

September  
24 - 26, 2024  
Mesa, AZ

## The Hearing Aid Patient Journey: Differentiating Your Services in Changing Times

During this in-person, 3-day workshop, you will be participating in a hands-on walk-through of the hearing aid patient journey. We will take a deep dive into the hearing provider/ patient experience. It includes both the theory and practical components of subjective outcome measures, cognitive screeners, diagnostic testing, real-ear measurements, and test box measurements. We will spend time learning about and practicing validation and verification of advanced features, including frequency lowering technologies, CROS/BiCROS fittings, OTCs, RECD, and HIT box measurements.

Get ready for three days of interactive discussions and hands-on activities during which you will learn how to use the equipment to its maximum capabilities, leading to loyal and long-term patients.

Workshop content will center on how to improve the satisfaction of the patient by identifying and optimizing the different concerns that affect the patient experience at each stage of the hearing aid fitting process.

### Attendees will learn how to

- Identify all tests in their audiology toolkit and how to use them in the patient journey
- Demonstrate how to complete an effective case history to improve patient outcomes
- Perform all special tests available and how to integrate them into the patient journey to maximize outcomes
- Identify the appropriate hearing aid styles and configuration based on a variety of patient demographics
- Perform and interpret real ear measurements (REM) and hearing instrument test (HIT) measurements using the Affinity Compact
- Demonstrate how to use built-in counselling tools to improve patient outcomes
- Effectively use built-in features to improve patient satisfaction and remove the need for additional follow up visits, saving you time
- Explain the tools available for re-assessment and understand the benefits of these to both the patient and clinician
- Describe the importance RECD and how to perform them
- Perform verification of CROS/BiCROS fittings using the Affinity Compact
- Perform and interpret verification of advanced hearing aid features both in ear and in the test box
- Describe the purpose and benefit of the visible speech mapping tool

**Presenters:** Ashley Hughes, Au.D. and Leigh Martin, International Clinical Trainer, Interacoustics Academy

**Education Credits:** maximum of 2 AAA CEUs

### Training Location:

A.T. Still University  
5850 E Still Circle  
Mesa, AZ 85206

**Fee:** \$450, excluding hotel

**Register online at:** <http://tinyurl.com/HAFit24>



### Hotel Information

Attendees are responsible for obtaining their own lodging and transportation to/from the training location. As a courtesy, we have pre-arranged for a limited supply of rooms to be available at a nearby hotel. Room cost is \$139 USD per night on September 23, 24, and 25. Last day to book under the group rate is August 24, 2024. Room link is available on registration site. Availability is limited. If you prefer to call to reserve a room, see phone number below and reference group code: HAFIT24.

### Hotel location

Holiday Inn Express & Suites Phoenix East/Gilbert  
5285 East Baseline Road  
Gilbert, AZ 85234  
480-218-8000

### Early Registration Recommended

Class size will be limited to allow participants ample hands-on opportunities with testing equipment and guidance from on-site experts.

Class is co-sponsored by Interacoustics and Interacoustics Academy.



# Agenda

September 24 – 26, 2024, Mesa, AZ

## Agenda Day 1

Time	Session
8:00 – 8:30 am	<b>Fitting toolbox</b> - Overview of tools available
8:30 – 10:00 am	<b>Understanding patient needs</b> - Patient outcomes, motivational tools & cognitive screeners - Hands-on practice with these tools
10:00 – 10:15 am	<b>Break</b>
10:15 – 12:00 pm	<b>Diagnostic testing for hearing aid fitting</b> - Audible Contrast Threshold (ACT™) test & QuickSIN
12:00 – 1:00 pm	<b>Lunch</b>
1:00 – 2:00 pm	<b>Hearing aid selection</b> - Prescriptive formulas, acoustic parameters, styles, features & accessories - Hands-on interactive patient fitting
2:00 – 2:45 pm	<b>Real ear measurements (REM)</b> - Hands-on REM setup (hearing aid programming)
2:45 – 3:00 pm	<b>Break</b>
3:00 – 4:30 pm	<b>Real ear measurements (REM)</b> - Hands-on real-ear unaided gain (REUG), real-ear occluded gain (REOG), real-ear aided response (REAR)

## Agenda Day 2

Time	Session
8:00 – 10:00 am	<b>Optimize your hearing aid fitting: counselling</b> - Visible speech mapping - Hands-on visible speech mapping
10:00 – 10:15 am	<b>Break</b>
10:15 – 12:15 pm	<b>Following up your hearing aid fitting</b> - Clinical hearing instrument test (HIT) and SoundStudio - Hands-on practice with these tools
12:15 – 1:15 pm	<b>Lunch</b>
1:15 – 4:00 pm	<b>Post hearing aid fitting reassessment</b> - Hands-on IA-AMTAS (automated audiometry), AutoREM and Technical HIT

## Agenda Day 3

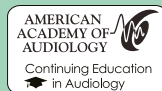
Time	Session
8:00 – 10:00 am	<b>CROS/BICROS fittings</b> - Hands-on CROS/BICROS fitting and verification
10:00 – 10:15 am	<b>Break</b>
10:15 – 11:45 am	<b>Real ear to coupler difference (RECD) and remote fittings</b> - Hands-on RECD fitting
11:45 – 12:30 pm	<b>Lunch</b>
12:30 – 3:30 pm	<b>Advanced feature verification</b> - Hands-on frequency compression, directionality, noise reduction, and FM transparency verification



**Ashley Hughes, Au.D.** earned her doctorate of audiology from University of Illinois at Urbana-Champaign in 2014. She works as an audiologist with Interacoustics US, in Eden Prairie, Minnesota. Prior to joining Interacoustics, Dr. Hughes first worked clinically and then as a research audiologist for a hearing aid manufacturer. She has served as an invited speaker at state and national conferences and is an author on multiple published articles and posters. She is highly involved in the American Academy of Audiology, along with her state audiology organization, the Minnesota Academy of Audiology.



**Leigh Martin** is an audiologist and global Manager of the Interacoustics Academy. Clinically, he has worked in the National Health Service and in the private sector in the UK specializing in both paediatric audiology and adult diagnostics and rehabilitation. Leigh has also sat on the board of directors for the British Academy of Audiology. For the last four years Leigh has been working in the Interacoustics Academy firstly as an international clinical trainer, then as head of clinical training Asia and now as the Manager of the academy. Leigh has presented at over 20 scientific conferences and meetings across a diverse range of audiological topics as well as having published papers in both vHIT and Wideband tympanometry.



Interacoustics is approved by the American Academy of Audiology to offer Academy CEUs for this activity. Attending is worth a maximum of 2 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.

