



Needs Assessment And Course Abstract

PERSONALIZATION HAS BEEN PERFECTED PRACTICUM

COURSE DATES: VARIOUS

SUBMISSION DATE: NOVEMBER 20, 2013

NEEDS ASSESSMENT AND COURSE ABSTRACT

Personalization Has Been Perfected Practicum—2-Hour Course

Total Hours: 2.0

Total CEUS: 0.2 | 2.0

ITEM 1: NEEDS ASSESSMENT

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

ITEM 1: COURSE ABSTRACT

The Personalization Has Been Perfected Practicum reviewed available product options from wireless connectivity to tinnitus devices to frequency lowering strategies.

ITEM 2: LEARNING OUTCOMES

As a result of taking the Personalization Has Been Perfected Practicum, participants will be able to:

1. Select the most appropriate technology to meet their patient's communication and lifestyle needs
2. Define how evidence-based design research increases patient benefit and satisfaction

End Needs Assessment | Course Abstract | Learning Outcomes



Speaker Biographies And Disclosures

PERSONALIZATION HAS BEEN PERFECTED PRACTICUM

COURSE DATES: VARIOUS

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Kyle AckerAu.D. kyle_acker@starkey.com

Kyle Acker, Au.D., is a doctorally-trained audiologist and Manager of the Education and Training team at Starkey Hearing Technologies. Acker completed his B.S. in industrial hygiene and his M.S. and Au.D. at Purdue University in West Lafayette, IN. He began his clinical career at The American Institute of Balance in Largo, FL, before joining the Starkey Hearing Technologies team as a regional trainer. His clinical interests include amplification and counseling techniques, utilizing technology in the hearing aid delivery process and innovating education and training techniques to improve clinician understanding of new technology. Acker is a passionate supporter of the Starkey Hearing Foundation.

Relevant Financial: Manager, Education and Training Department, Starkey Hearing Technologies

Relevant Non-Financial: None

Lori BunkholtM.A. lori_bunkholt@starkey.com

Kyle Acker, Au.D., is a doctorally-trained audiologist and Manager of the Education and Training team at Starkey Hearing Technologies. Acker completed his B.S. in industrial hygiene and his M.S. and Au.D. at Purdue University in West Lafayette, IN. He began his clinical career at The American Institute of Balance in Largo, FL, before joining the Starkey Hearing Technologies team as a regional trainer. His clinical interests include amplification and counseling techniques, utilizing technology in the hearing aid delivery process and innovating education and training techniques to improve clinician understanding of new technology. Acker is a passionate supporter of the Starkey Hearing Foundation.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies

Relevant Non-Financial: None

Sara BurdakAu.D. sara_burdak@starkey.com

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

Relevant Financial: Senior Director, Education And Audiology, Starkey Hearing Technologies

Relevant Non-Financial: None

Luis CamachoAu.D. luis_camacho@starkey.com

Luis Camacho began working for Starkey Hearing Technologies in August 2000 as a Field Sales Representative and transferred to the position of Regional Trainer for the Midwest Region in 2008. He received his B.A. in Telecommunications and Audio Engineering from Indiana University and continued on to receive his M.A. in Audiology from Indiana University in 1991. After graduate school, he worked as a staff audiologist for an otology practice in Indianapolis where his duties included clinical audiology, special testing, hearing aid dispensing, marketing and public relations. He obtained his Au.D. through Arizona School of Health Sciences.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Debra Cowley**Au.D.** debra_cowley@starkey.com

Debra Cowley, Au.D., joined Starkey Hearing Technologies in August 2001. In her current role in the Education and Training department, Cowley develops staff and customer training materials. Prior to joining Starkey Hearing Technologies, Cowley worked as a teacher for the deaf and an audiologist | educational consultant in various school settings. She earned a B.A. in elementary and deaf education from Augustana College, an M.A. in audiology from the University of South Dakota and the Au.D. through the Arizona School of Health Sciences.

Relevant Financial: Audiologist, Education and Training | CEU Consultant, Starkey Hearing Technologies

Relevant Non-Financial: None

Steve DeMari**M.S.** steve_demari@starkey.com

Steve DeMari has a M.S. degree in Audiology from Syracuse University. He has 10 years of clinical audiology and 15 years of hearing instrument manufacturer experience. Four years of his clinical experience was spent with the VA and all 15 years of his manufacturer experience has been as a representative to government services. He and his family reside in Chicago.

Relevant Financial: Director of Government Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Danielle Dorn**M.S.** danielle_dorn@starkey.com

Danielle Dorn joined the Starkey Hearing Technologies Government Services team in June of 2011 and represents the Southwest and Central US territories as an inside account executive. Danielle previously worked for a privately held medical cosmetic device company where she traveled the US selling capital equipment to day spas and medical practitioners looking to expand their offerings. Danielle received her B.A. in Biology from the University of Wisconsin-Eau Claire in 2004 and currently resided in Minnetonka, MN.

Relevant Financial: Government Services Inside Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Julie Dunphy**Au.D.** steve_demari@starkey.com

Julie Dunphy joined Starkey Hearing Technologies in March 2006 as an inside sales executive for Starkey Government Services. She then became manager of government customer service and currently is working as Government Service Field Sales. Prior to working at Starkey, she worked seven years in the VA hospital as an audiologist focusing on hearing aid fittings as well as balance disorders. She received her M.A. from Miami University of Ohio and her Au.D. from the University of Florida.

Relevant Financial: Government Services Field Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Dave Fabry**Ph.D.** dave_fabry@starkey.com

Dave Fabry is Vice President of Audiology and Professional Relations for Starkey Hearing Technologies. Appropriately, he received three degrees (BA., MA, and PhD) from the University of Minnesota, prior to serving as Research Audiologist at Walter Reed Army Medical Center, and serving as Director of Audiology for Mayo Clinic and the University of Miami. Previously, he was Managing Director of Sales for Starkey. He lives in Eden Prairie with his wife Liz, and his daughter Loren will graduate from the University of Minnesota in 2014.

Relevant Financial: Trainer and Technical Support, Audibel, Starkey Hearing Technologies

Relevant Non-Financial: None

Christie Gardner Au.D. christie_gardner@starkey.com

Christie Gardner joined the Education and Audiology team as a Regional Trainer in August 2011 covering the Northeast region. She earned her B.S. from the University of New Hampshire and her Au.D. from Nova Southeastern University. She has clinical experience in hearing aid dispensing, diagnostic testing and counseling. Her interests include aural rehabilitation and wireless hearing aid technology.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Jessica Green Au.D. jessica_green@starkey.com

Jessica Green graduated from the University of Pittsburgh in April 2006 with her Au.D. During this time she experienced a variety of audiology settings, including a VA hospital. Also during this time, she traveled twice to China in a visiting professor program to teach audiology to ENT students. After graduation, she practiced two years at the Baltimore VA where she established the Mid-Atlantic cochlear implant program. She joined the Starkey Government Services in July 2007, where she is a Government Service Sales Executive in the Northeast US. Currently, Dr. Green resides in Baltimore, MD

Relevant Financial: Government Services Field Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Judy Grobstien Au.D. judy_grobstein@starkey.com

Judy Grobstein joined Starkey Hearing Technologies in February 2010 as a regional account manager for AudioSync northeast territory. She transferred to the position of corporate education and training audiologist in May 2011. Before joining Starkey Hearing Technologies, she was the director of the audiology department at a large ENT practice in the Washington DC metro area. She has over 13 years of experience in the clinical setting. Her clinical experience includes hearing aid fittings, comprehensive diagnostic testing on adult and pediatric patients, vestibular testing, evoked potentials and otoacoustic emissions testing. She received both her B.S. in speech pathology and audiology and her M.A. in audiology from Kent State University in Ohio before going on to receive her Au.D. through Arizona School of Health Sciences in 2007.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Andrea Hannan-Dawkes Au.D. andrea_hannan-dawkes@starkey.com

Andrea-Hannan-Dawkes joined the Education and Training Department of Starkey Hearing Technologies in November 2010. Her current responsibility includes assisting in the development of educational materials, leading training classes for staff and customers and assisting with course offerings available through Audiology Online. She earned her M.A. in Audiology from the University of Maryland at College Park and her Au.D. from the Arizona School of Health Sciences. Andrea has worked in clinical audiology settings in California, Texas, New York and South Carolina. Her professional background also includes some time devoted to hearing aid research. She currently resides in Charleston, SC with her family.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Carol Hession Au.D. carol_hession@starkey.com

Carol Hession received her Ph.D. in Audiology from Purdue University and has been a practicing audiologist for approximately 20 years. Prior to joining Starkey Hearing Technologies Government Services with MicroTech in September 2006. Dr. Hession held a variety of clinical and faculty positions including a position as a clinical audiologist with the Department of Veterans Affairs for 12 years. She has presented at state, regional and national meetings in the areas of amplification, digital technology, adult audiologic rehabilitation, professional issues and electronic medical record documentation.

Relevant Financial: Government Services Field Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Michele HurleyAu.D. michele_hurley@starkey.com

Michele Hurley received a M.S. in Audiology from North Texas State University and Au.D. from Arizona School of Health Sciences. Dr. Hurley has been practicing for 21 years in a variety of professional roles, spending the past 14 years in the area of education and technical services and has spoken on numerous occasions on the topics of hearing aid technology and patient care.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Mary LeissesM.S. mary_leisses@starkey.com

Mary Leisses joined Starkey as Director of Customer Service and Education for Audibel in June 2006. Mary has more than 15 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 background includes product development, project management and training and education. Her personal areas of interest focus on aural rehabilitation and the successful coupling of technology with human lives. She obtained her B.S. from university of Wisconsin-Whitewater and her M.S. from University of Wisconsin-Stevens Point.

Relevant Financial: Manager, Education and Training For Exclusive Network Partners, Starkey Hearing Technologies

Relevant Non-Financial: None

Sarah LewandowskiAu.D. sarah_lewandowski@starkey.com

Sarah Lewandowski graduated from Purdue University in 2007 with a Bachelors degree in Speech Pathology and Audiology. In 2011 she earned her Doctorate in Audiology from The University of Illinois at Urbana-Champaign. After graduating, Sarah joined Denver Ear Associates, a Neurotology practice, where she obtained extensive experience in diagnostic audiological evaluations, fitting hearing aids, surgical nerve monitoring, and assessing balance disorders. Sarah practiced at Denver Ear through Spring 2013. Sarah has been a part of the Education and Training team at Starkey Hearing Technologies since Spring 2013. She holds a Certificate of Clinical Competence through American Speech, Language and Hearing Association. Sarah also is a fellow of the American Academy of Audiology and Colorado Academy of Audiology. In her spare time she enjoys hiking, snowboarding and taking advantage of all Denver has to offer.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Aaron McCroneM.S. aaron_mccrone@starkey.com

Aaron McCrone graduated from the University of Nebraska-Lincoln in May 2000 with his M.S. in Audiology. During this time he experienced a vast array of clinical settings ranging from a military hospital to an educational setting. After graduating, he moved to Everett, WA where is practiced for two years in a private practice setting. Mr. McCrone was a commercial sales manager in the industry from March 2002 through August 2007. During this time he spoke at state meetings and conducted community seminars providing hearing healthcare information to patients. He joined Starkey Government Services in September 2007 where he is currently a Government Sales Executive for the western US. Currently, Mr. McCrone resides in Omaha, NE with his wife and two sons.

Relevant Financial: Government Services Field Sales, Starkey Hearing Technologies

Relevant Non-Financial: None

Beasan, McKeeAu.D. beasan_mckee@starkey.com

Beasan McKee earned her undergraduate degree in communication sciences and disorders from North Carolina State University followed by an Au.D. from Nova Southeastern University. She joined NuEar as an Education and Training Manager in June 2008 educating dispensers, audiologists and colleagues on the newest technology, software and advanced fitting strategies, keeping them on the cutting edge of their profession. In 2009, Dr. McKee became a Regional Business Manager for NuEar focusing on growth, development and practical business solutions for hearing professionals. Beasan then joined the corporate Education and Training team for Starkey Hearing Technologies in 2011 providing technical and product training to customers, prospective customers and Starkey Hearing Technologies employees.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Michael MyersAu.D. michael_myers@starkey.com

Mike Myers joined Starkey Hearing Technologies in January 2008 as a Regional Field Trainer working with clients in Pennsylvania and Ohio. He obtained his M.A. in Audiology from Cleveland State University and his B.S. in Education from Edinboro University. He has worked in clinical practice for 14 years. His responsibilities included diagnostic hearing and balance testing and hearing aid fitting. Dr. Myers is licensed to practice audiology in Ohio and Pennsylvania. He has been married for 30 years and has 3 children.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Lindsay OlsonAu.D. lindsay_olson@starkey.com

Lindsay Olson received her M.A. in Audiology from Northwestern University and Au.D. through Arizona School of Health Sciences. She has been a dispensing audiologist for more than 23 years. She has presented at numerous state and national meetings on a variety of topics including amplification, aural rehabilitation and wireless technology. She has spent the past 18 years working in hearing aid manufacturing in several different roles: Training, Sales, Technical Support and Government Services. In her current role as an Education and Training Audiologist, she plays an integral role in teaching hearing professionals about Starkey Hearing Technologies. She recently completed the Certification Program in e-Learning Instruction Design at UC Irvine.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Carolyn PinkertonAu.D. carolyn_pinkerton@starkey.com

Carolyn Pinkerton joined Starkey Hearing Technologies in 2012 in the Education and Training Department. She is a graduate of Northeastern University's Doctorate of Audiology Program. She has completed residencies at several Ear, Nose and Throat offices in Massachusetts as well as the VA Hospital in Boston. Dr. Pinkerton completed a year-long externship at a busy private practice in Syracuse, NY area where she saw a full range of patients from newborns to geriatric and took part not only in comprehensive audiological examinations and fitting of appropriate hearing technology, but also in vestibular, central auditory processing and advanced evoked potential diagnostics.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Michael ProiaAu.D. michael_proia@starkey.com

Michael Proia joined Starkey Hearing Technologies Government Services in December 2010 as a technical support representative. Michael has a computer science degree with a concentration in business. He has 20 years of experience in the hearing health care industry working in product management, software development and marketing. Michael resides in Chicago with his family.

Relevant Financial: Government Services Technical Support Representative, Starkey Hearing Technologies

Relevant Non-Financial: None

Lindsay PrusickAu.D. lindsay_prusick@starkey.com

Lindsay Prusick is an Audiologist in the Education and Training Department at Starkey Hearing Technologies. Formerly, Dr. Prusick worked at the University of Iowa as a Research Associate and was responsible for running and coordinating all research studies for the Speech Perception Laboratory. She earned her Au.D. from Purdue University and a B.A. from the University of Iowa. Dr. Prusick is a member of the American Speech-Language-Hearing Association and a fellow of the American Academy of Audiology.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Michael RosenblattAu.D. michael_rosenblatt@starkey.com

Michael Rosenblatt is an Audiologist for Networks at Starkey Hearing Technologies. Dr. Rosenblatt has over 30 years of industry and speaking experience. He has worked primarily in hearing instrument manufacturer and distributor-supplier settings in areas of product management, training and customer support. He received his M.A. from Michigan State University and his Au.D. from Arizona School of Health Sciences. Dr. Rosenblatt's background includes product management, education and training, technical support and managing a corporate training department. Dr. Rosenblatt has presented at numerous state, national and international professional associations and congresses.

Relevant Financial: Audiologist, Education and Training, Starkey Hearing Technologies

Relevant Non-Financial: None

Daniel J. ThomasM.A. dan_thomas@starkey.com

Dan Thomas is Senior Director of Government and Contract Services for Starkey Hearing Technologies. Dan oversees all business activities related to Starkey Hearing Technologies government contracts, commercial contracts, insurance related business and Starkey's non-clinical custom hearing product business. He has worked in the hearing aid industry since 1995 in various sales and management capacities. Dan earned a B.A. in Communicative Disorders and a M.A. in Audiology from the University of Akron.

Relevant Financial: Senior Director of Government and Contract Services, Starkey Hearing Technologies

Relevant Non-Financial: None

Dennis VanVlietPh.D. dennis_vanvliet@starkey.com

Dennis Van Vliet has a B.S. degree from UC Irvine, a M.A. from Cal-State University-Fullerton and an Au.D. from Central Michigan University. He has worked as an audiologist in medical, education and private practice settings. Professional activities have included formation of the Independent Hearing Aid Fitting Forum, a volunteer study group that developed a comprehensive hearing aid fitting protocol for nonlinear hearing aids, has advocated for evidence-based practice and other professional issues. Dr. VanVliet has been invited as a speaker in the US and internationally to present information on a variety of hearing aid technology topics and other professional issues. His opinions are expressed monthly in the "Final Word" feature of the *Hearing Journal*. Dr. VanVliet is Director of Education and Professional Relations for Starkey Hearing Technologies.

Relevant Financial: Director of Education and Professional Relations, Starkey Hearing Technologies

Relevant Non-Financial: None

End Speaker Biographies and Disclosures



CEU Course Policies

PERSONALIZATION HAS BEEN PERFECTED PRACTICUM

COURSE DATES: VARIOUS

SUBMISSION DATE: NOVEMBER 20, 2013

Course Attendance Policy

Participants are required to attend the entire course in order to obtain CEUs. No partial credit is available. Participants must complete the attendance form at the course and submit it to the instructor prior to leaving the course. Starkey Hearing Technologies CE Department will not accept attendance forms delivered via US mail, fax, email or Starkey Staff other than the course instructor. No CEUs will be awarded for attendance forms delivered to the CE Department via these avenues. In addition, to coincide with changing national board policies, participants requesting CEUs must indicate on the course evaluation form three key learning points from the course in order for CEUs to be awarded to national boards.

Refund Due To Event Cancellation Or Date Change Policy

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

Refund Due To Participant Cancellation Policy

Participants must notify Starkey Hearing Technologies of cancellations 48 business hours prior to the start of the course to receive a full refund. Cancellations must be received in writing by email via CEU_Inquiries@starkey.com. Refunds will be issued in the same form as which the payment was made. Registrants who cancel will not receive course materials. Please allow two weeks for processing.

Resolution Of Complaints Policy**Complaint About Course Or Instructor**

Whenever a course Participant has a complaint about a course or instructor, the participant must contact the Senior Director of Education and Audiology, Starkey Hearing Technologies, within 7 days of the course end date to lodge the complaint. The Senior Director of Education and Audiology will work with the Participant to resolve the complaint.

Complaint About CEU Documentation

Whenever a course participant has a complaint about the awarding of course CEUs, the participant must contact the CE Administrator by email via CEU_Inquiries@starkey.com within 7 days of receiving the course attendance documentation in order to verify and amend reporting to necessary national and state boards. Starkey Hearing Technologies CE Department cannot guarantee reporting to requested national and state boards after this time.

Transparency In Course Planning, Delivery And Marketing

Starkey Hearing Technologies discloses there will be limited or no information provided about similar products or services during this course.