Giving Back and Getting Connected

We hope you have enjoyed the conference so far, as the last few days have been jammed-packed with sessions and activities. Thursday’s Honors and Awards Banquet was an inspiring event celebrated by almost 300 guests and sponsored in part by Phonak. It was a true privilege to recognize the individuals who have dedicated their lives to improving the field of audiology.

Thursday night also featured the ABA Certificant Mixer, a new event this year (sponsored in part by Phonak) to honor those individuals who have taken that extra step to voluntarily become board certified in audiology, certified in pediatric audiology, or certified in cochlear implants. Certificants appreciated this new event and truly enjoyed the evening with appetizers, beverages, and a jazz trio.

Did you chillax with the PAC at the Palm Court? If you did, we appreciate your donation and continued support for audiology advocacy. Gyl Kasevurm, past chair of the PAC Advisory Board, and Sarah Jacobs, chair of the SAA Advocacy Committee and student liaison to the PAC Advisory Board, spoke to attendees about the importance of advocacy.

Yesterday, we hosted the 2013 Student Research Forum, where five graduate students in audiology and/or recent audiology graduates presented 10-minute summaries of their research. This year’s winners include Julianne Ceruti, BA, for ABR and Behavioral Off-Frequency Masking Patterns; Carolyn Whitcomb, BA, for Clinical Utility of Rotational Chair Testing in the Diagnosis of Migraine Associated Vertigo and Chronic Subjective Dizziness; Virginia Ramachandran, AsD, PhD, for Longitudinal Outcomes of DPOAES and WBR in Infants; Thomas Wise, AuD Student, for The Effect of Surface Modifications of Titanium Substrates on Spiral Ganglia Dendrite Outgrowth; and Andrew Keiner, MS, for Tinnitus Comparison of Electric and Acoustic Stimulation in Patients with a Cochlear Implant. These awards are funded by the AAA Foundation with underwriting support provided by Plural Publishing. The Academy is proud to congratulate these recipients.

New this year, we hosted the Industry Connections Reception yesterday evening. Attendees got their Friday started on the show floor with an open bar and complimentary food and in and out of the exhibit booths. One-on-one time with industry representatives was the goal, and many attendees enjoyed the experience.

Have you attended a Quick Solution session in and out of the exhibit hall yet? If not, these are a great way to earn continuing education credits and connect with industry partners. Located at individual exhibit booths multiple times a day, these 15-minute sessions will surely get you energized about new products on the show floor. See page 5 of this Daily News to review the sessions for today.

And, if you have a sweet tooth and need to get your chocolate on, take part in the Sweets Break on the show floor at 12:30 pm. Halls C-D.

Interested in cochlear implants? Join us for the free half-day specialty conference this morning, at 8:30 am in room 213AB. This unique conference will address current implant candidacy criteria, implant candidate selection for infants, speech-and-language development occurring in the first year of life, updates on cochlear implant outcomes for pediatric recipients, and tips for audiological management of infants with cochlear implants. Seating is on a first-come, first-served basis and Tier 1 hours are offered.

Remember to stop by the Academy Membership Meeting at 100 pm, Room 208B, to hear more about the Academy-commissioned study to evaluate the safety and cost-effectiveness of direct access for Medicare beneficiaries. This is your forum to have Academy leaders answer your questions.

Audiology trivia anyone? This end-of-convention event pits students, researchers, clinicians against each other in an exciting battle of wits and memory. Root for your favorite team; some favorite team names include Word Rec If Ralph, Buck-e-n-Ears, Warble Babies, and Phonemic Regressives. Join your colleagues today at 4:00 pm in Ballroom B-D, Level 3.

Have a great convention and safe journey home. We hope to see you at AudiologyNOW! 2014, March 26–29, in Orlando, FL.
Orange County Science Fair Winners Attend AudiologyNOW!

On March 18–20, 2013, the local Orange County public school community hosted its annual science fair. Every year, members of the audiology community participate in judging a science fair in the host city of AudiologyNOW! Marie Hepola, Aprille Engalla, Sandra Romero, and Lindsay Olson were special judges for the event this year and selected two projects rooted in hearing health care. The first winner is Haotian Xu, who developed the project titled “EEG Cortical Signal Measurement and Processing System for Automatic Artifact Removal, Evaluation, and Remote Monitoring of Cochlear Implants.” Our second winner is Daniel Yang, who developed the project titled “A New Radio Propagation Model at 2.4 GHz for Wireless Medical Body Sensors in Outdoor Environment.”

Haotian was inspired by classmates, who attend the deaf and hard-of-hearing program at his high school and who use hearing aids and cochlear implants. Haotian’s project focuses on scanning the cortical responses of cochlear implant users to a sound stimulus using an electroencephalogram (EEG) to determine whether a cochlear implant is fitted properly. He will present an overview of his project in the poster section this morning around 10:00 am.

Following the presentations and photo session with Academy board members, our winners will tour the AudiologyNOW! show floor and become better acquainted with the audiology industry. Each winner receives a $100 prize courtesy of the American Academy of Audiology Foundation.

Join us inside booth #663 where GSI experts will be facilitating hands-on demonstrations with the AudioStar Pro. Learn more about the new and familiar features and benefits of this clinical audiometer. See how the AudioStar Pro can enhance your efficiency, productivity and overall workflow in your practice, saving you time and money.

Visit GSI Booth #663
Advocacy Update

Third Annual SAA Advocacy Summit a Rousing Success

Since its inception at AudiologyNOW! 2011 in Chicago, IL, the Student Academy of Audiology (SAA) Advocacy Summit has drawn scores of students who have an interest in learning more about advocating for the profession. This year did not disappoint, as students heard from a multitude of speakers about various issues. Jessi Middaugh, a third-year student at Ohio State University, kicked off the event by detailing the trip to Capitol Hill that she and 14 of her OSU colleagues made in February 2013. Hearing firsthand from a fellow student about advocacy efforts was a highlight for attendees. Also presenting were John Coverstone, AuD, chair of the Academy’s Government Relations Committee, Erin Miller, AuD, incoming president-elect for the Academy, and Melissa Sinden and Kate Thomas from Academy staff. In addition to receiving a refresher on the legislative process, information about current initiatives and reasons to contribute to the Academy’s Political Action Committee (PAC), students were afforded an opportunity to raise questions and obtain written materials to serve as a reference in their future efforts. The SAA Advocacy Committee also congratulated the Northeast Ohio Audiology Consortium (NOAC) on winning the SAA Advocacy Challenge for the second year in a row. The enthusiasm exhibited by the students at this efficacious event was inspiring and it is clear that these students will be active advocates for the profession for many years to come.

Cost-Savings Affiliated with Direct Access Highlighted at Academy Membership Meeting

In the fall of 2012, the Academy announced that it has been working with the independent health-care economics consulting firm, Dobson DaVanzo & Associates, LLC, to determine the impact on Medicare spending of direct access to audiologists for Medicare beneficiaries. By analyzing data received from the Centers for Medicare and Medicaid Services (CMS), conducting a comprehensive literature review, holding stakeholder interviews, and working with a clinical advisory committee throughout the project, the study found that direct access could yield a cost savings to Medicare of about $240 million over 10 years. At the Academy’s Membership Meeting, Academy members will have the opportunity to review the Academy-commissioned study and pose questions to one of the lead analysts from Dobson DaVanzo & Associates, Audrey El-Gamil. Join Academy leadership and staff at the meeting, today, at 1:00 pm in Room 208B.

Running now through Saturday, April 6 at 12:00 pm PT, the auction features over 70 items up for grabs. Bid EARly and often, because proceeds benefit the AAA Foundation! Go to www.biddingforgood.com/auction4audiology to bid on or view all auction items.

Squier by Fender Electric Guitar signed by Dave Matthews Band
Donated by: Sensaphonics Hearing Conservation, Inc.
Opening Bid: $2,000

16 GB iPad Mini with WiFi
Donated by: American Hearing Aid Associates
Leading Bid: $335

Lobster Dinner for Two
Donated by: Maine Academy of Audiology
Leading Bid: $210

Bids as of Friday, April 5 at 4:00 pm.
Critical Medicare Deadlines for Audiology Practices

Within the next 20 months, audiology practices will need to be prepared to comply with the following Medicare and patient privacy (HIPAA and HITECH) deadlines, and the Academy has all the educational resources you will need to learn how to comply.

- **By May 1, 2013:** Providers who order and refer for audiological evaluations for Medicare Part B beneficiaries must be enrolled in the Provider Enrollment Chain Ownership System (PECOS) or your claim will be denied. It is recommended that you consult with the staff of your referring providers to ensure that they are enrolled in PECOS.

- **By September 23, 2013:** You must have your Notice of Privacy Practices (NPP) updated to include new information (e.g., fundraising and patient authorization) and available for patients to view. All business associate agreements should also be updated. The Academy has detailed information on the HIPAA Compliance pages of the Web site regarding these changes, including a sample business associate agreement to assist your practice with these new requirements. www.audiology.org/practice/compliance/pages/HIPAA

- **By December 31, 2013:** This is the last date of service in 2013 for which you may submit a Medicare claim for a minimum of one Physician Quality Reporting System (PQRS) measure to avoid the 1.5 percent penalty on 2015 Medicare claims. The Academy has a wealth of resources on PQRS on its dedicated PQRS Web page. www.audiology.org/practice/PQRS

- **By October 1, 2014:** This is the ICD-10 code system transition date, meaning that by this date your practice and billing vendors must be ready to submit and process claims using ICD-10 codes. Make sure you check out the essential educational resources found on the Academy's dedicated ICD-10 Web page. www.audiology.org/practice/coding/ICD-10-CM

- **By December 31, 2014:** This is the last date of service in 2014 for which you may submit a Medicare claim for a minimum of one PQRS measure to avoid the 2 percent penalty on 2016 Medicare claims.

Note that beginning on January 1, 2015, the current Medicare PQRS voluntary incentive program (bonus payment) is scheduled to terminate. In order to receive a 0.5 percent incentive bonus in 2013 and 2014, you must report on applicable quality measures for a minimum of 50 percent of eligible cases seen within the calendar year.

Best in Show

**Small Booth**
AudStuff, LLC/AuDBling—Booth 259

**Medium Booth**
CaptionCall—Booth 273

**Medium-Large Booth**
Auditdata A/S—Booth 115

**Large Booth**
Able Planet—Booth 1683

**Extra-Large Booth**
Oticon, Inc.—Booth 327

New Product Showcase

Westone Laboratories, Inc.—Booth 726
Inserting earpieces is slick with the new and improved Oto-Ease lubricant from Westone. The new formulation is sterile, unscented, and water-soluble. The Oto-Ease unique formula provides a non-greasy insertion solution for patients, while also helping create an effective acoustic seal.
First-Time Profiles

Jeff Crukley, PhD
London, ON, Canada
What prompted you to attend? This year’s conference marks five years as a licensed audiologist. So while I would have liked to attend sooner, it’s a nice way to celebrate this milestone.
What aspect of the meeting are you looking forward to most? As a recent PhD graduate, this meeting will be an excellent opportunity to meet many others in the field to discuss exciting ideas and approaches. I am presenting a poster of a novel approach to studying auditory ecology, which I hope starts up conversations with pediatric audiologists and hearing aid developers and researchers.
In previewing the content and speakers, are there any that stand out and you plan on attending? Why? I am really looking forward to the binaural hearing and speech-in-noise sessions, as well as the advanced diagnostics and new hearing aid technology sessions.

Janet Kingman
Morwell, Australia
What prompted you to attend? My bosses gave me the conference registration, flights, and accommodations as a gift for my 20 years of service with them.
What aspect of the meeting are you looking forward to most? The sheer scale of it! (I’m from Australia—a big country, tiny population.) The extent of the exhibition hall! The enormous breadth of presentations, (but I shudder at the prospect of having to choose and then miss out on so much more!)
In previewing the content and speakers, are there any that stand out and you plan on attending? Why? The workshop on hearing loss prevention and testing custom hearing protectors. I see a lot of men who work offshore on oil rigs and are exposed to high noise levels for long periods. The employer is intent on doing the best for them, but it’s been difficult establishing (and verifying) exactly what is best for each of them in their work environments and with their communication requirements.

Sarah Shepherd, AuD
Student
Scottsdale, AZ
What prompted you to attend? As a current fourth-year extern, I think participating in AudiologyNOW! is a great chance to meet potential employers and network.
What aspect of the meeting are you looking forward to most? I am most looking forward to the research presentations, both the student research forum and the featured sessions. I hope to make research a part of my audiology career in some way and it is always helpful to hear presentations from current researchers in the field. In previewing the content and speakers, are there any that stand out and you plan on attending? Why? The Grand Rounds series is something I am definitely looking forward to. I really enjoy learning how different audiologists, from different institutions, and different parts of the country, approach difficult clinical problems.

Graham Ampomansah
Ameayaw
Ghana, West Africa
What prompted you to attend? My colleagues and I are the first locally trained audiologists in Ghana. As audiology continues to evolve, we as incoming professionals must also evolve and become abreast of new developments and technologies available to enhance our service delivery. AudiologyNOW! is the platform we believe will offer us the opportunity to learn new things, explore what is new in the market, and network with our audiology counterparts on the other side of the world.
What aspect of the meeting are you looking forward to most? We are looking forward to most are the Learning Labs, Audiology Solutions, Academy Research Conference, and Student Academy of Audiology Conference.
We cannot wait to see old friends like Don Atchison, Yalanda Atchison, Kate Nielsen, and Tina Osborne at the conference.

BRAIN TEASERS
Simply say what you see. Answers are on page 6.
Taking It to the Streets

We pounded the hallways and asked some of your colleagues the “hard-hitting” questions. Find out what they said below.

What is your favorite Disney movie?

- Beauty and the Beast
- Cars
- The Little Mermaid
- Finding Nemo
- Fantasia
- Cinderella
- The Lion King
- Toy Story
- Cars

What time zone did you travel from?

- Eastern
- Pacific
- Mountain
- Central
- International

How many AudiologyNOW! conventions have you attended?

- 2–5
- 6–10
- 11–15
- First-Time

Will you be attending AudiologyNOW! 2014 in Orlando, FL?

- Yes
- Maybe
- No

What is your go-to app?

- Twitter
- MapMyRun
- Goodreads
- Weather Bug
- IMDB
- Facebook
- Evernote
- Yelp
- PEOPLE CelebWatch
- MyFitnessPal
- Pandora
- Fandango

Get It? Answers to questions from page 5.
1. Forgery
2. Capital city
3. Milkshake
4. Octopi (plural for octopus)
5. Back to the future
6. Four-part harmony
7. Ambiguous
8. Unfinished business
9. Split Second