

Your Patients Are Critical in Advancing Direct Access

By Melissa Sinden

When you think about who stands to benefit the most from direct access to audiologists, it is clear that the growing number of Medicare beneficiaries experiencing hearing loss will be the true winners. Direct access can mean one less trip to a physician's office, fewer out-of-pocket coinsurance payments, and increased access to care. These benefits, of course, are nothing compared to the greater quality of life that patients enjoy when they receive quality hearing health care from an audiologist.

Doesn't it make sense then that we solicit their help in leading the charge? Audiology is a relatively small profession, and it is easy for our voice to become muted in a sea

of larger physician groups with deep pockets and larger memberships. We can no longer rely on audiologists alone to make sure our message is delivered. We need every supporting voice to weigh in with their members of Congress and tell them what direct access would mean to them. The stories from your friends, family, and patients are the ones that congressional representatives take to heart and that serve to shape their opinions on legislation.

During General Assembly at AudiologyNOW!® this year, then-President Kris English, PhD, described how to become a "15-second activist." She demonstrated how quickly you can log on to the Academy's Legislative Action Center (<http://capwiz.com/audiology/home>) and send an editable letter to members of Congress on a variety of issues. You and your colleagues are highly encouraged to continue to do

so, and now patients of audiology can do the same.

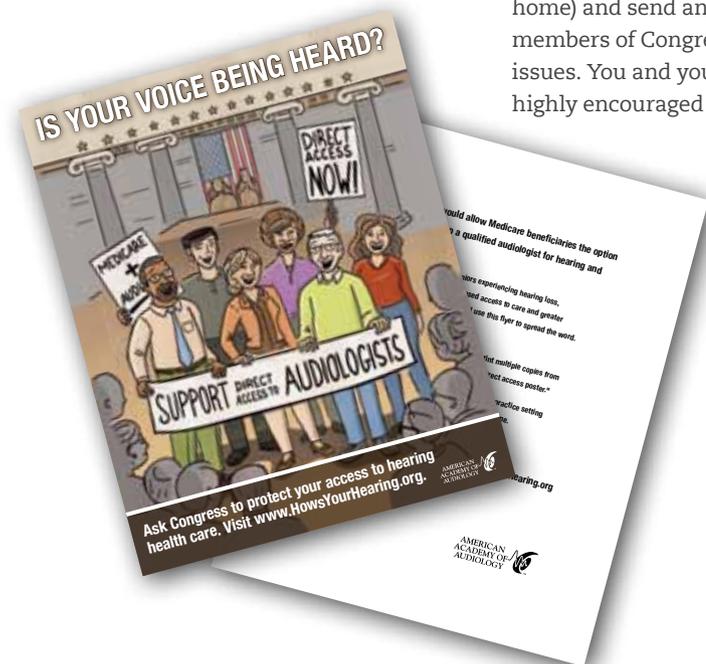
By visiting the Academy's consumer Web site (www.howsyourhearing.org), patients can learn more about the advocacy issues that impact the care they receive. Urge your patients to use this site to send a message to their representatives and explain how access to audiological services has improved their lives and why direct access is so critical in ensuring that Medicare patients receive the same standard of care.

Included in this issue of *Audiology Today* is a patient advocacy flyer designed for Academy members to reproduce and place in patient areas of your practice setting. This flyer educates patients and friends of audiology on why direct access is important and how they can help guarantee access to hearing health care.

We hope that you will make these flyers available for your patients to take home with them, generating thousands of 15-second activists. Every e-mail, phone call, and letter truly makes a difference.

You know the life-changing positive impact your care has on patients living with hearing loss. It is time those patients had a voice on Capitol Hill. 

Melissa Sinden is the senior director of government relations with the American Academy of Audiology.



AIT Position Statement Open for Peer Review

The 2010 *Auditory Integration Training Position Statement* is open for wide-spread peer review until **July 16, 2010**. Send comments to Task Force Chair Carrie Spangler, AuD, at carrie.spangler@email.sparcc.org. To review the document, visit www.audiology.org and search key words “2010 auditory integration.”

AMA SOP Response “Tool Kit” Available Online

Audiology is among 10 provider groups reviewed in the American Medical Association (AMA) *Scope of Practice (SOP) Data Series*. The reports on nonphysician providers were commissioned based on the AMA’s concerns that certain professions are expanding their “scope of practice” at the risk of potential harm to the public. Upon the release of the audiologists module, the Academy assembled a task force for its review, and it was determined that the document contained a number of inaccuracies, misstatements, and falsehoods that were not reflective of the profession of audiology.

The stated intent of these reports is “to provide background information for state- and federal-based

advocacy campaigns where the health and safety of patients may be threatened as a result of unwanted scope of practice expansions sought by nonphysician providers.” As such, the Academy felt it was necessary to develop materials to assist audiologists in educating policymakers on the facts.

The Government Relations Committee created educational materials, which are now available on the Academy Web site. You will find a copy of the Academy task force report, the Academy audiology *Scope of Practice Statement*, and a list of frequently asked questions regarding the *AMA SOP Data Series*, in addition to other helpful tools. These materials are intended for member use to combat any inaccurate information being disseminated to policymakers as a result of the AMA publication. Visit www.audiology.org and search key words “AMA SOP response.”

Resume Review Service

You think your resume is done—but is it really? Have you had a professional audiologist review your resume? Does it present your most relevant experience to employers? The only way to know for sure is to ask for qualified feedback. To assist those in the job market, the Academy is offering a FREE resume review service to members. Job seekers can also submit items such as cover letters, curriculum vitae, and

thank-you notes for review. Please allow 7–10 days to have your job materials reviewed.

For more information, visit www.audiology.org and search key words “resume reviews.”

Are You Connected to the Academy’s Consumer Site?

The Academy’s recently launched consumer Web site now features an area on the home page for your patients to “advocate for audiology.” Check out the site as we continue to make upgrades and make sure your organization, practice, clinic, or university department is linked to www.howsyourhearing.org.

Members in the News and More

Recently, two Academy members, De Wet Swanepoel, PhD, and Jay Hall III, PhD, were featured on Yahoo Sports and other online publications for their study on the NIHL danger from the blaring vuvuzela trumpets at the World Cup soccer games in South Africa. The Academy posts “members in the news” stories like this on our Web site, Facebook, Twitter, and more. Visit www.audiology.org and search key words “members in the news.” 📰

Oticon's Philanthropic Collaboration with AAAF Continues

Oticon, Inc., has been a generous friend of the AAA Foundation for many years. The company has funded the Marion Downs Pediatric Lecture since 2004, and has made several gifts in support of research, education, and public awareness with funds raised through the Hearing with Our Hearts program and other collaborative efforts. At AudiologyNOW!® 2010, Oticon President Peer Lauritsen announced that Oticon would make a \$25,000 gift to the Foundation, thus continuing its tradition of generous philanthropic support. Lauritsen stated, "Oticon is proud to partner with the American Academy of Audiology Foundation on its many educational and service initiatives that benefit people with hearing loss and the people who care for them. Through our support of these activities, we reaffirm Oticon's commitment to always put the needs of people first."

Oticon's Alternative Energy Block Party Benefit was a success, as the company pledged to donate \$10 to the Foundation for every audiologist who attended the benefit event, featuring rock bands Cheap Trick and the Infidels. Everyone had a rockin' good time at the sold-out benefit, and best of all, Oticon's gift ensures continued funding for educational projects such as the Student Travel Award Reimbursement (STAR) Program, which funds educational opportunities for graduate students across the United States.

Oticon also kicked off its Mission to Xanthia Expedition at the Foundation Booth at AudiologyNOW! The mission team, led by Jackie Clark, PhD, from UT Dallas, will provide hearing health care to the underserved populations in the Vredefort Dome area of South Africa. In addition to providing

hearing aids and supplies for the trip, Oticon will send two humanitarian audiologists to Africa to work on the mission team. Jamie Shumaker and Julie Verhoff were chosen from among hundreds of audiologists who submitted entry forms for the drawing held at the Foundation booth on April 17. Friends of the Foundation can track the progress of the mission as Jamie and Julie provide dispatches from South Africa on the Team Xanthia blog. Visit www.audiologyfoundation.org to access their blog and learn more about this humanitarian partnership.

Oticon also supported the Foundation's Auction 4 Audiology with several donations including a guitar autographed by Cheap Trick, a set of Agil hearing devices, and several plush hearing-service dogs.

Cheryl Kreider Carey, CAE, executive director, thanked Lauritsen and his colleagues from Oticon at AudiologyNOW!, "Oticon has been a generous supporter of the Foundation. Their philanthropy creates opportunities for us to do great things for the profession of audiology and those it serves—thank you!"

Jamie Shumaker, pictured with Foundation Director of Development Kathleen Devlin Culver (front row left to right), celebrates her selection for the Xanthia mission trip with Oticon staff Henning Falster, Mariann Cadieu, and Jim Kothe (back row left to right).



Auction 4 Audiology Raises Over \$11,000

They may not have been wearing wet-suits—but there was definitely lots of surfing going on at AudiologyNOW! Convention attendees and cybershoppers across the country surfed the sale in the AAA Foundation's online Auction 4 Audiology running April 5–17.

Over 60 items were displayed at the Foundation Booth including collectibles, electronics, jewelry, and handcrafted art—a special focus this year. New for 2010 was the “Make a STATEment” contest, which encouraged AuD programs and Student Academy of Audiology (SAA) chapters to donate items that showcased their state. We are pleased to announce that the SAA chapter at The University of Texas at Dallas donated the

auction item that received the most bids. Their contribution of the one-of-a-kind handcrafted James Jerger doll was a real treasure and was contested in a fierce bidding war! The chapter won a well-deserved night of food, fun, and a break from the books for their great auction item that ultimately raised over \$200 for the Foundation.

The highest bid in the auction was \$1,525 for the Hamer Vector Flametop electric guitar signed by Cheap Trick and donated by Oticon, Inc. Other popular items included a \$1,200 gift certificate to the Ritz-Carlton donated by Lyric Hearing, an 8GB iPod touch donated by Unitron, and a multicomponent vase crafted and donated by John Penrod, a retired audiologist.

When the sun had set on the auction on Saturday, April 17, we had raised over \$11,000 to support research, education, and public awareness in the hearing sciences. The auction is one of our favorite benefit events and we thank everyone who bid, donated, or helped make it such a success. If you're interested in donating to the 2011 Auction 4 Audiology, please contact Tara Conte at tconte@audiology.org.

Mindy Brudereck emerges victorious from a fierce bidding war for a crocheted James Jerger doll.



2010 Auction 4 Audiology Donors

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Woodturnings by John Penrod

New AAA Foundation Board Members Announced

As of July 1, David Fabry, Karen Jacobs, and Michael Mallahan have begun a three-year term on the Foundation Board of Trustees. Also joining the board is Academy Past-President Kristina English, who will fill a one-year term and serve as liaison to the Academy Board. The Foundation is delighted to welcome this talented group of individuals who will bring their unique perspectives to the board. Ending their terms on the Foundation board are A.U. Bankaitis, Sharon Fujikawa Brooks, and Patrick Feeney. Each made an impact on the Foundation's

philanthropic efforts during their term as a trustee and are thanked for sharing their time and talents with their colleagues on the board.

New trustees: **Kris English, PhD**, is a professor at the University of Akron/NOAC, Akron, OH. She earned her undergraduate and master's degrees at San Diego State University and completed her doctoral degree at the consortium program at SDSU and Claremont Graduate University. Her areas of interest include audiological counseling and the art and science of teaching audiology. She

has authored four books and 16 chapters and has given over 150 presentations in the United States, Canada, and Europe. She served as a board member of the Educational Audiology Association for 10 years, including as president in 1997–1998. She has served on the board of the American Academy of Audiology for four years.

David Fabry, PhD, is managing director of Audiosync Hearing Technologies. He is a past president (2001) and board member (1997–2002) of the American Academy of Audiology, past Board member of the American Board of Audiology, and has previously held positions as director of audiology at Mayo Clinic (1994–2002) and the University of Miami (2007–2009). He is currently the content editor of *Audiology Today*. He earned three degrees from the University of Minnesota, a bachelor’s degree in psychology (1981), master’s in audiology (1984), and a doctoral degree in hearing science (1988).

Karen Jacobs, AuD, is a private practitioner in Grand Rapids, MI, and owner of AVA Hearing Center, which she started in 1998 following 15 years in an ENT practice. She has been active in the profession, serving recently on the American Academy of Audiology Board of Directors, on the American Board of Audiology Board of Governors, as president of the Michigan Academy of Audiology, and as a volunteer for other national and state organizations in support of hearing health care. She has a BS and an MA from Central Michigan University, and an AuD from the George S. Osborne College of Audiology at Salus University.

Michael Mallahan, AuD, is the director of the Hearing & Balance Lab in Everett, WA, and has been in private practice since 1995. He is regionally recognized for expertise in providing assessment and direction for rehabilitative care for patients with balance disorders. He received his undergraduate and graduate education at Western Washington University and his AuD from A.T. Still University of Health Sciences. His greatest joy is serving children in Guatemala leading medical mission teams through the Healing the Children organization.

The AAA Foundation is incredibly fortunate to have such dedicated volunteers and looks forward to another successful year!



Current and future Foundation board members at the Foundation’s annual on-site board meeting at AudiologyNOW!

2010 James Jerger Awards for Excellence in Student Research

The AAA Foundation presented each of the following young researchers with a James Jerger Award for Excellence in Student Research at AudiologyNOW! 2010:

Tracy Barsheff, BS
Western Michigan University
Fetal Alcohol Syndrome: Influence on the Ear and Cranial Ganglia

Melody Benedic, BA
Louisiana State University Health Sciences Center
Inter-Aural Differences of Wave V to Click and Speech Stimuli in Children at Risk for (C)APD

Shannon Daniels, AuD
University of Connecticut
Electrophysiological Correlates to Behavioral Gap Detection

Stephanie Nagle, BA
University of Connecticut
Comparing the Diagnostic and Screening Gaps-in-Noise Tests

Each individual received a \$500 award funded annually by an anonymous Foundation donor who is committed to the promotion of research in the hearing sciences. For information on how you can support audiology research, contact Kathleen Devlin Culver at 703-226-1049. ☎

From left to right: AAA Foundation Chair Dianne Meyer congratulates James Jerger Award winner Melody Benedic along with Jill Preminger and Jennifer Shinn.





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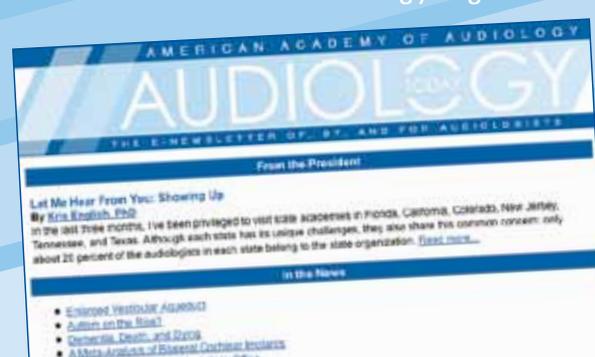
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From the President

Let Me Hear From You: Showing Up
 By Kris English, PhD
 In the last three months, I've been privileged to visit state academies in Florida, California, Colorado, New Jersey, Tennessee, and Texas. Although each state has its unique challenges, they also share this common concern: only about 20 percent of the audiologists in each state belong to the state organization. [Read more...](#)

In This Issue

- Expanded Vestibular Assessment
- Autism on the Rise?
- Cervical, Death, and Dying
- A Meta-Analysis of Biased Cochlear Implants
- Sneaking Coats in the Audiology Office

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Resume search included with job posting.

Contact Vanessa Scherstrom at vscherstrom@audiology.org for more information.

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CALL FOR PRESENTATIONS

Share your experience and knowledge with other audiologists. Submit a presentation proposal for AudiologyNOW!® 2011.

The Program Committee is looking for presentation proposals from first-time presenters, seasoned presenters, and everyone in between.

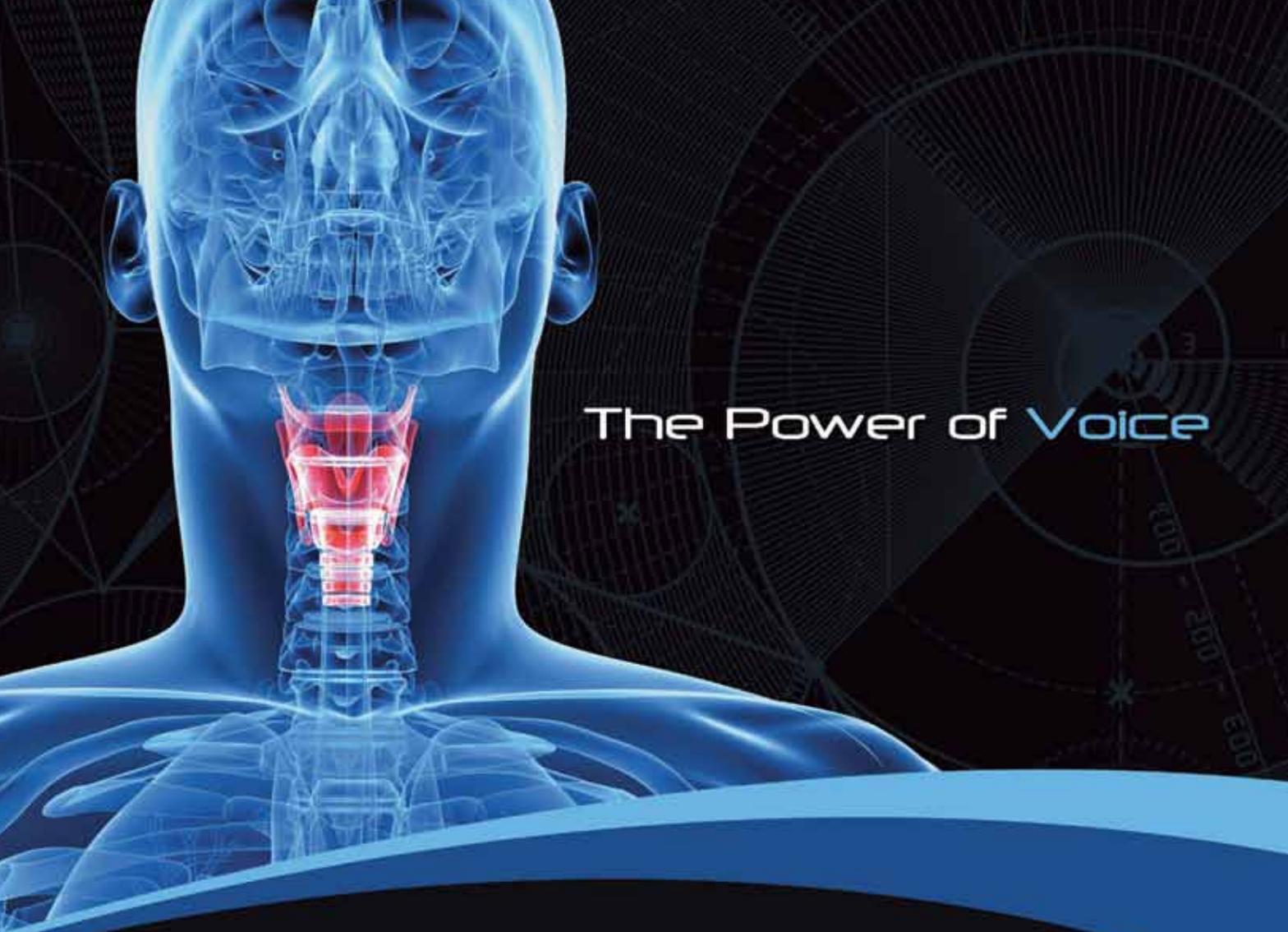
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EXHIBIT 2

Mars Hill Wind Turbine Project

Health Effects — Preliminary Findings

- 28 turbines, 389 ft tall
- Online Dec 06, Complete Mar 07
- 20 homes North and East of turbines
- 35 adults, 16 children live within 3400 feet
- 15 people interviewed (13 face to face Mar 12, 2009) to date