

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

This in-person, 3-day workshop walks you through the hearing aid patient journey. It will take a deep dive into the hearing provider/patient experience. It includes case histories, subjective outcome measures, diagnostic testing, and real-ear measurements. There will be a focus on the validation and verification of features, including frequency lowering technologies, CROS/BiCROS fittings, OTCs, RECD, and HIT box measurements. You can expect 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
- Describe 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
- Demonstrate how to perform REM and HIT measurements using the Affinity Compact
- Demonstrate how to use built-in counselling tools to improve patient outcomes
- Effectively utilize built-in features to improve patient satisfaction and remove the need for additional follow up visits
- Explain the tools available for re-assessment and understand the benefits of these to both the patient and clinician
- Describe the importance of RECDs and explain when and how to utilize them
- Demonstrate how to verify and validate CROS/BiCROS fittings using the Affinity Compact
- Verify and validate 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

Content Difficulty: Intermediate

Education Credits: maximum of 2 AAA CEUs

Location:
Interacoustics, Ron Perlt Training Room
10393 W 70th St., Eden Prairie, MN

Fee: $450, excluding hotel

Register online at: https://tinyurl.com/2rt4rwtr

Hotel Information:
Hilton Minneapolis/Bloomington, 3900 American Blvd. W., Bloomington, MN. Room block (includes breakfast and transportation to/from training) will be held under group code 906 until June 17, 2023. Room link is available on registration site. Availability limited. 844-856-8554

Interacoustics Academy

Audiometry Tympanometry ABR OAE Hearing Aid Fitting Balance

Interacoustics USA 10393 West 70th Street Eden Prairie, MN 55344 T +1 800 947 6334 F +1 952 903 4200 info@interacoustics-us.com interacoustics-us.com

Science **made** smarter

Agenda

Minneapolis, MN, July 10-12 2023

Agenda Day 1

Time	Session
8:00 – 10:00 am	**Fitting toolbox** - Overview of tools available
10:00 – 10:15 am	**Break**
10:15 – 11:30 am	**Understanding patient needs** - Case history, patient outcomes, experiences, etc.
11:30 – 12:30 pm	**Lunch**
12:30 – 1:30 pm	**Audiometry testing for HA fitting** - Special tests, case studies, counseling
1:30 – 2:30 pm	**HA selection** - Prescriptive formulas, acoustic parameters, styles, features, accessories
2:30 – 2:45 pm	**Break**
2:45 – 4:30 pm	**Optimize your hearing aid fitting**

Agenda Day 2

Time	Session
8:00 – 10:00 am	**Optimize your HA fitting: Counseling** - SoundStudio, VSPM, assistive listening devices, etc.
10:00 – 10:15 am	**Break**
10:15 – 12:15 pm	**Following up your HA fitting**
12:15 – 1:15 pm	**Lunch**
1:15 – 4:00 pm	**Post HA fitting reassessment**

Agenda Day 3

Time	Session
8:00 – 10:00 am	**RECDs and remote fittings**
10:00 – 10:15 am	**Break**
10:15 – 11:45 am	**CROS/BiCROS fittings**
11:45 – 12:30 pm	**Lunch**
12:30 – 2:30 pm	**Feature verification**
2:30 – 3:30 pm	**Visible speech mapping/wrap up**

AMERICAN ACADEMY OF AUDIOLOGY Continuing Education in Audiology ™

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.



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 specialising in both paediatric audiology and adult diagnostics and rehabilitation. Leigh has also sat on the board of directors for the British Academy of Audiology. Four 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 Academy

Audiometry Tympanometry ABR OAE Hearing Aid Fitting Balance

Interacoustics USA 10393 West 70th Street Eden Prairie, MN 55344 T +1 800 947 6334 F +1 952 903 4200 info@interacoustics-us.com interacoustics-us.com