hearing Association. He is a licensed audiologist and hearing instrument specialist in several states throughout the country. Dr. Collins earned his Bachelor of Science degree in Communicative Disorders from the University of Wisconsin, Stevens Point, followed by his Master of Science in Audiology from Purdue University in West Lafayette, Indiana. He completed his education at Salus University in Elkins Park, Pennsylvania, where he earned his Doctor of Audiology degree. Dr. Collins specializes in adult diagnostic and rehabilitative audiology. His expertise includes hearing instrument selection and fitting, aural rehabilitation and counseling. Before joining the All American Hearing Network, Dr. Collins practiced at a large ear, nose and throat (ENT) clinic and was Regional Sales Manager for a leading hearing aid manufacturer where he provided professional training and technical support. He has served as the President of the Minnesota Academy of Audiology and also sat on the Board of Directors while chairing the Nominations and Elections Committee. Throughout his educational career, Dr. Collins consistently was on the Dean's list for academic achievement and was honored to be chosen for the Phi Kappa Phi National Honor Society.
Financial Disclosure	Director of TeleHearing, All American Hearing Network
Non-Financial Disclosure	None
Barbara Corcoran	ABC television's, "Shark Tank" is a critically-acclaimed, Emmy Award-winning series that features some of the toughest and most innovative entrepreneurs of our time. Participants on this reality show try to convince the panel to invest in their dreams while the Sharks have a goal too-to own a piece of the next big business idea and redefine entrepreneurship in the 21st Century. The "Sharks" are billionaire Mark Cuban, owner and chairman of AXS TV and outspoken owner of the 2011 NBA championship Dallas Mavericks; real estate mogul Barbara Corcoran; and entrepreneur, fashion and branding expert, Daymond John.

Financial Disclosure
Non-Financial Disclosure

Barbara Corcoran is a guest speaker receiving an honorarium
Barbara Corcoran is a television personality on ABC's Shark Tank

Mark Cubin

ABC television's, "Shark Tank" is a critically-acclaimed, Emmy Award-winning series that features some of the toughest and most innovative entrepreneurs of our time. Participants on this reality show try to convince the panel to invest in their dreams while the Sharks have a goal too-to own a piece of the next big business idea and redefine entrepreneurship in the 21st Century. The "Sharks" are billionaire Mark Cuban, owner and chairman of AXS TV and outspoken owner of the 2011 NBA championship Dallas Mavericks; real estate mogul Barbara Corcoran; and entrepreneur, fashion and branding expert, Daymond John.

Financial Disclosure
Non-Financial Disclosure

Mark Cubin is a guest speaker receiving an honorarium
Mark Cubin is a television personality on ABC's Shark Tank

Mike Dalton

Mike Dalton is Director of Retail Marketing at Starkey Hearing Technologies. He has more than two decades of industry experience, having worked in various sales, marketing and leadership positions within Starkey Hearing Technologies. His experience lies in building and driving sales, as well as delivering strong marketing tools to further develop the hearing practice. Mike has presented for audiences as large as four thousand, consistently delivering an engaging and passionate message with a call to action. Areas of special interest to Mike include layered marketing and social media's effect on business, as well as presenting customers with superior service experience.

Financial Disclosure

Director of Audibel Marketing and Network Resources, Starkey Hearing Technologies

Non-Financial Disclosure

Supporter of the Starkey Hearing Foundation

Richard Davila

Richard R. Davila, II, BC-IHS, ACA is President of Livingston Audiology & Hearing Aid Centers. Davila has been Board Certified in Hearing Instrument Sciences since 1995 and completed the Audioprosthology program in 2002. He attended Texas Tech University in Lubbock and holds and Executive MBA Certificate from the University of Texas at Austin. Davila has been fitting and dispensing hearing instruments since 1990. The practice was started in 1953 by Ollie Livingston and purchased by Richard Davila, Sr. in 1986. After the untimely death of his father in 1990, he has grown the practice from one office located in Lubbock to 30 locations across Texas and New Mexico.

Financial Disclosure

Mr. Davila is a guest speaker receiving an honorarium.

Non-Financial Disclosure

Mr. Davila developed the patient program discussed in this course.

Peter Diamandis

Names one of the "The World's 50 Greatest Leaders" by Fortune Magazine, Peter Diamandis is an international pioneer in the fields of innovation, incentive competitions, and commercial space. Diamandis

<p>Financial Disclosure Non-Financial Disclosure</p>	<p>is Chairman and CEO of the Z PRIZE Foundation, best known for its \$10 million Ansari X PRIZE for private spaceflight and today leads the world in large-scale global competitions to solve market failures. Diamandis is the Co-Founder and Vice Chairman of Human Longevity Inc., a genomics and cell therapy-based company focused on extending the healthy human lifespan. He is also the Co-Founder and Executive Chairman of Singularity University, a Silicon Valley institution that studies growing technologies and their ability to solve humanity's challenges. In the field of commercial space, Diamandis is Co-Founder/Co-Chairman of Planetary Resources, a company designing spacecraft to enable the detection and mining of asteroids for precious materials.</p> <p>Mr. Diamandis is a guest speaker receiving an honorarium. Chairman and CEO of XPRIZE Foundation</p>
<p>Brian Dobson</p>	<p>Brian Dobson became the Manager of Mechanical Engineering at Starkey Hearing Technologies in 2012. He and his team are responsible for the mechanical design and performance of Starkey's hearing aids and accessories. Dobson joined Starkey as a Component Quality Engineer in 2009 after working in the defense industry on high voltage assemblies for military applications. Dobson graduated from the University of Minnesota with a bachelor's degree in Aerospace Engineering and recently returned to his alma mater and graduated with a Master's degree in Management of Technology.</p>
<p>Financial Disclosure Non-Financial Disclosure</p>	<p>Manager of Mechanical Engineering, Starkey Hearing Technologies None</p>
<p>Nick Fabel</p>	<p>Nick Fabel, Manager of Audiology Recruiting & My Talent Solutions, and his team focus on supporting Starkey's customers by offering expert recruiting, professional HR consulting, and an international database of candidates to help find and retain the best talent. He focuses on the PEOPLE within these practices, and provides the customer with a holistic approach to Talent Management. Fabel is passionate about uncovering strengths, and getting the most out of your employees. His goal is to continue supporting his customers with finding and retaining, the best talent this industry has to offer. Nick has his B.S. in Human Resources Management and Marketing from Minnesota State University, Mankato.</p>
<p>Financial Disclosure Non-Financial Disclosure</p>	<p>Manager of Audiology Recruiting & My Talent Solutions None</p>
<p>Dave Fabry</p>	<p>Dave Fabry, Ph.D., is currently VP of Audiology and Professional Relations. He holds a Ph.D. in audiology from the University of Minnesota. His professional experience includes positions as a Research Audiologist at Walter Reed Army Medical Center, Chief of Audiology at the Mayo Clinic in Rochester, MN and Vice President of Professional Relations and Education for Phonak Hearing Systems. He was Chief of</p>

	<p>Audiology at the University of Miami Miller School of Medicine. Fabry is also a prolific writer, having served as an Associate Editor for Ear and Hearing, Editor of American Journal of Audiology, Associate Editor for Audiology Online and Editor of Audiology Today. He has published more than 50 articles in peer-reviewed journals. Fabry has presented widely in the U.S. and internationally and has served as a board member and president of the American Academy of Audiology, from which he received the Distinguished Service Award in 2009.</p>
Financial Disclosure	Vice President of Audiology and Professional Relations, Starkey Hearing Technologies
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Jason Galster	<p>Jason Galster leads the Audiology Research group at Starkey Hearing Technologies. He holds a Ph.D. in audiology from Vanderbilt University with a minor focus in electrical engineering. Dr. Galster's research interests have spanned topics that include room acoustics, pediatrics, signal processing and most recently, interpreting individual variability in the outcomes of patients with hearing aids.</p>
Financial Disclosure	Senior Manager of Audiology Research, Starkey Hearing Technologies
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Jake Gibbs	<p>Jake Gibbs is a life, leadership and business coach, well respected around the country for inspiring individuals to creatively and courageously pursue their lives' vision, values and business success. Gibbs owns Legacy Frontiers Inc. which is globally recognized as a leader in developing superior leadership talent; selecting, assessing and coaching the right people for the "right" job; and providing the most advanced assessment tools on the market for predicting and developing human potential. Gibbs works closely with business owners and their key executives and staff, employing proven personal coaching processes, assessments and impactful seminars to empower his clients to carry out their personal and business objectives, lay claim to their personal vision and live lives of greater success.</p>
Financial Disclosure	Mr. Gibbs is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Founder of the Legacy Company
Chris Gould	<p>Chris Gould is a Digital Marketing Strategist for Starkey Hearing Technologies. Gould brings seven years of online marketing experience to the company after working for a wide variety of clients at Minneapolis agencies. At Starkey Hearing Technologies, his focus is generating leads for providers through search marketing, landing page optimization and display advertising. He graduated from St. John's University in Minnesota and is a google AdWords Certified Professional.</p>
Financial Disclosure	Digital Marketing Strategist, Starkey Hearing Technologies
Non-Financial Disclosure	None

Belinda Gonzales

Belinda Gonzales has been in the hearing industry for 10 years. She is a mom of 3 and a grandmother of 4 that discovered her talents and passions while striving to be the best wife, mother and grandmother possible. She believes that we are each put on this earth to help one another and so when asked to enter the hearing industry she saw it as an avenue to do just that. Belinda opened her own business, NuSound Hearing Center, in 2012, knowing that it would be one that would set the standard in the hearing industry. NuSound Hearing Center is not just a job for Belinda, it is a ministry. Every person that walks through the door of NuSound, leaves knowing that they were cared for. Each patient becomes part of the NuSound family.

Financial Disclosure

Belinda Gonzales is a guest speaker receiving an honorarium

Non-Financial Disclosure

Belinda Gonzales is the owner of NuSound Hearing Center

John Gross

John Gross has served as the administrator for the Shea Ear Clinic since April, 2001. He is directly responsible for the day-to-day operations and financial oversight of the practice, including the ambulatory surgery center, the hearing aid business and all ancillary divisions. Mr. Gross previously served as a senior analyst in the healthcare management consulting branch of Deloitte & Touche and as CFO of Pointe Coupee General Hospital. Mr. Gross earned his Accounting degree from Louisiana State University in 1983 and is a Fellow of the Healthcare Financial Management Association. He has over 25 years of healthcare finance and administrative experience. He served several years on the Leadership Council of the Association of Otolaryngology Administrators including 2 years as the Program Chairperson for their national conference. He is married to KK Gross, Patient Service Specialist for Starkey Medical Partners.

Financial Disclosure

Belinda Gonzales is a guest speaker receiving an honorarium

Non-Financial Disclosure

Belinda Gonzales is the owner of NuSound Hearing Center

Tom Guillot

In the hearing healthcare field since 1999 as a National Board Certified Hearing Instrument Specialist, Tom and his wife Terese opened their practice in Gainesville Florida, January 10 2004, with one simple mission, "To honor God by providing outstanding patient care for their customers." With the help of many, they have grown their practice to 12 locations throughout North Florida and the panhandle. In 2008 Their organization was the recipient of the inaugural "William F. Austin Heart and Spirit Award". Their company also has the distinguished honor of being the only group to have ever earned recognition as having the largest sales increase in the Audibel network for two consecutive years (2010 and 2011). Tom has a passion for creative marketing, innovative selling techniques, equipping his staff, and meeting the needs of those he serves. Tom and Terese live in the Gainesville area with their three children and dog, Bailey.

Financial Disclosure

Tom Guillot is a guest speaker receiving an honorarium

Non-Financial Disclosure	Tom Guillot is the Owner of Guillot Enterprises, Audibel Hearing Center
Jeanette Hait	Jeanette Hait, BC-IHS, has been in the hearing aid profession since 1989 and is the co-founder of Hearing Aid HealthCare. She is a Licensed Hearing Aid Dispenser, a Certified Audioprosthologist, a Certified Occupational Hearing Conservationist and is Nationally Board Certified in Hearing Instrument Sciences. She has been a Proctor for the Department of Consumer Affairs licensing board since 1997 and is a member of Hearing HealthCare Providers of California and has been a past board member as well. She is also a member of the International Hearing Society
Financial Disclosure	Jeanette Hait is a guest speaker receiving an honorarium
Non-Financial Disclosure	Jeanette Hait is the co-founder of Hearing Aid HealthCare
Nina Hale	Nina's digital curiosity was cultivated in the online message boards and chat rooms of the '80s and '90s, where she explored the nascent world of online communication. Combining her love of popular culture with her interests in measurement and immediate feedback, she was on the forefront of digital marketing by the early 2000s, working in several of the most trendsetting agencies in Minneapolis and making connections with future employees and clients. Nina holds a B.A. from Born University and an M.B.A. from the Carlson School of Management. In 2005, she founded Nina Hale, Inc., growing the company from an independent consultancy to a thriving agency in a few short years. In 2014, Nina turned the 50-person company into a 100% employee-owned structure. She remains heavily invested in maintaining a thriving company culture while keeping business productive and profitable. She is on the board of trustees at the Walker Art Center, and is a frequent speaker on trends related to digital marketing.
Financial Disclosure	Nina Hale is a guest speaker receiving an honorarium
Non-Financial Disclosure	Nina Hale is the Founder of Nina Hale Inc.
Zach Hammock	Zach Hammock has more than 34 years of experience in the hearing aid industry. He has been involved in hearing instrument manufacturing, customer service, sales and management. He served as sales manager and Managing Director of Omni Hearing Systems from 1992-2007. In 2007, he joined the retail group All American Hearing as Managing Director of the Central Division, managing 80+ stores. He joined Audibel as Managing Director in 2014. Zach's range and depth of experience in the hearing aid industry makes him uniquely qualified to host this panel of retail industry experts.
Financial Disclosure	Managing Director of Audibel
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Mary Hennessey	Mary Hennessey is the Director of Strategic Insights for Starkey Hearing Technologies and is responsible for corporate research and programs

that guide Starke’s strategies and initiatives based on the voices of customers and consumers. Mary has been with Starkey for over 8 years and has 25 years of experience in marketing strategy and research consulting, with expertise in customer experience and customer loyalty measurement and management. She has worked in a variety of industries, in the US and internationally. She has worked on both the client and supplier side of the research process. She is dedicated to cultivating customer-centric cultures and is driven for results that benefit employees, customers, and the organization. Mary holds a Bachelor of Science degree in Marketing with an emphasis in Marketing Research from St. Cloud State University. She also has certifications in Satmetrix Net Promoter Score (NPS), Hammer Business Process Re-engineering, and University of Michigan’s Linkage of Customer Satisfaction to Business Processes and Financial Performance.

Financial Disclosure Director of Strategic Insights
 Non-Financial Disclosure None

Jim Henry James Henry, Ph.D. is an audiologist with a doctorate in Behavioral Neuroscience. He is employed as a Research Career Scientist at the VA National Center for Rehabilitative Auditory Research (NCRAR) and is a Research Professor, Department of Otolaryngology – Head & Neck Surgery, Oregon Health and Science University. His research focus for the past 20 years has been clinical management of tinnitus

Financial Disclosure James Henry is a guest speaker receiving an honorarium
 Non-Financial Disclosure James Henry is a Research Career Scientist at the National Center for Rehabilitative Auditory Research investigating the subject matter presented

Michelle Hicks Michelle Hicks, Ph.D. is Director of Education and Training at Starkey Hearing Technologies. She joined Starkey in 2010 as the Manager of Clinical Product Research leading a team of research audiologists in Product Development until 2014. She received her Ph.D. in Speech and Hearing Science and Audiology in 1997 from Arizona State University and was a professor at the University of Maryland and the University of Utah, teaching courses in Amplification, Pediatric Audiology, Psychoacoustics, Anatomy and Physiology, and Research Methodology. Prior to working at Starkey, Michelle was a Senior Research Audiologist at Sonic Innovations and has numerous publications and has presented at state, national, and international conferences on topics ranging from Hearing Science, Amplification, and Tinnitus.

Financial Disclosure Director of Education and Training, Starkey Hearing Technologies
 Non-Financial Disclosure Supporter of the Starkey Hearing Foundation

Chris Howes Chris Howes joined Starkey Hearing Technologies in 1998 after spending eight years working in audiology at Bethesda Naval Hospital and Walter

	<p>Reed Army Medical Center. He transferred to Research and Development at Starkey in 2000 and his current role is as a Senior Software Product manager. Chris was the product manager responsible for Inspire fitting software from the first designs until 2010. His current focus is on the design and development of mobile software applications with some special project assignments as needed. Chris presents regularly for Starkey on a variety of topics, such as hearing products, fitting software, concept software and mobile applications.</p>
Financial Disclosure	Senior Software Product Manager
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation and Project Team Member for Starkey Hearing Technologies Product and Software Development
Daymond John	<p>ABC television's, "Shark Tank" is a critically-acclaimed, Emmy Award-winning series that features some of the toughest and most innovative entrepreneurs of our time. Participants on this reality show try to convince the panel to invest in their dreams while the Sharks have a goal too-to own a piece of the next big business idea and redefine entrepreneurship in the 21st Century. The "Sharks" are billionaire Mark Cuban, owner and chairman of AXS TV and outspoken owner of the 2011 NBA championship Dallas Mavericks; real estate mogul Barbara Corcoran; and entrepreneur, fashion and branding expert, Daymond John.</p>
Financial Disclosure	Daymond John is a guest speaker receiving an honorarium
Non-Financial Disclosure	Daymond John is a television personality on ABC's Shark Tank
Wendy Juarez	<p>Wendy Juarez, BC-IHS, is a Hearing Aid Specialist Licensed in Nebraska and Wyoming for the past 20 years. She was a partner in a larger insurance agency when the opportunity came to join the family-owned and operated Hearing Aid Dispensing office which has now been in the business for 60 years covering the entire Western Nebraska panhandle and Eastern Wyoming. Because of the limited population base, Wendy had to think outside the box and stay ahead of the competition. They have continued to expand through innovation and patient retention and referral. Wendy and her sister Barb are looking forward to taking their practices to the next level.</p>
Financial Disclosure	Wendy Juarez is a guest speaker receiving an honorarium
Non-Financial Disclosure	Wendy Juarez is co-owner of Hearing Aid Dispensing in Nebraska and Wyoming
Earvin "Magic" Johnson	<p>Earvin "Magic" Johnson Jr. has become the most powerful African-American businessman in the world. He is a Major League Baseball owner, an NBA Legend, a two-time Hall of Famer, an Entrepreneur, a Philanthropist, and a Motivational Speaker. The business mogul has successfully parlayed his skills and tenacity on the court and into the business world, propelling his company to the status of #1 Brand in Urban America.</p>

Financial Disclosure Non-Financial Disclosure	Mr. Johnson is a guest speaker receiving an honorarium. Founder of Magic Johnson Enterprises
Gyl Kasewurm	Gyl Kasewurm, Au.D., started Professional Hearing Services (PHS) in Saint Joseph, MI, in 1983 immediately following graduation from Western Michigan with a master's degree in audiology. She then went on to earn her doctor of audiology degree from Central Michigan University. Her business ranks in the top one percent of audiology practices in the country and was featured on a PBS documentary sponsored by the Better Hearing Institute in 2006. Kasewurm is a past president of the Michigan Academy of Audiology and served on the American Academy of Audiology Executive Board. In addition, the American Academy of Audiology honored Kasewurm's innovations and contributions to the profession by presenting her with a Distinguished Achievement Award in 2007.
Financial Disclosure Non-Financial Disclosure	Dr. Kasewurm is a guest speaker receiving an honorarium. Dr. Kasewurm developed the patient program discussed in this course.
Nina Kraus	Nina Kraus is the Hugh Knowles Professor of Communication Sciences and Neurobiology at Northwestern University. Dr. Krause, an expert in the field of auditory learning, has researched the neurobiology of sound for decades, with the overarching goal of improving human communication by harnessing the brain's potential to change. Founder and head of Northwestern's Auditory Neuroscience Laboratory (www.brainvolts.northwestern.edu), she and her team investigate speech and music perception and learning-associated brain plasticity. The laboratory studies animal models, normal listeners across the lifespan, clinical populations (e.g. dyslexia, autism, and hearing loss), and auditory experts such as musicians and bilinguals. Dr. Krause, an interdisciplinary thinker and inventor, has delivered essential discoveries defining the brain's impact on human communication, including significant changes in the brain that occur with auditory intervention and learning.
Financial Disclosure Non-Financial Disclosure	Nina Kraus is a guest speaker receiving an honorarium Nina Kraus is a Professor at Northwestern University investigating the subject matter presented
Kristy Larson	Kristy Larson, Director of Talent Management, focuses on increasing employee engagement, productivity, and serving our customers better than anyone else by implementing world-class people practices. She excels at attracting, retaining and developing talented people. Larson is passionate about empowering people to reach their potential. Her goal is to continue to see Starkey as a great place to work and grow. She has her B.S. in Human Resources Management from Winona State University and her MBA from the University of St. Thomas
Financial Disclosure	Director of Talent Management, Starkey Hearing Technologies

Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Cami Lawless	Cami Lawless has worked in the family business for most of her life. She attended Iowa State University in Communicative Disorders and Business, while helping manager her parents' 30 hearing health care clinics. In 1995 Cami got married, moved to Minnesota, and purchased a dispensing clinic that had been in business for 20 years. She now manages a hearing aid office in Maplewood, Minnesota. Cami is a hearing instrument specialist and a member of the Iowa Association of Hearing Health Professionals and the Minnesota Hearing Aid Society. Seeing the industry change over the last 40+ years, she knows now more than ever, that delivering the best customized patient care and education is the key to continued success in our business.
Financial Disclosure	Ms. Lawless is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Ms. Lawless developed the patient program discussed in this course.
Mary Leisses	Mary Leisses joined Starkey in June 2006. She has more than 20 years of experience in the hearing healthcare and bio-medical fields, including working in clinical practice for major hearing aid manufacturers and biotech firms. Her background includes product development, project management and training and education. Her personal areas of interest focus on aural rehabilitation and the successful coupling of technology with human lives. She obtained her bachelor's degree from the University of Wisconsin-Whitewater and her master's degree from University of Wisconsin-Stevens Point. Mary is currently the Director of Network Education and Training.
Financial Disclosure	Director of Network Education and Training
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Phil Lyons	Joining Starkey Hearing Technologies in 1990, Phil Lyons is currently the Vice President of International Operations. Lyons is responsible for sales, marketing, product development for international markets, starting new facilities in new markets, and resolving issues regarding IT, production, sales, marketing, logistics and finance via working with key members of each area. Lyons received his Bachelor of Arts Degree in political science from the University of Minnesota.
Financial Disclosure	Senior Vice President of International Operations, Starkey Hearing Foundation
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Mike Maddock	Mike Maddock is a serial entrepreneur, an inventor, a writer and a champion for revolutionary innovation. His primary goal is to inspire and empower curiosity. Mike is the founding partner and CEO of the internationally-recognized innovation consulting firm, Maddock Douglas, where he has helped more than 25 percent of the Fortune 100 to bring new products and services from mind to market. Mike has

<p>Financial Disclosure Non-Financial Disclosure</p>	<p>launched five successful businesses and co-chairs the Gathering of Titans Entrepreneurial Conclave at MIT. Mike is also past president of both Entrepreneurs' Organization and Young Presidents' Organization. Today, Mike is a features columnist for Forbes, contributor to Bloomberg Businessweek and the author of three books about innovation. Mike Maddock is a guest speaker receiving an honorarium. Mike Maddock is the author of "The Idea Monkey"</p>
<p>Morgan Mason</p>	<p>Morgan Mason is a Retail Digital Marketing Strategist with Starkey Hearing Technologies. She joined the retail marketing team in 2011 and has enjoyed working with different hearing professionals in growing their practices through different marketing channels. Morgan currently focuses on Starkey Hearing Technologies retail digital initiatives, and consulting their partner in the digital marketing world. Morgan received her B.A. from ST. Cloud State in 2009 in International Business and Marketing.</p>
<p>Financial Disclosure Non-Financial Disclosure</p>	<p>Mike Maddock is a guest speaker receiving an honorarium. Mike Maddock is the author of "The Idea Monkey"</p>
<p>Chris McCormick</p>	<p>Since beginning with the company more than 15 years ago, he has held several positions within the sales and customer organizations including Sales Representative, Midwest Regional Sales Director, Senior Director of Sales Operations and Customer Service, and Senior Director of Marketing and Communications. Today, McCormick oversees the wide variety of internal and external marketing and communication activities for Starkey Hearing Technologies including business-to-business relations with customers, retail marketing activities, public relations, social media and web site development. He holds a bachelor's degree in marketing from the Herberger College of Business at St. Cloud State University.</p>
<p>Financial Disclosure Non-Financial Disclosure</p>	<p>Vice President of Marketing Supporter of the Starkey Hearing Foundation</p>
<p>Carol Olson</p>	<p>Carol Olson is the Director of Consumer and Digital Marketing for Starkey Hearing Technologies. She has more than 20 years of consumer, channel and digital marketing experience across retail, services and consumer goods industries. Olson is responsible for the development of national consumer communications strategies and programs to support product launches, corporate lead generation and retail marketing initiatives. She also leads the development of the company's corporate Internet strategy and digital marketing including B2B and B2C website development, web analytics and all search engine optimization (SEO) initiatives. Olson holds a bachelor's degree from Michigan State University – East Lansing, Michigan.</p>
<p>Financial Disclosure Non-Financial Disclosure</p>	<p>Director, Consumer and Digital Marketing, Starkey Hearing Technologies None</p>

Paul Pessis	Dr. Paul Pessis is the owner and founder of North Shore Audio-Vestibular Lab. He has been practicing audiology for more than 35 years. He lectures nationwide and is an instructor for doctoral audiology students at Rush and Northwestern Universities. He is active at both the national and state levels. He is a past president of the American Academy of Audiology (AAA) a 12,000 member national organization.
Financial Disclosure	Dr. Pessis is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Dr. Pessis developed the patient program discussed in this course.
Daniel Pink	Daniel H. Pink is the author of five provocative books about business, work, and management – including the long-running New York Times bestsellers A Whole New Mind, Drive and To Sell Is Human. Dan’s books have been translated into 34 languages and have sold more than 2 million copies worldwide. He is also host and co-executive producer of Crowd Control”, a new TV series about human behavior that airs on the National Geographic Channel. Dan lives in Washington, DC with his wife and their three children.
Financial Disclosure	Mr. Pink is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Author of five books about business, work and management
D’Anne Rudden	D’Anne Rudden, a board-certified Doctor of Audiology, has been named one of the Top Independent Doctors of Audiology by 5280 Magazine. She is an expert in the fitting, dispensing and programming of advanced hearing technology and in the diagnosis of hearing problems. In addition to her expertise in hearing, Dr. Rudden specializes in the diagnosis and treatment of patients who suffer from tinnitus and hyperacusis. Dr. Rudden has served the Longmont, CO community for over 15 years. She received her board certification from the American Board of Audiology in 2006 and earned a Doctorate of Audiology degree from the Arizona School of Health Sciences in 2004 and a master’s degree from the University of Colorado. She served as the Vice President of Professional Issues for the Colorado Academy of Audiology from 2007-2009 and continues to advance her skills through training and education as a member of many audiology professional organizations.
Financial Disclosure	Managing Director, All American Hearing
Non-Financial Disclosure	None
Paul Riding	Paul Riding has a variety of experience in all facets of the hearing aid retail industry. Starting almost 34 years ago in 1981, he has worked as a dispenser, manager and business owner. He has served on various state boards and industry panels throughout the years. Paul was board certified in hearing Instrument Sciences in 1994. He has worked for All American Hearing for 10 years and is a Managing

	Director, overseeing retail operations in the Northwest part of the U.S.
Financial Disclosure	Managing Director, All American Hearing
Non-Financial Disclosure	None
Pete Salmi	Mr. Salmi has over 20 years of experience in the development and manufacturing of custom and standard hearing aids and accessories. Over the past 12 years at Starkey Hearing Technologies, Salmi has developed a proven track record of maturing organizational and development processes within product development. Currently, he leads the Mechanical, Electroacoustic, Wireless, Systems and Microelectronic Design engineering groups and Documentation Services. Salmi earned a BSEE with an emphasis in acoustics from the University of Minnesota and is co-author of several patents.
Financial Disclosure	Vice President of Hardware Development
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation; co-author of Starkey patents
Ken Schmidt	Ken is a Brand Visionary and Former Communications Strategist for Harley-Davidson Motor Company. As the former director of communications for Harley-Davidson, he played an active role in one of the most celebrated turnarounds in corporate history – and got paid to ride motorcycles. In 1997, Schmidt left Harley-Davidson to take an ownership position with a highly successful Chicago-based marketing firm, VSA Partners. In addition to Harley-Davidson, VSA serves many other of the world’s best-known brands, including General Motors, Coca-Cola, IBM and Campbell’s Soup. In July 1999, he sold his portion of VSA to start his own business, Ken Schmidt Company, and slow down the pace of his life. Now Schmidt is a frequent speaker to business groups and academic communities throughout the world.
Financial Disclosure	Ken Schmidt is a guest speaker receiving an honorarium
Non-Financial Disclosure	Ken Schmidt is the owner of the Ken Schmidt Company
Anu Sharma	Dr. Anu Sharma is Professor in the Department of Speech Language and Hearing, Institute for Cognitive Science, and Center for Neuroscience at the University of Colorado at Boulder. Her research is focused on examining brain plasticity in children and adults with hearing loss. Dr. Sharma has given several keynote addresses, including at the American Academy of Audiology, British Academy of Audiology and British Society of Audiology, among other venues. Her research is funded by the U.S. National Institutes of Health.
Financial Disclosure	Professor in the Department of Speech Language and Hearing, Institute for Cognitive Science and Center for Neuroscience at University of Colorado, Boulder

Non-Financial Disclosure	Anu Sharma is a Professor at University of Colorado, Boulder investigating the subject matter presented
Randy Schoenborn	Randy Schoenborn owns and operates more than 50 NewSound Hearing Aid Centers in Texas, having grown the business from three locations in 2002. Formerly, Schoenborn spent 19 years with Starkey Hearing Technologies in a variety of roles including hearing aid technician, sales representative, regional manager, national sales manager and facilities general manager. A husband and father of three, Schoenborn earned a B.S. in liberal arts from Oregon State University and has served on the Board of the Texas hearing Aid Association and the Hearing Health International Institute. He is currently a Starkey Hearing Foundation board member.
Financial Disclosure	Mr. Schoenborn is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Mr. Schoenborn developed the patient program discussed in this course; Supporter of the Starkey Hearing Foundation
John Sheehan	John Sheehan joined Starkey Hearing Technologies in September 2011 as a Sales Representative with the NuEar brand. In this position, John was instrumental in driving customer utilization of social media strategies and was also a leader amongst his colleagues in promoting the use of social media channels such as Facebook and LinkedIn as sales prospecting tools. He transitioned into his current role of Community Manager in August, 2015, where he continues to drive efforts aimed at the development and support of the Starkey Hearing Technologies through many avenues, including social media. John has also been active with the Starkey Hearing Foundation traveling to Africa on two separate occasions as well as a mission to the Dominican Republic, which have been documented in dozens of photos uploaded to sites like Instagram, Facebook and Twitter. Prior to joining Starkey, John's career began in television where he worked behind the scenes as a news photographer and then as a producer. He later transitioned out of TV and worked as a Media Relations specialist for a law enforcement agency in Fort Myers, FL.
Financial Disclosure	Community manager, Starkey Hearing Technologies
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation
Kate Simek	Kate Simek joined Starkey Hearing Technologies in 2007 with a background in advertising, strategy development and brand marketing. Prior to that, she worked in advertising on brands such as Porsche Cars North America and Northwest Airlines. Since starting her career at Starkey Hearing Technologies, she has lead both Product Marketing and Brand Marketing teams. In her current role as Director of Professional Marketing, she oversees product launches, brand development and strategy, business-to-business marketing activities

Financial Disclosure	and corporate international marketing efforts. She holds a bachelor's degree in psychology from Dickinson College in Carlisle PA.
Non-Financial Disclosure	Director of Professional Marketing, Starkey Hearing Technologies Supporter of the Starkey Hearing Foundation
Tim Trine	Tim Trine is the Chief Technical Officer at Starkey Laboratories. In this role, Dr. Trine is responsible for the leadership of all research and development activity at Starkey. He leads a staff of approximately 300 scientists, audiologists, engineers, technicians, and support personnel who research, design and develop new technologies and products to improve hearing and communication. Tim's focus is on the organizational development for an always-growing R&D community at Starkey as well as steering the short- and long-term product development roadmaps. Tim received his Bachelor's degree in Communicative Disorders from California State University, Northridge, his Master's degree in Audiology from Vanderbilt University and his Ph.D. in Hearing Science from the University of Minnesota.
Financial Disclosure	Chief Technical Officer, Starkey Hearing Technologies
Non-Financial Disclosure	Supporter of the Starkey Hearing Foundation and co-author of Starkey patents
Dennis VanVliet	Dennis Van Vliet, Au.D., has worked as an audiologist in medical, educational and private practice settings. Professional activities have included formation of the Independent Hearing Aid Fitting Forum, a volunteer study group that developed a comprehensive hearing aid fitting protocol for nonlinear hearing aids. He has been invited as a speaker in the U.S., Canada and Germany to present information on a variety of hearing aid technology topics and other professional issues. Van Vliet earned a B.S. from the University of California, Irvine, his M.A. in audiology from California State University and an Au.D. from Central Michigan University.
Financial Disclosure	Senior Director of Professional Relations, Starkey Hearing Technologies
Non-Financial Disclosure	Support of the Starkey Hearing Foundation
Randi Zuckerberg	Randi Zuckerberg is the Founder and CEO of Zuckerberg Media, a boutique-marketing firm and production company, working with high profile organizations and Fortune 500 companies such as the Clinton Global Initiative, Cirque du Soleil, Conde Nast and PayPal. She is a New York Times best-selling author of two books, a television producer and contributor, musician and actress, an Emmy Award nominee, and also headed the marketing programs for social media pioneer Facebook from 2005-2011. But by far, Randi's favorite and most important job is mom She currently lives in Silicon Valley with her husband Brent, and her sons Asher and Simi.
Financial Disclosure	Ms. Zuckerberg is a guest speaker receiving an honorarium.
Non-Financial Disclosure	Founder & CEO at Zuckerberg Media

Item 5: Promotional Materials

This course has been pre-registered to the following national CEU boards.

Board Hours | CEUs

ASHA



Starkey Hearing Technologies is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. See course information for number of ASHA CEUs, instructional level and content area. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 2.0 ASHA CEUs (Intermediate Level, Professional Area)

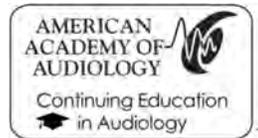
IHS



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

AAA

This course is offered for 2.0 AAA CEUs.



Starkey Hearing Technologies is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 2.0 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

California Hearing Aid Dispensers Bureau

Course meets the qualifications for 20 hours of continuing professional development credit for hearing aid dispensers as required by the Speech-Language Pathology and Audiology and Hearing Aid Dispensers Board of California. Course approval number: TBD

California Continuing Education Professional Development (CPD)

Starkey Hearing Technologies is not a CE Sponsor for California's CPD Continuing Education Hours.

Florida CE Broker

Pre-registered for 20 continuing education clock hours for Florida licensed Audiologists and Hearing Aid Dispensers. Florida CE Sponsor Code: 50-1884

Kansas Department of Health and Environment

Pre-registered for 20 continuing education clock hours for Kansas licensed Audiologists by the Kansas Department of Health and Environment. Long-Term Sponsorship number LTS-1224.

New York Department of State Department of Licensing Services

Pre-registered for 20 continuing education clock hours for New York licensed Audiologists by the New York Department of State. Course approval number: TBD

North Carolina State Hearing Aid Dealers and Fitters Board

Pre-Registered for 20 continuing education clock hours (2.0 CEUs) by the North Carolina State Hearing Aid Dealers and Fitters Board. Course approval number: TBD

6425 Flying Cloud Dr.
Eden Prairie, MN 55344
T: 1.800.328.8602
www.starkey.com



In addition, this course has been pre-registered with Arkansas, Kansas Hearing Aid Board, Louisiana, Oklahoma, South Carolina and Texas. All other states accept the pre-registration from one or more of the national boards.

Also being pre-registered to:

Australian College of Audiology (Vincent Santana, Starkey Australia)

BSHAA (Paul Lamb, Starkey UK)

Association of Hearing Instrument Practitioners of Ontario (Kim Harlow, Starkey Canada)

Canadian Academy of Audiology (Kim Harlow, Starkey Canada)

Item 6: Assessment of Learning Outcomes

1. The attendee will be able to list 3 ways to redefine their practice to improve the patient experience
2. The attendee will be able to define the benefits of EEG experiments to compensate for effects of hearing loss
3. The attendee will be able to list the basic principles of tinnitus management
4. The attendee will be able to list the steps in the product development process
5. The attendee will be able to list the fitting considerations to maximize patient performance
6. The attendee will be able to define the benefits of cognitive assessments in the counseling process
7. The attendee will be able to define how hearing aids use pattern recognition to classify sounds
8. The attendee will be able to define the benefits mobile apps to enhance the patient experience
9. The attendee will be able to define the candidacy criteria for invisible-in-the-ear (IIC) hearing aid styles
10. The attendee will be able to define the benefits of online video consultations during the fitting session
11. The attendee will be able to define the principle of providing abundance to the majority
12. The attendee will be able to define how knowledge of technology and business principles can enhance the counseling experience
13. The attendee will be able to list 3 ways to improve relationships with patients
14. The attendee will be able to define 3 ways to improve both the art and science of hearing aid fittings
15. The attendee will be able to list 3 ways to overcome patient objections to achieve a positive patient outcome
16. The attendee will be able to define how to use social media to connect with and provide support to your patients
17. The attendee will be able to list 3 ways that building your brand to communicate with your patients
18. The attendee will be able to list 2 ways to use digital tools to perform analytics to determine which support tools to use with patients
19. The attendee will be able to determine if a marketing campaign has been successful in reaching and counseling patients.
20. The attendee will be able to list 2 ways to counsel around patient objections to hearing aids
21. The attendee will be able to identify how paid digital media can impact communications with patients
22. The attendee will be able to define how survey results may be used to improve counseling strategies with patients
23. The attendee will be able to list at least 2 programs supported by the Clinton Global Initiative
24. The attendee will be able to define at least 2 characteristics of an effective leader
25. The attendee will be able to list 2 external influences in decision making
26. The attendee will be able to identify at least 2 ways to support your programs to ensure patient retention
27. The attendee will be able to list at least 3 strategies to include global initiatives in your business strategy to support your patients' desires to help others
28. The attendee will be able to list at least 3 basic stages of any employment termination process
29. The attendee will be able to define how to use employment engagement surveys to enhance interactions with patients
30. The attendee will be able to define how to build a referral network that drives new patients to your office
31. The attendee will be able to list at least 2 programs supported by the George W. Bush Institute

Item 7: Continuing Education Program Evaluation

Starkey Hearing Technologies is contracting with Convention Strategy Group to electronically complete a course evaluation. An email with a link to the session evaluation will be distributed to participants in that session. Each session will have a combination of a 1 – 5 rubric and open-ended questions to elicit feedback on obtained knowledge and for improvement.

We value your input and want to improve our seminar to better meet your needs. Please share your impressions and comments below about this session. Session Title, Code, Time and Instructor will automatically be populated in the survey.

The information was useful and relevant to my practice (1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

The instructor used the time wisely (1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

The materials enhanced the instruction (1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

My key learning from this session was: (open field for response)

What I will implement in my practice upon return is: (open field for response)

What I wish I would have received from this program was: (open field for response)

Do you believe this session will have an immediate impact on you as a professional? (open field for response)

Item 8: Instructional Personnel Disclosure

Please refer to Item 3: Instructional Personnel With Relevant Financial and Non-financial Information.

Instructional Personnel information is also posted to www.hearinginnovationexpo.com

Item 9: Requirements for Satisfactory Completion: Attendance Verification

Starkey Hearing Technologies is contracting with Convention Strategy Group to electronically track attendance using bar-coded name badges and scanner technology. Attendance documentation is submitted by Convention Strategy Group within two weeks of the course end date. Starkey Hearing Technologies reports attendance to all approved boards within 30 days of course end date. Letter of attendance will be sent to participants within 6 weeks of course end date. Participants will be sent a course evaluation and quiz to the email used to register for the 2016 Hearing Innovation Expo.

For board(s) which require a quiz, completion of the quiz is a required component for satisfactory completion of the 2016 Hearing Innovation Expo.

When name badge scanners are used, participants will only be reported to the national/state boards for the number of hours scanned via the name badge. No corrections will be made to the number of hours reported due to negligence of wearing the name badge on the part of the participant.

Participants will only be reported to the national and/or state boards indicated on the Participant Attendance Form. The CE Department of Starkey Hearing Technologies will complete roster corrections only in the event of clerical error. If the Participant Attendance Form does not indicate a national or state board, Starkey Hearing Technologies is not responsible for associated fees related to roster corrections resulting from incomplete Participant Attendance Forms.

Item 10: Cooperative Offering Disclosure

This course is not a cooperative offering.

Item 11: CE Administrator's Verification

As the CE Administrator for Starkey Hearing Technologies, I verify that all information submitted with this Activity Registration Form is correct and complete and meets the criteria set forth by national and state boards.

Starkey Hearing Technologies CE Policies

Attendance Policy

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Refund Policy due to Event Cancellation or Date Change

Starkey Hearing Technologies (SHT) reserves the right to cancel an event due to low enrollment, weather or other circumstances that would make the event non-viable. If SHT cancels an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new, future date. Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing.

Refund Policy due to Participant Cancellation

All cancellations must be received at least 24 business hours before the start of the event to receive a full refund. Cancellations must be received in writing. Registrants who cancel will not receive conference materials. Refunds will be issued in the same form as which the payment was made. Please allow two weeks for processing.

Resolution of Complaints Policy

Whenever a course participant has a complaint about a course or instructor, the participant must contact the Senior Director of Education and Audiology within 15 days of the course end date.

Transparency in Course Planning, Delivery and Marketing

Starkey Hearing Technologies discloses that there will be limited or no information provided about similar products or services during the course listed in this document. Speaker disclosures are included in the Speaker Biographies section.