

2018 Hearing Innovation Expo

Starkey Hearing Technologies Course ID: 18-LE-07
Requested Course Hours/CEUs: up to 20 Hour | 2.0 CEUs
Active Course Dates: 01/04/2018 – 01/06/2018

Course 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 business and marketing training is limited in this industry. We interviewed existing and potential customers and determined that an educational program offering lecture, demonstrations and an expo hall was essential for practice and patient management. The Hearing Innovation Expo is 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 a multiple session conference 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. The purpose of this activity is to provide professional development in the areas of research and development, product training, patient management and practice building, specifically hearing instrument systems technology, selecting amplification systems, instrument fitting techniques, patient follow-up and care and management considerations in hearing instrument dispensing. Content is presented at an intermediate level focused on increasing knowledge and skill level of the participant. Each session will be led by an instructor and/or discussion leader and will focus on pre-determined goals and objectives. Facility tours, exhibit activities, lunch and breaks are not included in the calculation for the total CEUs offered. This course enables audiologists and others in the audiology field to better serve their patients by providing continuing education related to the impact of hearing loss, the future of technology and trends in marketing and business management that affect patient care.

Course Description

Attendees learned that advancements in hearing science and patient management require they stay abreast of the latest in this field. This course is a global event for hearing care professionals and will feature hearing industry thought leaders, world-class scientists and Fortune 500 executives.

ASHA REVISED: 11/15/2017

Attendees learned that advancements in hearing science and patient management require they stay abreast of the latest in this field. This course provided sessions related to technology, business and marketing that focused on patient management and improving patient outcomes.

Course Presenters

Various Guest Speakers
Various Starkey Hearing Technologies Staff
Please refer to the Speaker Biographies and Disclosures Section at the end of this document.

Course Learning Outcomes

Day 1 Learning Outcomes

Upon completion, participants will be able to:

1. Identify strategies needed to implement a world-class research and development organization
2. Identify changes that can transform hearing care into an in-demand resource
3. List comorbid conditions associated with hearing loss
4. Identify technology that provides power and rechargeable options
5. List at least two strategies that lead to patient success
6. Identify how custom solutions can optimize the patient experience
7. Describe how Ecological Momentary Assessment (EMA) methods can provide real-time data
8. Identify how electroencephalography (EEG) can change the role that hearing aids play in our lives and health
9. Describe how machine learning can be used to provide the best settings for a challenging listening situation
10. Describe how sensor data may assist in tracking patients' environmental and health data
11. Identify how cognitive screening may be implemented in a hearing healthcare context
12. Identify characteristics of leadership that promote change

Day 2 Learning Outcomes

Upon completion, participants will be able to:

1. Identify how transforming your work culture can impact your practice
2. Identify at least two best practices that optimize patient outcomes
3. Identify strategies for personalizing forms and websites based on patient's needs and preferences
4. Identify digital tools that promote long-term patient care
5. Identify how analyzing past marketing campaign performances can improve your return on investment (ROI)
6. Identify communication strategies designed to reach your patients with a message that provides a call to action
7. Identify tactics from billion dollar brands that may be implemented in their practice
8. List reasons that drive consumers to respond to offers
9. Identify how the brain makes decisions and how to stay on people's minds long enough to spark action
10. Identify how online tools can provide a platform for managing long-term patient care
11. Identify community outreach ideas that will provide a bond between patients and providers
12. Identify two key leadership traits
13. Describe how disadvantages can become a competitive advantage

Day 3 Learning Outcomes

Upon completion, participants will be able to:

1. Describe how define your purpose impacts patient and practice management
2. Identify strategies for reaching patients by providing community support
3. Identify how physician referrals for hearing aid consultations can be implemented to optimize patient management
4. Identify three area of change to implement a patient management strategy
5. List strategies that help you find, retain and develop talent
6. Identify strategies that ensure long-term patient care are incorporated in any expansion process
7. Identify strategies that ensure patients follow your recommendations
8. Identify how you can build relationships with elected officials to impact future legislation and regulations
9. Identify daily operations strategies for implementing a guide that focuses on an effective patient journey process
10. Identify strategies to implement a community-based Veterans' care program
11. Identify how commitments can translate goals into results

Day 1: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10001	8:00	11:00	3
Title	Now and Next: The Future of Research and Development		
Speaker	Brandon Sawalich, Achin Bhowmik, Simon Carlile, Jason Galster, Tom Burns, Sara Burdak		
Lunch	11:00	1:00	Day 1 Lunch
			0

Day 1 offers 10 Breakout Sessions to choose from during three separate breakout times:
 1:00-2:00 2:15-3:15 3:30-4:30
 PM Breaks are held between: 2:00-2:15 3:15-3:30 4:30-5:00

Session	Start	End	HRS
A-00001	1:00	2:00	1
A-00002	2:15	3:15	1
A-00003	3:30	4:30	1
Title	Why Hearing Care Still Repulses People and How to Change It		
Speaker	Curtis Alcock		

Session	Start	End	HRS
A-00004	1:00	2:00	1
A-00005	2:15	3:15	1
A-00006	3:30	4:30	1
Title	It's Not Just About Your Ears: What We Know About Age-Related Hearing Loss and Comorbid Conditions		
Speaker	Harvey Abrams, Ph.D.		

Session	Start	End	HRS
A-00007	1:00	2:00	1
A-00008	2:15	3:15	1
A-00009	3:30	4:30	1
Title	Are You Delivering Patient Driven Solutions?		
Speaker	Sara Burdak, Au.D.; Michelle Hicks, Ph.D.		

Session	Start	End	HRS
A-00010	1:00	2:00	1
A-00011	2:15	3:15	1
A-00012	3:30	4:30	1
Title	Grand Rounds in Amplification		
Speaker	Mary Leisses; Suma Khalil, Ph.D.		

Session	Start	End	HRS
A-00013	1:00	2:00	1
A-00014	2:15	3:15	1
A-00015	3:30	4:30	1
Title	Leveraging Custom Technology to Secure Your Future		
Speaker	Bill Noel, Ray Woodworth		

Session	Start	End	HRS
A-00016	1:00	2:00	1
A-00017	2:15	3:15	1
A-00018	3:30	4:30	1
Title	Internet Connected Hearing Aids and The Patient Experience		
Speaker	Jason Galster, Ph.D.		

Session	Start	End	HRS
A-00019	1:00	2:00	1
A-00020	2:15	3:15	1
A-00021	3:30	4:30	1
Title	Brain Science: EEG and the Future of Hearing Aids		
Speaker	Lauren Sculthorpe-Petley, Ph.D.		

Session	Start	End	HRS
A-00022	1:00	2:00	1
A-00023	2:15	3:15	1
A-00024	3:30	4:30	1
Title	How Will Machine Learning Change the Future of Hearing Aids?		
Speaker	Martin McKinney, Ph.D.		

Session	Start	End	HRS
A-00025	1:00	2:00	1
A-00026	2:15	3:15	1
A-00027	3:30	4:30	1
Title	Sensors as the Gateway to Understanding Health and Wellness		
Speaker	Andy Lin		

Session	Start	End	HRS
A-00028	1:00	2:00	1
A-00029	2:15	3:15	1
A-00030	3:30	4:30	1
Title	Considering Cognition in the Clinic		
Speaker	Jeff Crukley, Ph.D.		

Session	Start	End	HRS
G-10002	5:00	6:00	1
Title	To Infinity and Beyond! Extraordinary Life Lessons		
Speaker	Mark Kelly, Scott Kelly		

Day 2: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10003	8:00	11:00	3
Title	Now and Next: Leading in Your Market		
Speaker	Brandon Sawalich, Michael Strahan, Condoleezza Rice, William F. Austin		

Lunch 11:00 1:00 Day 2 Lunch 0

Day 2 offers 10 Breakout Sessions to choose from during three separate breakout times: 1:00-2:00 2:15-3:15 3:30-4:30
 A special Breakout with Daymond John will be held between 3:30-4:30
 PM Breaks are held between: 2:00-2:15 3:15-3:30 4:30-5:00

Session	Start	End	HRS
A-00034	1:00	2:00	1
A-00035	2:15	3:15	1
A-00036	3:30	4:30	1
Title	Ask the Industry Experts in Private Practice: "What's Best Practice and How Does It Benefit Patients"?		
Speaker	Gyl Kasewurm, Au.D.; April Royan, MA; Kevin M. Fire, Ph.D.; Steve Richards, Facilitator		

Session	Start	End	HRS
A-00037	1:00	2:00	1
A-00038	2:15	3:15	1
A-00039	3:30	4:30	1
Title	Moving to 1:1: Marketing Through Online Dynamic content and Personalized Support		
Speaker	Chris Gould		

Session	Start	End	HRS
A-00040	1:00	2:00	1
A-00041	2:15	3:15	1
A-00042	3:30	4:30	1
Title	Improving Patient Outcomes Through the Anatomy of Digital Marketing Lead		
Speaker	Steve Williams		

Session	Start	End	HRS
A-00043	1:00	2:00	1
A-00044	2:15	3:15	1
A-00045	3:30	4:30	1
Title	Dominating with Data to Enhance Patient Management		
Speaker	Dawn Hepper		

Session	Start	End	HRS
A-00046	1:00	2:00	1
A-00047	2:15	3:15	1
A-00048	3:30	4:30	1
Title	Four Ways to Create a Marketing Strategy for Maximizing Patient Outcomes		
Speaker	Michelle Hoffman		

Session	Start	End	HRS
A-00049	1:00	2:00	1
A-00050	2:15	3:15	1
A-00051	3:30	4:30	1
Title	Branding Lessons from Billion-Dollar Brands: Stand Out or Get Left Behind		
Speaker	Kate Simek		

Session	Start	End	HRS
A-00053	1:00	2:00	1
A-00054	2:15	3:15	1
A-00055	3:30	4:30	1
Title	The Psychology of Selling		
Speaker	Carol Olson		

Session	Start	End	HRS
A-00055	1:00	2:00	1
A-00056	2:15	3:15	1
A-00057	3:30	4:30	1
Title	NeuroTech Spotlight: The Neuroscience of Decision Making		
Speaker	Simon Carlile, Ph.D.		

Session	Start	End	HRS
A-00058	1:00	2:00	1
A-00059	2:15	3:15	1
A-00060	3:30	4:30	1
Title	Is Facebook the Elusive Silver Bullet for Reaching Patients?		
Speaker	Josef Severson		

Session	Start	End	HRS
A-00061	1:00	2:00	1
A-00062	2:15	3:15	1
A-00063	3:30	4:30	1
Title	"Grass Roots" Medical Networking and Community Outreach Initiatives		
Speaker	John Hoglund		

Session	Start	End	HRS
A-00095	3:30	4:30	1
Title	The Art of Leadership		
Speaker	Daymond John		

Session	Start	End	HRS
G-10004	5:00	6:00	1
Title	Power of Broke		
Speaker	Daymond John		

Day 3: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10005	8:00	11:00	3
Title	Now and Next: Leading with Purpose		
Speaker	Brandon Sawalich, Michael Strahan, Condoleezza Rice, William F. Austin; Facilitator: Steve Richards		
Lunch	11:00	1:00	Day 3 Lunch
			0

Day 3 offers 9 Breakout Sessions to choose from during three separate breakout times:
 1:00-2:00 2:15-3:15
 PM Breaks are held between: 2:00-2:15 3:15-4:00

Session	Start	End	HRS
A-00066	1:00	2:00	1
A-00067	2:15	3:15	1
Title	Be the Change...By Giving Back		
Speaker	Sheryl Figliano, Au.D.		

Session	Start	End	HRS
A-00066	1:00	2:00	1
A-00067	2:15	3:15	1
Title	Achieving Patient Outcomes Through Physician Referrals		
Speaker	Seth Oringher, M.D.		

Session	Start	End	HRS
A-00068	1:00	2:00	1
A-00069	2:15	3:15	1
Title	Three Changes to Save Your Clinics and Thrive		
Speaker	Ron Ragsdale		

Session	Start	End	HRS
A-00070	1:00	2:00	1
A-00071	2:15	3:15	1
Title	Leverage Your Teams to Provide Exceptional Patient Experience		
Speaker	Shyhla Lobdell, Jessica Perez		

Session	Start	End	HRS
A-00072	1:00	2:00	1
A-00073	2:15	3:15	1
Title	How to Pioneer an Outcome Driven Practice		
Speaker	Mike Eckert		

Session	Start	End	HRS
A-00074	1:00	2:00	1
A-00075	2:15	3:15	1
Title	Excellence in Practice Management		
Speaker	Chris Healey		

Session	Start	End	HRS
A-00076	1:00	2:00	1
A-00077	2:15	3:15	1
Title	Capitol Hill: How Government Impacts Your Hearing Industry		
Speaker	Michael Scholl		

Session	Start	End	HRS
A-00078	1:00	2:00	1
A-00079	2:15	3:15	1
Title	How to Save a Hearing Life		
Speaker	Randy Schoenborn		

Session	Start	End	HRS
A-00080	1:00	2:00	1
A-00081	2:15	3:15	1
Title	Navigating Through Community-based Veterans Care Programs		
Speaker	Jen Amdahl, Au.D.		

Session	Start	End	HRS
G-10006	4:00	5:00	1
Title	Commitment to Philanthropy At Home and Abroad		
Speaker	Tony Blair, George W. Bush, Bill Clinton, William F. Austin; Facilitator: Brandon Sawalich		

Day 1: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10001	8:00	11:00	3
Title	Now and Next: The Future of Research and Development		
Speaker	Brandon Sawalich, Achin Bhowmik, Simon Carlile, Jason Galster, Tom Burns, Sara Burdak		

Description

Now and Next: The Future of Research and Developments introduces innovations in the field of hearing healthcare. Hosted by Starkey Hearing Technologies' President, Brandon Sawalich, the day will feature engaging speakers and panels that cover topics from the art of turning innovation into reality, an update on the state of technology in the marketplace, and a glimpse into the future of the world of hearing health and technology.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Lunch	11:00	1:00	Day 1 Lunch	0
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Day 1 offers 10 Breakout Sessions to choose from during three separate breakout times: 1:00-2:00 2:15-3:15 3:30-4:30
PM Breaks are held between: 2:00-2:15 3:15-3:30 4:30-5:00

Session	Start	End	HRS
A-00001	1:00	2:00	1
A-00002	2:15	3:15	1
A-00003	3:30	4:30	1

Title Why Hearing Care Still Repulses People and How to Change It

Speaker Curtis Alcock

Description

You want more people coming to you, excited about hearing technology, and looking forward to working with you. Yet despite your own best efforts and cutting-edge advances in hearing devices, there are still more people out there who avoid hearing care than approach it. Why? In this presentation we apply the science of attitudes and persuasion to discover that what we currently do and say as a profession is actively maintain the very stigma that turns people off hearing care. But more crucially, we'll learn the simple changes we need to make to transform hearing care into one of society's most important and in-demand resources.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Patient Management	1
North Carolina	Category 1: B4 Aural Rehab using Amplification	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00004	1:00	2:00	1
A-00005	2:15	3:15	1
A-00006	3:30	4:30	1

Title It's Not Just Your Ears: What We Know About Age-Related Hearing Loss and Comorbid Conditions

Speaker Harvey Abrams, Ph.D.

Description

Evidence is increasingly emerging that age-related hearing loss (ARHL) is associated with a growing constellation of comorbid physiologic, functional and psychosocial conditions. This session will provide participants with a

comprehensive understanding of the nature of the comorbid chronic conditions associated with ARHL by providing a high-level review of the current scientific literature that links Presbycusis to such conditions as cardiovascular disease, diabetes, cognitive dysfunction to include dementia and Alzheimer's disease, depression, social isolation, falls, chronic kidney disease and mortality. The presentation will highlight the experimental design, primary results, major limitations and conclusions of each study reviewed.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Patient Management	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00007	1:00	2:00	1
A-00008	2:15	3:15	1
A-00009	3:30	4:30	1

Title Product Spotlight: Are You Delivering Patient Driven Solutions?

Speaker Sara Burdak, Au.D.; Michelle Hicks, Ph.D.

Description

Technology is changing more rapidly than ever and today's patients need a trusted adviser who can deliver a host of solutions. Patient-driven healthcare is characterized by not only having personalized services, but providing a collaborative approach that drives patients to follow your recommendations. This course, led by Starkey experts, will highlight life-changing technology that patients want and demand as well as provide a glimpse into the future of power and rechargeable hearing solutions.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00010	1:00	2:00	1
A-00011	2:15	3:15	1
A-00012	3:30	4:30	1

Title Grand Rounds in Amplification

Speaker Mary Leisses; Suma Khalil, Ph.D.

Description

Every patient is different and should be treated as such through a one-on-one individualized approach. There are patients with unusual audiometric configurations, unique lifestyle needs or a combination of the two. These intricacies can present the clinician with a fitting challenge. In this course, Starkey experts will discuss a variety of challenging patient cases and present tools and processes that lead to patient success.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-3 Hearing Aid Selection Procedures	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00013	1:00	2:00	1
A-00014	2:15	3:15	1
A-00015	3:30	4:30	1

Title Leveraging Custom Technology to Secure Your Future

Speaker Bill Noel, Ray Woodworth

Description

Delivering the optimal patient journey is about ensuring the best outcome and hearing possible. In this course, you will learn why customer fittings solutions may be the best option for your patients as compared to stock Over-the-Counter (OTC) hearing aids. The goal is to make the process easy: Take the best ear impression and marry that with the optimal custom hearing aid design. This course, led by Starkey experts, reviews the relevance of custom solutions to optimize the patient experience.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-3 Hearing Aid Selection Procedures	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00016	1:00	2:00	1
A-00017	2:15	3:15	1
A-00018	3:30	4:30	1

Title Internet Connected Hearing Aids and The Patient Experience

Speaker Jason Galster, Ph.D.

Description

Alongside technological advancements in hearing aids, the widespread use of smartphones, wearables, and networked technologies are enabling persistent monitoring and analysis of our patients' experiences during daily life. In this class, we will review the outcomes of a study that used cutting-edge Ecological Momentary Assessment (EMA) methods. The EMA methods combined wirelessly streamed real-time data from signal processing with patient report and location to the internet to collect real-world data from hearing aids and patients. Through this work, we are taking steps to develop new systems that will unravel relationships between environmental acoustics, listening demands and the listener's perception.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00019	1:00	2:00	1
A-00020	2:15	3:15	1
A-00021	3:30	4:30	1

Title Brain Science: EEG and the Future of Hearing Aids

Speaker Lauren Sculthorpe-Petley, Ph.D.

Description

While the hearing aid of today is outward-facing and disconnected from the inner workings of the mind, the hearing aid of tomorrow will be a sophisticated interface that responds dynamically to both the user and their environment. Long constrained to laboratories and clinical settings, electroencephalography (EEG) is a brainwave measurement that has the potential to fundamentally change the role that hearing aids play in our lives and health. The goal of this

class is to gain an understanding of the basic concepts of EEG and take a glimpse at the future that this technology will bring to hearing aids.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00022	1:00	2:00	1
A-00023	2:15	3:15	1
A-00024	3:30	4:30	1

Title How Will Machine Learning Change the Future of Hearing Aids?

Speaker Martin McKinney, Ph.D.

Description

Imagine if you and your patient had instantaneous access to the experience of every successful hearing aid fitting in the past. Imagine knowing the experience of all hearing aid users in the field, their complaints, their current hearing aid settings, a full understanding of the hearing aid capabilities, and complete knowledge regarding the characteristics of their environment. Machine learning can capture all of these things, using millions of reference points, to provide the best settings for a new patient or a challenging listening situation. Smartphones are a gateway to the cloud, facilitating machine learning by providing direct connections between hearing aids, patients and the professional. This session will introduce these technologies and show you how they will improve clinical practice as we know it today.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00025	1:00	2:00	1
A-00026	2:15	3:15	1
A-00027	3:30	4:30	1

Title Sensors as the Gateway to Understanding Health and Wellness

Speaker Andy Lin

Description

Almost everything we encounter in daily life is equipped with sensors that provide information to make our lives easier, safer and healthier. The ubiquity of smartphones and smart watches, has made these sensors part of our personal ecosystem, tracking our behavior and measuring vital signals or biometrics. The convergence of hearing aids and sensors is happening now. In this session, we will discuss sensor technologies and look toward the capabilities that will be realized through the tracking of our patients' environmental and health data.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00028	1:00	2:00	1
A-00029	2:15	3:15	1
A-00030	3:30	4:30	1

Title Considering Cognition in the Clinic
Speaker Jeff Crukley, Ph.D.

Description

There is a lot of buzz around cognition and hearing healthcare. But what do we know and where should we go next? Epidemiological studies suggest cognitive decline and hearing loss often co-exist. The potential confound of hearing loss on cognitive assessment is of great interest to hearing professionals. Individuals with hearing loss may fail cognitive screening due to difficulty hearing verbal instructions rather than due to the presence of an actual cognitive impairment. This session will review current research on cognitive screening in a hearing healthcare context and provide guidelines for consideration in clinical practice.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Patient Management	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
G-10002	5:00	6:00	1

Title To Infinity and Beyond: Extraordinary Life Lessons
Speaker Mark Kelly, Scott Kelly

Description

Heroes who exemplify courage, leadership and sacrifice, Captains Mark and Scott Kelly, American astronauts and identical twin brothers have secured their place in history, laying the ground work for the future of space travel and exploration. The Kelly brothers share their experiences and lessons on teamwork, risk-taking and leadership. They discuss how they face and overcome adversities and strategies for adapting to change.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 2: Non-Related Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Non- Related-Audiology	1

Day 2: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10003	8:00	11:00	3

Title Now and Next: Delivering Happiness
Speaker Lisa Richards, Tony Hsieh, George Blankenship, Carol Olson, Chris McCormick

Description

Day 2 begins with an inspirational session on leading in your market by delivering happiness to improve the customer experience and achieve loyalty. This day will feature powerful messages on transforming your social media presence, the new realities in hearing and the art of "selling".

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Lunch 11:00 1:00 Day 1 Lunch 0

Day 2 offers 10 Breakout Sessions to choose from during three separate breakout times: 1:00-2:00 2:15-3:15 3:30-4:30
 In addition, a special session with Daymond John will be held: 3:30-4:30
 PM Breaks are held between: 2:00-2:15 3:15-3:30 4:30-5:00

Session	Start	End	HRS
A-0034	1:00	2:00	1
A-0035	2:15	3:15	1
A-0036	3:30	4:30	1

Title Ask the Industry Experts in Private Practice: "What's Best Practice and How Does It Benefit Patients?"

Speaker Gyl Kasewurm, Au.D., April Roynan, M.A., Kevin. Fire, Ph.D., Steve Richards, Facilitator

Description

Learn what these businesses already know about implementing best practices and optimizing patient outcomes. Learn from three successful practices and borrow or steal ideas, tactics and strategies to help you steer the choppy waters of today's hearing healthcare field.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-0037	1:00	2:00	1
A-0038	2:15	3:15	1
A-0039	3:30	4:30	1

Title Moving to 1:1: Marketing Through Online Dynamic Content and Personalized Support

Speaker Chris Gould

Description

Long-term patient management requires personalization of services that cater toward an individual and focus on patient delight. In this course, led by the Senior Manager of Digital Marketing, you'll discover how to create meaningful segments and target your patient-base. Additionally, you will learn how to leverage dynamic content to automatically personalize forms, landing pages, emails and websites by focusing on customer needs and preferences.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00040	1:00	2:00	1
A-00041	2:15	3:15	1
A-00042	3:30	4:30	1

Title Improving Patient Outcomes Through the Anatomy of Digital Marketing
Speaker Steve Williams

Description

The only way to improve patient's lives is to first have them come to you for help. Success in converting digital leads, whether the leads are from your website, a search engine or Facebook lead ads, requires a distinctive approach. In this course, led by the Director of Consumer Engagement, you will discover new ways to reach patients, get heard through the noise and build stronger relationships that lead to longer patient care.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00043	1:00	2:00	1
A-00044	2:15	3:15	1
A-00045	3:30	4:30	1

Title Dominating with Data to Enhance Patient Management
Speaker Dawn Hepper

Description

Meeting the needs of patients requires a consistent protocol that spans from management as well as messaging. Successful forecasting allows you to make strategic decision, and prepare future operations. Analyzing past campaign performance is an easy way to establish benchmarks and progress towards these goals. You, along with your patients, can gain a lot from a data-driven marketing strategy. In addition to personalized marketing, you can leverage your data to extend reach across multiple channels, ensuring your message is consistent, aligned and reaches the right person at the right time creating a redefined patient experience. In this class, you'll discover how to improve your return on investment (ROI) with the power of data. This course, led by the Director of Retail Marketing, reviews strategies that create a redefined patient experience.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00046	1:00	2:00	1
A-00047	2:15	3:15	1
A-00048	3:30	4:30	1

Title Four Ways to Create a Marketing Strategy for Maximizing Patient Outcomes
Speaker Michelle Hoffman

Description

Providing hearing care starts with reaching both current and potential patients. It is no secret that the marketing landscape has become more complex. Diversifying your marketing budget is a way to accomplish brand recognition, bring in new patients and retain your current patient database. This is critical to achieving the greatest return on your investment. Learn how to set the foundation to put a strategic and effective marketing plan together that goes straight to your bottom line. This course, led by the Manager of Retail Marketing, sets the foundation for initiating a strategic and effective plan that positively affects both patient messaging and care.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00049	1:00	2:00	1
A-00050	2:15	3:15	1
A-00051	3:30	4:30	1

Title Branding Lessons from Billion-dollar Brands: Stand Out or Get Left Behind
Speaker Kate Simek

Description

Consumers don't just compare your business to the business down the street or other hearing aid brands. Consumers compare your business, your service and you to Amazon, Apple, Google and Starbucks. So, what can we learn from these billion-dollar brands and how can you implement change in your practice? This session will answer that very question and provide you with actions to help you and your practice stand out and thrive.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00052	1:00	2:00	1
A-00053	2:15	3:15	1
A-00054	3:30	4:30	1

Title The Psychology of Selling
Speaker Carol Olson

Description

Why do consumers react to certain marketing messages and ignore others? Join us in exploring the psychological reasons that drive consumers to respond to offers and marketing programs. We will review the reasons why certain messaging draws in consumers as well as strategies you can use in your local marketing. Give your lead gen a boost by understanding the "why" behind marketing.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
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A-00055	1:00	2:00	1
A-00056	2:15	3:15	1
A-00057	3:30	4:30	1

Title NeuroTech Spotlight: The Neuroscience of Decision Making

Speaker Simon Carlile, Ph.D.

Description

Regardless of your job title, impacting people's decisions is a vital component of staying business. You evolve by influencing others to do what you want (e.g., reading your content, sharing your post, buying your product, hiring you, etc.). But how exactly do you influence other people's decision?

Neuroscience. To get people to do what you want, you have to remind them of what you want. Influencing other people's memory is the single most important ingredient to decision-making and business success. Join this evidence-based session to discover how the brain decides, and learn how to stay on people's minds long enough to spark action.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Patient Management	1
North Carolina	Category 2: C-8 Hearing Impaired Consumers' Views	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00058	1:00	2:00	1
A-00059	2:15	3:15	1
A-00060	3:30	4:30	1

Title Is Facebook the Elusive Silver Bullet for Reaching Patients?

Speaker Josef Severson

Description

Facebook reaches nearly two billion people every month and allows them to connect with friends and family to discover things that matter to them.

Facebook can be a useful tool to consistently reach your patients. Posting communication tips, aural rehabilitation strategies and hearing aid care and maintenance tips to Facebook can be an impactful platform to effectively manage long-term patient care. Join the Strategist for Regional Digital Marketing, to learn how to utilize Facebook effectively to reach your patients.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00061	1:00	2:00	1
A-00062	2:15	3:15	1
A-00063	3:30	4:30	1

Title "Grass Roots" Medical Networking and Community Outreach Initiatives

Speaker John Hoglund

Description

Never has it been more important to be identified as a "medical professional" within your community. To optimize patient care, it is critical to continually enhance your relationships with other medical providers. In this lecture, you will learn proven strategies to work more closely with physicians and medical providers from many different disciplines to develop a collaborative rehabilitative plan for your mutual patients. This course will also address appropriate ways to use social media such as LinkedIn to strengthen the

bonds between providers and patients. Community outreach ideas, including lectures and health fairs with allied providers, will be showcased to leverage and enhance these relationships.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practice	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00095	3:30	4:30	1

Title The Art of Leadership

Speaker Daymond John

Description

Leadership can be defined as the ability to pick good people and deal with failure. Leadership is about encouraging people rather than influencing them. Learn how obstacles can make you stronger and how you face these obstacles defines you as a leader as well as the future success of your practice.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category Non-Related	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 hearing Aid Business Practices	1
Ohio	Non-Related-Audiology	1

Session	Start	End	HRS
G-10004	5:00	6:00	1

Title Power of Broke

Speaker Daymond John

Description

Learn how disadvantages can be your greatest competitive advantage as an entrepreneur. Disadvantages force you to think creatively, use resources more efficiently and connect with customers more authentically. Learn how you can adapt and implement concepts from the book *Power of Broke* into the ever changing landscape of the hearing healthcare industry.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category Non-Related	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Non-Related-Audiology	1

Day 3: Course Time-Ordered Agenda

Session	Start	End	HRS
G-10005	8:00	11:00	3
Title	Now and Next: Leading with Purpose		
Speaker	Brandon Sawalich, Michael Strahan, Condoleezza Rice, William F. Austin; Facilitator: Steve Richards		

Description

“Leading with Purpose” is the theme for our final day, which will feature powerful testimonials to the valuable role of purpose and passion in business by some of the most successful and inspirational philanthropists in the world today.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Lunch	11:00	1:00	Day 1 Lunch	0
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Day 3 offers 10 Breakout Sessions to choose from during two separate breakout times:

	1:00-2:00	2:15-3:15
PM Breaks are held between:	2:00-2:15	3:15-3:30

Session	Start	End	HRS
A-00064	1:00	2:00	1
A-00065	2:15	3:15	1
Title	Be the Change...By Giving Back		
Speaker	Sheryl Figliano, Au.D.		

Description

“You must be the change you wish to see in the world.” Mahatma Gandhi. Trust is a critical component in the success of any hearing healthcare practice. How do you make your practice known in your community so that you can reach more patients and build trust? Six years ago our office started an annual local mission for those in need by partnering with Hear Now. The end results of our mission each is that we have changed the lives of many in our community and created a movement of positivity. The word of mouth around town is “these are the folks that give back.” Television and radio stations do live coverage of our mission and local newspapers give free advertising before the event and publish photos and detailed stories the day after. Find out how you can make this happen in your local community, and how you can build instant trust to new patients in your area.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Patient Management	1
North Carolina	Category 1: B-3 Hearing Aid Selection Procedures	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00066	1:00	2:00	1
A-00067	2:15	3:15	1
Title	Achieving Patient Outcomes Through Physician Referrals		
Speaker	Seth Oringer, M.D.		

Description

Hearing Healthcare Professionals working in medical practices rely heavily on physician referrals in order to dispense and fit hearing aids. While ancillary serves are an excellent way to increase revenue and profitability in a clinical setting, there are various reasons that physicians are reluctant to send referrals for hearing aid consultations. Overcoming these obstacles and addressing the needs of everyone in the practice can lead to much greater

patient experience, productivity and profitability. Whether you are a physician, audiologist or practice administrator, you will come away from this session with a better understanding of how to set up, market and run this important ancillary service that can optimize patient management.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00068	1:00	2:00	1
A-00069	2:15	3:15	1
Title	Three Changes to Save Your Clinics and Thrive		
Speaker	Ron Ragsdale		

Description

The hearing healthcare industry is in a period of significant disruption and providers face unprecedented challenges. Many seemed resigned to merely “ride it out” until an eventual sunset. Unless an independent owner is able to lead strategic change in one’s organization that sunset is coming a lot faster than anyone thinks. Join the Director of Learning for All American Hearing Network, to review three areas of critical change to position your clinics for new success and improved patient outcomes. Learn the winning path and how to implement an effective patient management strategy in your organization.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00070	1:00	2:00	1
A-00071	2:15	3:15	1
Title	Leverage Your Teams to Provide Exceptional Patient Experiences		
Speaker	Shyhla Lobdell, Jessica Perez		

Description

It’s a cliché because it’s true: “Your people are your greatest asset.” That is why it’s critical that you not only find but also retain and develop the best talent you can. Starkey Hearing Technologies’ Human Resources offers an insightful, action-oriented course on simple steps and expert guidance for getting the most out of your employees from Day 1 by driving engagement, productivity, and results. Now more than ever, the hearing healthcare industry needs leaders who can create a vision of how to build effective teams and generate results that focus on patient management. This session will provide tools to help you build and develop high-functioning teams that optimize patient outcomes. Use this as an opportunity to sharpen your skills and differentiate yourself - and your teams - in a highly competitive market.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Product Specific	1
North Carolina	Category 1: B-1 Hearing Aid Technology	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00072	1:00	2:00	1
A-00073	2:15	3:15	1
Title	How to Pioneer an Outcome Driven Practice		
Speaker	Mike Eckert		

Description

Hearing healthcare is undergoing a fundamental change; however, meeting the needs of your patients must remain a paramount focus of your practice protocol. How do you ensure you remain focused on patient management during enhancements and expansions of your practice? What does success look like for both you and your patient? This course, led by the Managing Director of Retail Partners, will review strategies that align expansion with long-term patient care.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00074	1:00	2:00	1
A-00075	2:15	3:15	1
Title	Excellence in Practice Management		
Speaker	Chris Healey		

Description

With ever-increasing competition from online sales, big box retailers, discount programs and the recently passed Over-the-Counter (OTC) hearing aids, what actions are you taking in your clinic to justify your market position as a premium provider of quality hearing aids and exceptional patient care? Join a Workshop Specialist to learn about techniques to ensure patients follow your recommendations and to optimize patient outcomes.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00076	1:00	2:00	1
A-00077	2:15	3:15	1
Title	Capitol Hill: How Government Impacts Your Hearing Industry		
Speaker	Michael Scholl		

Description

Since the beginning of 2017, members of Congress and their staff have been consumed with traditional issues like healthcare, taxes, immigration, and of course, hearing aids! This session will provide an examination of the recently created Over-the-Counter (OTC) category of hearing aids, including an in-depth analysis of the role the FDA will play, and you can play, in shaping the to be determined regulations that will govern these devices. In addition, this session will also offer a unique perspective on ways in which you can build relationship with your elected officials to impact future legislation and regulations.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-10 Prof. Conduct & Regulatory Issues	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00078	1:00	2:00	1
A-00079	2:15	3:15	1
Title	How to Save a Hearing Life		
Speaker	Randy Schoenborn		

Description

How does the dedicated clinician compete in a world where patient care is threatened by consumer direct distribution? In 2017, Randy Schoenborn debuted the Starkey Retail Playbook, a groundbreaking and visionary guide to lead, manage and direct the daily operations of a successful hearing aid clinic. Relying on the input and direction of experts, tested strategies of this playbook, including new and improved Patient Journey processes and supporting collateral, were revealed during this session.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
A-00080	1:00	2:00	1
A-00081	2:15	3:15	1
Title	Navigating Through Community-Based Veterans Care Programs		
Speaker	Jen Amdahl, Au.D.		

Description

Have you thought about providing hearing healthcare services to our nation's heroes but need some guidance on possibilities and how to get started? The Veterans Health Administration Choice Provider program offers the opportunity for non-government, community-based audiologists to participate in testing and fitting of hearing aids for veterans meeting certain qualifications. This session, led by the Director of Government Services, outlined how to get the most out of the program with regard to process, reimbursement and continuation of care. Since there are regional variations, case studies related to different areas of the country and differing third-party pay organizations were presented.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category 1: Speech Pathology & Audiology	1
Georgia	Practice Building	1
North Carolina	Category 2: C-10 Prof. Conduct & Regulatory Issues	1
Ohio	Clinically Related-Audiology	1

Session	Start	End	HRS
G-10006	4:00	5:00	1
Title	Commitment to Philanthropy at Home and Abroad		
Speaker	Tony Blair, George W. Bush, Bill Clinton, William F. Austin; Facilitator: Brandon Sawalich		

Description

These world leaders work to transform ideas into action to advance freedom and expand opportunities for individuals at home and across the globe. Commitments can be small or large, global or local. Commitments can focus on programs in education reform, economic growth, global health, human

freedom, women's leadership and military service. No matter the size or scope, commitments help translate practical goals into meaningful and measurable results. How can you use strategies from this session to implement programs related to hearing and hearing loss in your community? This session included three prominent world leaders and discussed their efforts to improve the lives of the world population with the goal to spark participants to action in their communities.

Materials

Lecture, Presentation, Video

Board	Category	HRS
Arkansas	Category Non-Related	1
Georgia	Practice Building	1
North Carolina	Category 2: C-11 Hearing Aid Business Practices	1
Ohio	Non-Related-Audiology	1

Promotional Materials: National Boards

Starkey Hearing Technologies has pre-registered this course with:

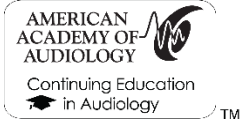
ASHA



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)

AAA



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.

This course is offered for 2.0 AAA CEUs

IHS



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

This course is offered for 20 IHS CEUs

Submission Information: State Boards

In addition, this course has been pre-registered for 20 hours or 2.0 CEUs with the following state boards and advisory committees:

- Arkansas Board of Hearing Instrument Dispensers
- California Hearing Aid Dispensers Bureau
- CE Broker for Florida
- Ce Broker for Ohio
- Georgia Office of Secretary of State; Professional Licensing Boards Division
- Kansas Department of Health and Environment (LTS-1224)
- Kansas Hearing Aid Board
- Louisiana Board of Hearing Aid Dealers
- Nebraska Division of Public Health; Licensure Unit
- North Carolina State Hearing Aid Dealers and Fitters Board
- New York Department of State Department of Licensing Services
- South Carolina Hearing Aid Specialists; South Carolina Department of Health and Environmental Control
- Texas Department of Licensing Renewal (CE Provider 117)

Policies

Transparency in Course Planning, Delivery and Marketing

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

Intellectual and Legal Property Rights

Starkey Hearing Technologies respects intellectual and legal property rights of staff members, guest speakers and resources used in the preparation and presentation of learning content and references materials appropriately.

Privacy Policy

Starkey Hearing Technologies respects individual participant's privacy. Contact and license information is stored on a secure server maintained by Starkey Hearing Technologies IT Department. The requested information is used only to mail the letter of attendance and to report your attendance to requested national and state boards.

Equal Employment Opportunity Policy

Starkey Hearing is an equal opportunity employer/minority/Female/Vet/ Disabled. We encourage diversity in the workplace. In fact, we believe the diverse individuality of our employees is truly what makes us great. We value each team member as a key part of our continuing commitment to excellence.

Attendance Policy

Starkey Hearing Technologies' attendance policy requires participants utilize a bar-coded name badge. As participants enter each session, the name badge will be scanned. Documentation of attendance is only accepted via the bar-coded name-badge. Additions to a session offering will not be made manually because the participant did not wear the required name badge. Reporting to boards will be completed retroactively only in the event of clerical error by Starkey Hearing Technologies and not due to failure of the participant to complete all attendance documentation requirements.

Course Evaluation Policy

Starkey Hearing Technologies' provides an online evaluation for each session attended. It consists of open ended questions to determine strengths and weaknesses of the presenter, relevance of topic and feedback regarding areas of improvement and future topics.

Sample Assessment Activities

1, 2, 4, 6 Hour Course Offerings

Action Idea List

1. A piece of paper titled "Action Idea List" will be set at each person's seat prior to the beginning of the class.
2. The instructor will highlight the "Action Idea List" handout and instruct participants to record important ideas they learn that they plan to implement in their office.

1, 2, 4, 6 Hour Course Offerings

Golden Nugget

1. At the end of the morning session, participants will review their important learning of the morning.
2. Participants will be divided into groups to discuss their key learnings. Each group will vote for a spokesperson to share a "Golden Nugget" to the entire class.

4, 6, 9, 12 Hour Course Offerings

Question Cards

1. Participants will be divided into groups. Each group will identify issues they need to resolve and will write it on the index card.
2. Each group will pass their index card clockwise to the next group to review and answer.
3. The cards will be passed clockwise again to the next group to review and provide additional information.
4. Each group will take turns to read the questions and answers and the instructor will lead the class in a discussion.

4, 6, 9, 12 Hour Course Offerings

Case Studies

1. Participants will be provided a patient case study.
2. Participants will review the patient history including audiometric data and lifestyle communication information.
3. Participants will work in pairs to use content learned during lecture to complete a hearing aid fitting based on the patient information.
4. A summary of the case study will be provided via discussion and/or the workbook answer key section.

20 Hour Course Offerings

Quiz

1. Participants will be emailed a course evaluation and quiz.
2. Participant will complete the session quiz that asks how they will use the content in their practice.

Sample Course Evaluation

Continuing Education Empower Through Education	Course Evaluation Form	Choose an item.
	Course Title	Choose an item.
	Course SHT ID Number	Varied
	Course Location	Varied
	Course Start and End Dates	Varied

Please complete the course evaluation. Information from the evaluation is used to improve our courses.

Please rate your level of satisfaction with each of the following aspects of the training instructor.

1: Not at all Satisfied 2: Somewhat Unsatisfied 3: Neutral 4: Satisfied 5: Very Satisfied

SESSION INSTRUCTOR	1	2	3	4	5
Knowledge of the instructor					
Organization/preparation of the instructor					
Materials assisted in my learning					
Content was relevant to my practice					
Content met my expectations					
Comments:					

Please use the following scale to rate the following questions.

1: Very Unlikely 2: Somewhat Unlikely 3: Neutral 4: Somewhat Likely 5: Very Likely

	1	2	3	4	5
How likely are you to recommend this training course to someone for whom it would be suitable?					
How likely are you to participate in another training course from this presenter?					

Please rate your level of satisfaction with each of the following aspects of the training course.

1: Not at all Satisfied 2: Somewhat Unsatisfied 3: Neutral 4: Satisfied 5: Very Satisfied

	1	2	3	4	5
Ease of registration process					
The training facility					

What did you like most about the training course?

Please provide suggestions for improving our future events?

Speaker Biographies and Disclosures

Harvey Abrams, Ph.D.

Harvey Abrams, Ph.D., is a leader in the audiology community. He is a Principal Research Scientist and formerly served as the Director of Audiology Research for Starkey Hearing Technologies until 2014. He has written many papers and book chapters on evidence-based practice, outcome measures, treatment efficacy, and patient quality of life, and has played a prominent role in organizations such as the American Academy of Audiology and the American Speech-Language-Hearing Association. Abrams obtained his bachelor's degree at George Washington University and both his master's and doctorate degrees at the University of Florida. Earlier positions include Director of Research at the Audiology and Speech Center and Walter Reed Army Medical Center; and Associate Chief of Staff for Research and Development and Chief of Audiology and Speech Pathology at the VA Healthcare System, Bay Pines. He has held academic appointments at the University of South Florida, the University of Maryland, Salus University and the University of Florida.

Financial Disclosure: Principal Research Scientist, Research Consultant for Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Curtis Alcock

Curtis Alcock began his career in design and marketing before making the transition into hearing care 16 years ago. He has lectured international in Europe, the US, Canada and Australia on how to change society's attitudes to hearing care and the changing role of the hearing care professional in a world where things are becoming increasingly computerized and commoditized. His articles on encouraging earlier adoption of hearing technology has featured in professional journals in the US, Canada and the UK and has twice made the front cover of the Hearing Review. In 2013 he won the Ida Institute's award for best public awareness campaign, which has since been used in the United States and across Europe translated in 12 different languages.

Financial Disclosure: Managing Director and Creating of Audity, a web-based think tank for hearing; Guest speaker receiving an honorarium

Non-Financial Disclosure: Published author in Hearing Review and recipient of the Ida Institute's award for best public awareness campaign

Jen Amdahl, Au.D.

Jen Amdahl began her career as a clinical and dispensing audiologist in Michigan. Driven by her passion for patient care through amplification, she joined Starkey Hearing Technologies in January 2007, becoming the Director of Education and Training at Micro-Tech. Jen also spent over 3 years as the Michigan Field Technology Specialist, establishing relationships and assisting in office growth and product knowledge. In late 2013, she joined the Network Education and Training team. Jen has presented seminars on technology and product as well as fitting strategies, in addition to spending countless hours in clinic settings with individual clinicians. Combining her knowledge of ENT specific settings with her Starkey career moves in Education and Training as well as Sales, Jen was promoted to Director of Starkey Medical Partner Network in spring of 2016. She is currently, the Director of Government Services. She earned her M.S. in Audiology from Wayne State University, in Detroit, MI and her Au.D. through Salus University.

Financial Disclosure: Regional Field Executive, NuEar

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Tani Austin

Named Female Philanthropist of the Year and honored at the First Ladies Summit at the UN General Assembly in 2015, Tani has helped develop a sustainable world hearing health program to deliver the gift of hearing to people in need around the globe. In her role as Chief Philanthropy Officer, she executes Starkey Hearing Technologies' humanitarian efforts, focusing on empowering communities to create ownership over local hearing health services. Participating in dozens of hearing missions every year with her husband, Starkey Hearing Technologies Founder and CEO William F. Austin, Tani has visited over 100 countries to provide hearing aids and hearing care. Her relentless efforts

have guided Starkey Hearing Foundation to become a global leader in developing sustainable, community-based systems of hearing healthcare. Tani holds more than 30 years of 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, Secretary of the Illinois Hearing Society and on the National Board of Certification in Hearing Sciences.

Tani's commitment to philanthropy goes beyond hearing. By supporting a multitude of both local and global charitable causes, her inspiring vision and selfless dedication helps change countless lives.

Financial Disclosure: Chief Philanthropy Officer

Non-Financial Disclosure: Co-Founder of Starkey Hearing Foundation

William F. Austin

William F. "Bill" Austin is the Founder of Starkey Hearing Foundation and the Owner and CEO of Starkey Hearing Technologies. He has more than 50 years of experience in the hearing industry.

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 1984, his Starkey Hearing Foundation has promoted hearing care awareness through support of research, education and charitable programs.

Financial Disclosure: Owner and CEO

Non-Financial Disclosure: Co-Founder, Starkey Hearing Foundation

Achin Bhowmik, Ph.D.

As Chief Technology Officer and Executive Vice President of Engineering for Starkey Hearing Technologies, Dr. Achin Bhowmik leads the company's research and product development efforts. Prior to joining Starkey, Dr. Bhowmik was vice president and general manager of the Perceptual Computing Group at Intel Corporation. There, he was responsible for the R&D, engineering, operations, and businesses in the areas of 3D sensing and interactive computing, computer vision and artificial intelligence, autonomous robots and drones, and immersive virtual and merged reality devices.

Dr. Bhowmik holds adjunct and guest professor positions, advises graduate research and lectures on human-computer interactions and perceptual computing technologies at the Liquid Crystal Institute of Kent State University, Kyung Hee University, Seoul, Indian Institute of Technology, Gandhinagar, Stanford University, and the University of California, Berkeley, where he is on the board of advisors for the Fung Institute for Engineering Leadership. Dr. Bhowmik has over 200 publications, including two books and 34 issued patents.

Financial Disclosure: Regional Field Executive, NuEar

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Tony Blair

Tony Blair served as Prime Minister of Great Britain and Northern Ireland from 1997 to 2007. During that time, the UK economy enjoyed record growth. His government made major improvements in healthcare and education. Britain's first statutory minimum wage was introduced, and Blair oversaw the peace process for Northern Ireland.

Blair spends most of his time working in the Middle East, in Africa and on the fight against religiously based extremism. In the Middle East, formerly the Quartet Representative, he focuses on building relations between Arabs and Israelis. He works in eight African countries through his foundation, the Africa Governance Initiative, helping the presidents deliver change programs. He established the Tony Blair Faith Foundation, which works in over 20 countries with programs on education and tracking extremism across the world, and chairs The Climate Group International Leadership council.

Financial Disclosure: Former Prime Minister of Great Britain and Northern Ireland, Founder of the Tony Blair Faith Foundation; Guest speaker receiving an honorarium

Non-Financial Disclosure: Chair of the Climate Group International Leadership council; Supporter of the Starkey Hearing Foundation

[Sara Burdak, Au.D.](#)

Dr. Sara Burdak joined Starkey Hearing Technologies as an audiologist on the Hearing Research and Technology team in 1999. Over the last 16 years, Sara has worked to bring impactful programs to Starkey's global customer base. Since 2009, she has led the Education and Training team on numerous technology launches and initiatives. Her keen customer insight and product knowledge makes her a valuable addition to our leadership team. Sara is responsible for Starkey's overall global education and training strategy and support.

Dr. Burdak earned her bachelor's degree in audiology and speech sciences from Michigan State University and her master's degree in audiology from Wayne State University. In 2006, she received her Au.D. from the Arizona School of Health Sciences.

Financial Disclosure: Chief Audiology Officer

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation, AAA and ASHA Member

[Tom Burns, Ph.D.](#)

Thomas Burns, Ph.D., entered the University of Hartford's Hartt School of Music with a scholarship to study classical piano. His interest in acoustics was sparked there, earning a B.S. in engineering at their College of Engineering. Dr. Burns went on to earn an M.S. and Ph.D. in acoustic from the Pennsylvania State University, where he worked on acoustic holography methods and directional hydrophone arrays for submarines. Since joining Starkey Hearing Technologies in 1999, Dr. Burns has authored more than thirty patent disclosures. Dr. Burns especially enjoys peaceful evening playing Debussy Preludes after the kids have been put to bed.

Financial Disclosure: Senior Principal Hardware Engineer, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[George W. Bush](#)

George W. Bush is the 43rd President of the United States and served for two consecutive terms. Before his presidency, he was Governor of Texas for six years. 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, 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: 43rd President of the United States, Founder of George W. Bush Institute

Non-Financial Disclosure: Former Governor of Texas, Supporter of the Starkey Hearing Foundation; Guest speaker receiving an honorarium

[Simon Carlile, Ph.D.](#)

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 portfolio, edited a foundation volume on auditory virtual reality and is Associate Editor for Nature – Scientific Reports.

Financial Disclosure: Senior Director of Research, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Bill Clinton](#)

President Bill Clinton established the Bill, Hillary & Chelsea Clinton Foundation, which improves lives globally through several initiatives, including the Clinton Global Initiative. Established in 2005, the Clinton Global Initiative (CGI) convenes global leaders to create and implement innovative solutions to the world's most pressing changes.

To date, members of the CGI community have made more than 3,400 commitments which have improved the lives of over 430 million people in more than 180 countries.

Starkey Hearing Foundation is a proud member of the CGI, and together, Bill Austin's vision, "So the World May Hear" is widely amplified. In 2011, Starkey Hearing Foundation committed to fit more than 100,000 hearing aids to people in need annually, for a total of 1 million this decade.

Financial Disclosure: 42nd President of the United States of America; Co-founder of the Bill, Hillary & Chelsea Clinton Foundation which includes the Clinton Global Initiative

Non-Financial Disclosure: Former Governor of Arkansas; Supporter of the Starkey Hearing Foundation; Guest speaker receiving an honorarium

[Jeff Crukley, Ph.D.](#)

Jeff Crukley, Ph.D. is a Senior Research Scientist at Starkey Hearing Technologies, focusing on naturalistic approaches to understanding auditory ecology and the relationships between hearing loss, cognition and technological innovations. After receiving his M.A. in communication sciences and disorders and Ph.D. in health and rehabilitation sciences from Western University, Crukley completed a post-doctoral fellowship at the Brain and Mind Institute at Western University and worked as a clinical audiologist in private practice. Additional, as an adjunct professor, he enjoys mentoring students and teaching in the field of hearing science.

Financial Disclosure: Senior Research Scientist, Starkey Hearing Technologies; Adjunct Professor at McMaster University and the University of Toronto

Non-Financial Disclosure: Developer of digital signal processing algorithms related to auditory ecology

[Daymond John](#)

From humble beginnings to one of the most sought-after branding and marketing experts in the country, and an investor on ABC's hit show, *Shark Tank*, Daymond John has elevated himself to a 21st century renaissance businessman, setting the standard of excellence in marketing, branding and business.

John's career began at a young age, when he failed to find reasonably priced attire similar to what he saw on TV, leading him to create FUBU. John developed FUBU into a \$5 billion global fashion powerhouse that's now one of the most iconic urban fashion brands in the world. John now provides insight and consultation through his branding company, Shark Branding.

John illustrates his success strategies with insight from his all-American journey, offering audiences practical and invaluable tools to achieve personal and professional goals.

Financial Disclosure: Co-host and Investor on ABC's *Shark Tank*, Founder of Shark Branding, Founder of FUBU, Guest speaker receiving an honorarium

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Mike Eckert](#)

Mike Eckert has been in the healthcare industry since 1992. Over the last 22 years at Starkey Hearing Technologies, he has worked in sales, moved to Managing Director of Qualities Hearing, and later MicroTech Hearing. In his current role as Managing Director of Retail Partners, Eckert leads the Ascent partnership program, assisting providers in starting private practices. The program has over 100 locations operating in 35 states and has recently expanded into Canada. He earned his bachelor's degree from the University of Minnesota-Duluth with a double concentration in marketing and management.

Financial Disclosure: Managing Director of Retail Partners, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Sheryl Figliano, Au.D.](#)

Dr. Sheryl Figliano has been an audiologist with the Centers for Hearing Care since 1989. As President and Owner of all seven locations, she is passionate about delivering superior patient care to each and every person at all seven Centers for Hearing Care locations with the utmost compassion and sincerity. Figliano strives to enrich the lives of each patient who walks through the door in guaranteeing the “white-glove treatment” they deserve. Since 1999, she has directed teams of volunteers on mission trips to El Salvador, Dominica, St. Kitts, Guatemala and Mexico to provide hearing care to the countries’ poorest regions. Figliano also started the Valley’s first-ever hearing mission in 2012, and again in 2013, to help those in Northeast Ohio who have hearing loss and living in extreme poverty.

Financial Disclosure: President and Owner of Centers for Hearing Care and developer of strategies discussed in this course

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation and Founder of Valley’s Hearing Mission

[Kevin M. Fire, Ph.D.](#)

Kevin M. Fire, Ph.D., is Board Certified in Audiology and a Fellow of the American Academy of Audiology. He is licensed in North Dakota both as an Audiologist and as a Hearing Instrument Specialist. He has also authored several book chapters in academic texts about various topics in audiology and has research articles published in a number of journals. Fire earned his bachelor’s degree in speech pathology and audiology from The University of Akron, an M.A. in audiology from the University of Akron, and a Doctorate in speech and hearing science from the Ohio State University.

Financial Disclosure: Owner, Fire Audiology and Hearing Center and developer of the strategies discussed in this course

Non-Financial Disclosure: Supporter of the Starkey Hearing Technologies and Member of AAA and ASHA

[Jason Galster, Ph.D.](#)

Jason Galster, Ph.D., is the Senior Manager of Audiology Research for Starkey Hearing Technologies and is responsible for investigating clinical outcomes of modern hearing aid features while ensuring that product claims are accurate and backed by supporting evidence. He has held a clinical position as a pediatric audiologist and worked as a research audiologist on topics that include digital signal processing, physical room acoustics, and amplification in pediatric populations with hearing loss. Galster received his bachelor’s degree in communication disorders and M.S. in audiology from Purdue University and his Ph.D. in audiology and electrical engineering from Vanderbilt University.

Financial Disclosure: Senior Manager of Audiology Research, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Chris Gould](#)

Chris Gould is the Senior Manager of Digital Marketing for Starkey Hearing Technologies and focuses on generating leads for providers through search marketing, landing page optimization and display advertising. Gould brings 10 years of online marketing experience to the company after working for a wide variety of clients at Minneapolis agencies. He graduated from St. John’s University, Collegeville, Minnesota and is a Google Adwords Certified Professional.

Financial Disclosure: Senior Manager of Digital Marketing, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of online landing pages that optimize and display advertising

[Justine Hammer, Au.D.](#)

Justine Hammer, Au.D. is a Staff hearing Professional for the Center for Excellence at Starkey Hearing Technologies. In her current role in the fitting clinic, she works along with the team on some of the most challenging fittings

across the United States, troubleshooting and solving unique solutions of acoustic and physical fittings helping patients hear their best.

Financial Disclosure: Staff Hearing Professional, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Chris Healey](#)

Chris Healey has practiced as a hearing aid audiologist in the United Kingdom since 1994, competing in the private sector with the National Health Service; and in the United States since 2004, running successful clinics in Tennessee. In 2010, he became the first workshop consultant at All American Hearing, and later Regional Sales Director with a focus on workshop events, practice management and sales coaching. He transferred to Starkey Hearing Technologies in 2015 as a top-producing workshop consultant. Healey is licensed in six states with experience working in four countries and over 40 US states.

Financial Disclosure: Workshop Specialist, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Dawn Hepper](#)

With almost 20 years of experience in marketing, Dawn Hepper has worked in both corporate and agency marketing environments, developing integrated marketing strategies for clients of every size across multiple industries. She has a passion for data-driven and digital marketing, and has spent her career educating her clients on the business impact of these new media channels. As Starkey Hearing Technologies’ Director of Retail Marketing, Hepper leads a team of talented marketing executives whose sole purpose is to drive local marketing success for Starkey Hearing Technologies’ customers. With a strong focus on client services and results, she excels at delivering insightful and impactful marketing campaigns across the entire patient journey.

Financial Disclosure: Director of Retail Marketing, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of digital tools that manage retail marketing

[Michelle Hicks, Ph.D.](#)

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 Hillman](#)

With over 20 years of experience in operations, manufacturing, strategic planning and large-scale transformation, Chris Hillman is responsible for Starkey Hearing Technologies’ operational efficiencies and analytics. In his previous role as Vice President and General Manager of Global Services Supply Chain for GE Healthcare, Hillman successfully executed the aftermarket equipment business’ commercial operations, supply chain and operations strategies.

Prior to GE, Hillman held multiple leadership positions at Scientific Games and Motorola Networks. He holds a B.A. in business from DePaul University.

Financial Disclosure: Executive Vice President of Operations

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Michelle Hoffman](#)

Michelle Hoffman joined Starkey Hearing Technologies’ marketing team in 2011 and is now responsible for a team of marketing representatives that create marketing strategy and plans that span across multiple marketing channels for customers. Most importantly, she works closely with partners to provide insights

to generating a greater return on investment from their marketing plans. Hoffman graduated from the University of Wisconsin-Green Bay with a bachelor's in business and psychology and has over 12 years of marketing and business strategy experience. Six of those years have been spent working in the hearing industry with large and small businesses.

Financial Disclosure: Manager of Retail Marketing, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of digital tools that manage retail marketing
[John Hoglund](#)

John Hoglund is a national board certified in hearing instrument sciences and is also certified by the American Conference of Audioprosthology. Hoglund has been taking care of the needs of the hearing impaired throughout Florida for the past 34 years. As owner of Hoglund Family Hearing and Audiology Centers, he offers insight into the often confusing symptoms of hearing loss, especially when noise exposure is involved. He also covers the advancements into the treatment of nerve deafness and presents information concerning the recent findings from Johns Hopkins that untreated hearing loss dramatically increases the probability of developing Alzheimer's disease and dementia. He has lectured through Florida since 1985.

Financial Disclosure: Owner, Hoglund Family Hearing and Audiology Centers and developer of strategies discussed in this course

Non-Financial Disclosure: Certified by the American Conference of Audioprosthology

[Chris Howes](#)

Chris Howes joined Starkey Hearing Technologies in 1998 after spending eight years working in audiology at Bethesda Naval Hospital and Walter Reed Army Medical Center. He transferred to Research and Development at Starkey Hearing Technologies in 2000, and is currently a Senior Software Product Manager. Howes was the product manager responsible for Inspire fitting software from the first designs until 2010, and his current focus is on the improvement of end user experience through the design and development of mobile software applications. He presents regularly for Starkey Hearing Technologies on a variety of topics, such as hearing products, fitting software, concept software and mobile applications.

Financial Disclosure: Senior Software Product Manager, Starkey Hearing Technologies; Holder of a patent related to mobile apps

Non-Financial Disclosure: Developer of digital tools that manage lead-generation

[Tony Hsieh](#)

In 1999, at the age of 24, Tony Hsieh sold LinkExchange, the company he co-founded, to Microsoft for \$265 million. He then joined Zappos as an advisor and investor, and eventually became CEO, where he helped Zappos grow from almost no sales to over \$1 billion in gross merchandise sales annually, while simultaneously making *Fortune* magazine's annual "Best Companies to Work for" list. Zappos was acquired by Amazon in November 2009 in a deal valued at \$1.2 billion on the day of closing.

Hsieh's first book, *Delivering Happiness*, debuted at number one on the *New York Times* Best Seller List and has remained on the list every week since June 2010. He currently lives in Las Vegas and "sort of" has a cat.

Financial Disclosure: Author of the book *Delivering Happiness*, CEO of Zappos; Guest speaker receiving an honorarium

Non-Financial Disclosure: Entrepreneur and founder of LinkExchange and Zappos

[Gyl Kasewurm, Au.D.](#)

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: Owner, Professional Hearing Systems

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Mark Kelly](#)

Mark and Scott Kelly captivate with super-human lessons on resilience in the face of extraordinary challenges, encouraging audiences to pursue their dreams with relentless passion, hard work and determination.

Their contributions to the future of space travel and exploration are unmatched; their influence on humanity, immeasurable. Mark and Scott, the world's most prominent identical twin brothers have secured their well-deserved place in history as the subjects of an unprecedented NASA study on how space affects the human body.

It was Mark's command of space shuttles Endeavor and Discovery that sparked deep pride across America, and Scott's record-breaking Year in Space that mesmerized the globe — together they inspire the notion of infinite possibility and the inner dreamer in us all.

Financial Disclosure: Co-author of the book "*To Infinity and Beyond*"; Guest speaker receiving an honorarium

Non-Financial Disclosure: Political activist, Awarded several military and aeronautical medals and honors

[Scott Kelly](#)

Mark and Scott Kelly captivate with super-human lessons on resilience in the face of extraordinary challenges, encouraging audiences to pursue their dreams with relentless passion, hard work and determination.

Their contributions to the future of space travel and exploration are unmatched; their influence on humanity, immeasurable. Mark and Scott, the world's most prominent identical twin brothers have secured their well-deserved place in history as the subjects of an unprecedented NASA study on how space affects the human body.

It was Mark's command of space shuttles Endeavor and Discovery that sparked deep pride across America, and Scott's record-breaking Year in Space that mesmerized the globe — together they inspire the notion of infinite possibility and the inner dreamer in us all.

Financial Disclosure: Co-author of the book "*To Infinity and Beyond*"; Guest speaker receiving an honorarium

Non-Financial Disclosure: Awarded several military and aeronautical medals and honors

[Suma Khalil, Ph.D.](#)

Dr. Suma Khalil is a Senior Clinical Audiologist and the Head of Education and Training at the Center for Excellence at Starkey Hearing Technologies. She has trained a great number of national and international hearing professionals, taught and presented multiple courses on Hearing at National and International meetings. She has a passion for helping the hearing-impaired, is an expert in working with children, and has participated in several national and international missions with the Starkey Hearing foundation. Khalil graduated from Medical School (University of Alexandria, Egypt/University of Manchester, United Kingdom) and practiced as a Pediatrician for several years before having her child, who was born with a profound hearing loss. Because of her son, she decided to change her career to be able to help him and help many other hearing-impaired children. She then went to Washington University, St. Louis, and earned an M.A. and a Ph.D. in speech and hearing. Prior to Starkey Hearing Technologies, she worked as a clinical audiologist at St. Louis University Hospital, and was an Adjunct Professor at St. Louis University as well. Following that, she was Director of Audiology at Otology Associates at Missouri Baptist Hospital in St. Louis.

Financial Disclosure: Senior Clinical Audiologist and Head of Education and Training at the Center for Excellence, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation, Member of AAA and ASHA

[Shyhla Lobdell](#)

Shyhla Loddell joined Starkey Hearing Technologies in August 2011. In her current role as HR Business Partner - Global Operations, she partners and advises Operations Leadership to assist in developing their teams, working on strategies to improve Operations and employee engagement, and helps create consistency for Starkey Operations globally. Shyhla has presented on a variety of topics related to recruitment and retention, team building, leadership development, and a variety of other HR topics. She has over 10 years' experience in HR and has focused her time in recruiting, talent management, employee relations, strategy and global HR.

Financial Disclosure: Human Resources Business Partner, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Mary Leisses

Mary Leisses joined Starkey Hearing Technologies as Director of Customer Service and Education for Audibel in June 2006. Mary has more than 20 years of experience in the hearing healthcare and bio-medical fields. She has worked in clinical practice for major hearing aid manufacturers and for bio-tech firms. Her personal areas of interest focus on aural rehabilitation and the successful coupling of technology with human lives. She obtained her B.S. from the University of Wisconsin- Whitewater and her M.S. from the 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

Andy Lin

As Manager of Biosensor Research and Technology at Starkey Hearing Technologies, Andy Lin and his team researches and develops sensor technology and novel applications that open the door to stunning new features in hearing aids. Prior to joining Starkey Hearing Technologies, he spent 10 years in the medical device industry and has 19 patents ranging from wireless biosensors to smart endotracheal tube. Lin holds master degrees in electrical engineering and engineering management from the University of Colorado-Boulder.

Financial Disclosure: Manager of Biosensor Tech Development, Starkey Hearing Technologies; Holds 19 patents

Non-Financial Disclosure: Developing of signal processing algorithms, including wireless biosensors

Chris McCormick

Since joining Starkey Hearing Technologies in 1988, Chris McCormick has worked and excelled in multiple sales, service and marketing positions with Starkey's mission in mind – to serve our customers better than anyone else. His deep knowledge of Starkey and our customers and consumers will allow Chris to lead our marketing efforts to a new and unified global level. His leadership and vision will drive Starkey's strategy to strengthen our brand loyalty and values to our customers and their consumers.

Chris earned his bachelor's degree in marketing from the Herberger College of Business at St. Cloud State University in 1995.

Financial Disclosure: Chief Marketing Officer

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Martin McKinney, Ph.D.

Martin McKinney has been part of Starkey Hearing Technologies since 2008 and currently serves as a Principal Digital Signal Processor (DSP) Research Engineer in the Signal Processing Research Department. His main areas of research include auditory models, music perception and auditory scene analysis. Prior to Starkey Hearing Technologies, McKinney worked as a research scientist as Philips Research in Eindhoven (The Netherlands). Martin holds a bachelor's degree in electrical engineering from Tufts University, an A.M. degree in electroacoustic music from Dartmouth College, and a Ph.D. in speech and hearing sciences from Massachusetts Institute of Technology.

Financial Disclosure: Principal Research Engineer, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of signal processing algorithms implements in Starkey Hearing Technologies hearing devices

Bill Noel

Since joining Starkey Hearing Technologies in 1989, Bill Noel has worked in various disciplines in hearing aid manufacturing and Education and Training. In his current role as hearing aid dispenser at the Center for Excellence, Starkey Hearing Technologies fitting clinic, he works along with the team helping patients hear their best. Noel is Board Certified and licensed in Minnesota and California.

Financial Disclosure: Hearing Aid Consultant, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Carol Olson

Carol Olson has been instrumental in leading Starkey Hearing Technologies' consumer and digital marketing teams, and developing communication strategies and programs to support product launches, corporate lead generation and retail marketing initiatives. AS Vice President of Consumer Marketing, she helps Starkey Hearing Technologies think, act and innovate towards new opportunities in a changing and dynamic consumer landscape. Olson has more than 20 years of marketing experience across retail services and consumer goods industries and extensive experience overseeing the development of our corporate internet strategy and digital marketing efforts. She holds a bachelor's degree from Michigan State University in East Lansing, Michigan.

Financial Disclosure: VP of Consumer Marketing, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation;

Developer of digital tools that manage consumer marketing

Seth Oringher, M.D.

Dr. Seth Oringher is an ENT-otolaryngologist in Chevy Chase, Maryland and is affiliated with multiple hospitals in the area, including Children's National Medical Center and MedStar Georgetown University Hospital. He is also Chief of Otolaryngology at Sibley Hospital, Johns Hopkins Medicine and the physician manager of the Feldman Hearing Studio and manages all aspects of the hearing center. Oringher received his medical degree from George Washington University School of Medicine and has been in practice for more than 20 years.

Financial Disclosure: Chief of Otolaryngology at Sibley Hospital, Johns Hopkins Medicine

Non-Financial Disclosure: Affiliated with multiple hospitals in the Chevy Chase MD area

Jessica Perez

Jessica Perez joined Starkey Hearing Technologies in October 2007. In her current role as Director, Global Human Resources, Jessica is responsible for leading the design and delivery of an integrated global talent development strategy, including performance management that drives employee engagement and alignment to drive business results and impact. Jessica has presented on a wide range of topics including recruitment and retention, employee engagement, team optimization, and leadership development. She holds a B.S. in business management from Saint Mary's College of California and an M.A. in Organizational and Change Leadership from the University of St. Thomas.

Financial Disclosure: Director of Global Human Resources, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Paul Phillips

As Executive Vice President of International Sales, Paul Phillips leads our efforts in growing and developing our markets throughout the world. For the last 24 years, Phillips has given his time and talent to Starkey in many capacities in the United States, Europe and New Zealand. Having worked in sales, marketing and retail roles, he has a deep understanding of how and why we provide better hearing around the globe.

Phillips holds a B.A. in international business and economics from Temple University.

Financial Disclosure: Executive Vice President of International Sales

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Ron Ragsdale

After his own hearing loss was treated, Ron Ragsdale entered the industry under the mentorship of Randy Schoenborn, built successful clinics, and now serves to elevate the clinical practices and patient outcomes across the All-American Network as Director of Learning Strategies.

Financial Disclosure: Director of Learning Strategies, All-American Hearing Network

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Condoleezza Rice

Condoleezza Rice is currently the Denning professor in Global Business and the Economy at the Stanford Graduate School of Business; the Thomas and Barbara Stephenson senior fellow on public policy at the Hoover Institution; and a professor of Political Science at Stanford University.

Rice served as the 66th Secretary of State of the United States, the second woman and first African American woman to hold the post. Rice also served as President George W. Bush's Assistant to the President for National Security Affairs, the first woman to hold the position.

Since 2009, Rice has served as a founding partner at RiceHadleyGates, LLC, an international strategic consulting firm based in Silicon Valley and Washington, D.C. The firm works with senior executives of major companies to implement strategic plans and expand in emerging markets.

Financial Disclosure: Denning Professor in Global Business and the Economy at the Stanford Graduate School of Business; Guest speaker receiving an honorarium

Non-Financial Disclosure: 66th Secretary of State of the United State, Assistant to the President for national Security Affairs, Founding Partner at RiceHadleyGates, LLC

Lisa Richards

Lisa Richards has been a champion in the field of hearing healthcare for over 20 years and is currently serving as the Vice President of Sales and Customer Relations for Starkey Hearing Technologies, located in Eden Prairie, MN. In her role, Richards is responsible for creating and leading organizational excellence as well as providing the strategic direction for our customer facing teams in Sales and Customer Relations. She has demonstrated exceptional leadership through cross-departmental process improvement, coaching and developing team members, and advancing the company vision to serve our customers better than anyone else.

Financial Disclosure: Chief Customer Officer, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Steve Richards

Steve Richards is responsible for growing Starkey Hearing Technologies' North American revenue and market share. With more than 30 years of industry experience, Richards has a proven track record in sales and management. He began his career as a hearing aid technician in 1985 and joined Starkey Hearing Technologies in 1992 as a field sales representative for Omni Hearing Systems, a Starkey subsidiary located in Carrollton, Texas. He has held a number of leadership roles in the company including Vice President of Network Development, Managing Director of Starkey Texas, Managing Director of Audibel and Senior Managing Director of Exclusive Networks.

Financial Disclosure: Executive Vice President of North American Sales

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

April Royan, M.A.

April Royan, M.A., CCC-A, is an Audiologist and owner of Decibels Audiology. She is a former Audiology Training Manager for a major hearing aid manufacturer and was awarded the Outstanding Customer Service and Patient Satisfaction Award from 2009 through 2016 from AMG, a national Audiology organization, Royan has been recognized by Gulfshore Life's Who's Who in Health and Top Doctors publications, was selected for the 2009 through 2016 Best of Naples Awards in the Audiologists category, and was awarded the prestigious Gulfshore Business 4 under Forty Award. Most recently, Decibels Audiology was the winner of the Naples Daily News 14th Annual Southwest

Florida Choice Awards for Best Hearing Aid Center, making this the sixth consecutive year they have won this readers-choice award, Royan received her bachelor's degree in audiology from Illinois State University and her M.A. in Audiology from the University of Illinois.

Financial Disclosure: Owner of Decibels Audiology and developer of strategies discussed in this course

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation, Member of ASHA, recipient of several business awards

Brandon Sawalich

Brandon Sawalich began his career at Starkey Hearing Technologies in 1994 and has led various teams throughout the organization including customer service, marketing and sales. As President, Sawalich leads a global team of over 5,000 employees with facilities in 23 countries.

Sawalich uses his vast industry experience and understanding of our customers and employees to position Starkey Hearing Technologies as the premier provider of better hearing solutions. He works with the Executive Team and leaders throughout the organization to define and implement Starkey Hearing Technologies' strategic direction, support the company's mission and goals, and grow partnerships around the world.

Sawalich is the chairman of the Hearing Industries Association and is actively involved in charitable work through Starkey Hearing Foundation, which has provided hearing help to over 1 million people this decade.

Financial Disclosure: President, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Randy Schoenborn

Randy Schoenborn is a respected industry leader who has been closely aligned with Starkey Hearing Technologies for more than 35 years. He is the owner and CEO of NewSound Hearing Network. Since 2002, he has grown his business from three locations to what is now more than 63 hearing aid centers throughout Texas, Oregon, Pennsylvania and Virginia. For two decades, he was a Starkey team member in a variety of roles, including Hearing Aid Technician, National Sales Manager and Managing Director of Starkey Texas (Austin). He currently serves as the Managing Director for All American Hearing and is responsible for all aspects of Starkey Hearing Technologies US retail business. Additionally, he lends his leadership as a board member of Starkey Hearing Foundation. Schoenborn received his bachelor's degree from Oregon State University and has served on the boards of Texas State Hearing Aid Association, and the Hearing Health International Institute.

Financial Disclosure: Managing Director, All-American Hearing Network; Co-developer of strategies discussed in this course

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Michael Scholl

Prior to joining Starkey Hearing Technologies as the Director of Government and Community Relations, Michael Scholl held several leadership positions in both the private and public sector, most recently serving as the Director of Advancement at Providence Academy. He brings more than a decade of experience providing companies with strategic advice in the areas of message development, coalition building, lobbying, fundraising, government relations and paid media. Scholl earned his bachelor's degree in political science and government from Denison University.

Financial Disclosure: Director of Government and Community Relations, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

Lauren Sculthorpe-Petley, Ph.D.

Lauren Petley, Ph.D. is a neuroscientist who uses electroencephalography (EEG) to study how hearing interacts with cognitive processes like attention and memory in the brain. She received her Ph.D. from the University of Ottawa in 2010 and has worked in academic hospital and government facilities to explore the use of EEG for applications as diverse as monitoring pilots in-flight and patients in intensive care units. As a member of Starkey Hearing Technologies, Petley is involved in research that is aimed at integrating EEG into the hearing aid

to enhance its responsiveness to the user and its functionality in supporting the user's overall well-being.

Financial Disclosure: Cognitive Neuroscientist, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Technologies

[Josef Severson](#)

Josef Severson is the Retail Digital Marketing Strategist at Starkey Hearing Technologies, managing digital marketing programs and initiatives. His focus is creating opportunities for customers to adopt and drive revenue from online channels. He has deep expertise in profitable marketing, drawing from experiences at ad agencies Olson and Nina Hale.

Financial Disclosure: Retail Digital Marketing Strategist

Non-Financial Disclosure: Developer of digital tools for revenue generation

[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 and corporate international marketing efforts. She holds a bachelor's degree in psychology from Dickinson College in Carlisle, Pennsylvania.

Financial Disclosure: Vice President of Brand Marketing, Starkey Hearing Technologies

Non-Financial Disclosure: Supporter of the Starkey Hearing Foundation

[Michael Strahan](#)

Emmy winner and Super Bowl Champion Michael Strahan currently co-hosts ABC's *Good Morning America* and serves as an analyst for Fox *NFL Sunday*. Prior to being a sports broadcaster, Strahan was a seven-time Pro-Bowler and one of only four players to lead the NFL in sacks for two seasons. His NFL career resulted in being named to the 2014 Pro Football Hall of Fame. From 2012-2016, Strahan co-hosted LIVE with Kelly and Michael. In 2015, Strahan released his best-selling book, *Wake Up Happy: The Dream Big, Win Big Guide to Transforming Your Life*, and introduced his men's clothing line COLLECTION by Michael Strahan.

Financial Disclosure: Author of several books; Co-host of ABC's *Good Morning America*; Analyst for Fox *NFL Sunday*; 7-time Pro-Bowler; Guest speaker receiving an honorarium

Non-Financial Disclosure: Former co-host for LIVE with Kelly and Michael

[Steve Williams](#)

As Senior Director of Consumer Engagement for Starkey Hearing Technologies, Steve Williams manages lead-generation through consumer touchpoints primarily with a digital focus. He brings nearly 20 years of marketing experience to the company after leading the marketing and partnerships strategies at several Fortune 500 companies. He received his undergraduate degree from Duke University and his MBA from the Kellogg Graduate School of Management at Northwestern University.

Financial Disclosure: Director of Consumer Engagement, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of digital tools that manage lead-generation

[Ray Woodworth](#)

Ray Woodworth joined Starkey Hearing Technologies in 2002 in his current position as Hearing Specialist at the Center for Excellence, he works with the most challenging fittings across the United States, troubleshooting and solving unique solutions of acoustic and physical fittings. Prior to Starkey Hearing Technologies, Woodworth dispensed hearing aids in North Carolina. He earned a degree at St. Phillip's College in San Antonio, Texas, in applied science and has been in the hearing industry since 1999.

Financial Disclosure: Hearing Aid Consultant, Starkey Hearing Technologies

Non-Financial Disclosure: Developer of digital tools that manage lead-generation, BC-HIS certified