

AAA 2026 Advocacy, Coding & Practice Management Sessions

Practice Management Sessions				
Learning Lab-\$\$	Amplify Your Value: From Hourly Rate to Profitability – A Financial Lab for Audiologists	Alyssa Needleman, PhD Tracy Murphy, AuD Marie Vetter, AuD	Weds, April 22, 8:00-11:30 AM	Room 302
Featured Session	Amplify Your Value: From Awkward to Authentic – Talking Money in Your Practice	Lindsay Bryan-Podvin, LMSW, Mind Money Balance	Weds, April 22, 2:15-3:15 PM	Stars at Night Ballroom B1
Learning Module	Amplify Your Value: Transforming Care Delivery in Your Audiology Practice	Megan Bachmann, AuD Tracy Murphy, AuD	Thurs, April 23, 8:15-9:15 AM	Room 304
Learning Module	Amplify Your Value: HR 101 for Audiologists Who Own a Business	Andrea Herran, Founder & CEO, Focus HR	Thurs, April 23, 5:00-6:00 PM	Room 304
Learning Module	Amplify Your Value: Practical Strategies for New Audiology Revenue Lines	Brenna Carrol, AuD (Moderator) Marie Vetter, AuD Craig Kaspar, AuD Ross Cushing, AuD	Friday, April 24, 11:00 AM-12:00 PM	Room 303
Learning Module	Amplify Your Value: The Hidden Lessons in Buying and Running an Audiology Practice	Frank Vinopel CPA, MBE CPAs	Friday, April 24, 3:15-4:15 PM	Room 303
Coding Sessions				
Mini Module	Coding Considerations for Pediatrics	Susan Von Dollen, AuD Allison Morrison, AuD	Weds, April 22, 12:00-12:30 PM	Room 220
Mini Module	Billing and Coding in Review	Payal Anand, AuD Susan Von Dollen, AuD Anna Jilla, AuD, PhD	Thurs, April 23 9:00-9:30 AM	Room 301
Hub Session	CPT Coding Unscripted: An Interactive Discussion	Anna Jilla, AuD, PhD Patricia Gaffney, AuD, MPH Susan Von Dollen, AuD Kristie Trester, AuD	Thurs, April 23 1:00-1:30 PM	Exhibit Hall - HearTECH Hub
Hub Session	Code without the Vertigo: Vestibular Billing Basics	Alaina Bassett, AuD, PhD Anna Jilla, AuD, PhD	Thurs, April 23 3:45-4:15 PM	Exhibit Hall - HearTECH Hub
Hearing Device Services Codes Series				
Learning Module	The Modernization of Codes for Hearing Device Services and Related Practice Arenas	Paul Pessis, AuD	Weds, April 22, 12:45-1:45 PM	Room 301
Learning Module	Billing for Hearing Device Services and the Use of HCPCS Codes	Tracy Murphy, AuD Marie Vetter Toalson, AuD	Thurs, April 23, 2:15-3:15 PM	Room 301
Learning Module	Implementing the Hearing Device Services Codes: Working with Patients and Payers	Marie Vetter Toalson, AuD Tracy Murphy, AuD	Friday, April 24, 8:00-9:00 AM	Room 301
Advocacy Ambassador Program				
Ambassador Program	Federal Advocacy 101	Tina Stern, AuD Joanne Zurcher, MPP Michelle Moore	Weds, April 22, 2:15-3:00PM	Room 221CD
Ambassador Program	State Advocacy 101	Michelle Moore Tina Stern, AuD Joanne Zurcher, MPP	Thurs, April 23, 3:30-4:00 PM	Room 221CD
Ambassador Program	State Policy Advocate Network	Tina Stern, AuD Joanne Zurcher, MPP Michelle Moore	Thurs, April 23, 4:15-5:15 PM	Room 221CD
Ambassador Program	Grassroots Ambassador Graduation	Joanne Zurcher, MPP Melissa Heche, AuD Michelle Moore	Friday, April 24, 4:30-5:15 PM	Room 221CD