



**Kentucky**  
Academy of Audiology

# KAA 2019 Annual Conference

July 11-12, 2019  
Embassy Suites  
Lexington, KY

## Thursday, July 11, 2019

8:00 AM - 4:30 PM  
**Registration**

9:00 AM - 10:30 AM  
**Quality Payment Program 2019 - Helping Audiologists in the Value-Based Payment World**  
*Jessica Elliott, Practice Transformation Advisor, Kentucky Regional Extension Center*

This session will address the need for and reasoning behind our nation's move toward Value-Based Care, including summarizing the MACRA legislation, specifically the Quality Payment Program (QPP) and the Merit-Based Incentive Payment System (MIPS). This session will focus on how audiologists fit into MIPS, and how they can prepare to participate.

10:30 AM - 10:45 AM  
**Break**

10:45 AM - 12:15 PM  
**Emotion in the Speech Signal**  
*Shae D. Morgan, Ph.D., Au.D.*

There are various talker, stimulus, and listener factors that affect emotion processing. This session will explain acoustic and perceptual differences between types of emotion and describe different ways emotions are classified.

12:15 PM - 1:00 PM  
**Lunch**

1:00 PM - 2:30 PM  
**Advances in Pediatric Audiology**  
*Maggie Kettler, Au.D. and Tommy Evans, Au.D.*

This session will focus on identifying the differences between different types of inheritance, different remote hearing device programming technologies, and five new genetic conditions that have been recently identified. This session will also discuss advantages and disadvantages of a telehealth model in audiology and listing ways to make telehealth a viable option in an audiology setting.

2:30 PM - 2:45 PM  
**Break**

2:45 PM - 4:15 PM  
**Hearing and Vestibular Impairment in the Pediatric Population: A Comprehensive Look at the Inner Ear**  
*Katheryn Bachmann, Ph.D. and Violette Lavender, Au.D.*

Syndromes commonly associated with hearing loss and vestibular impairment will be discussed in this session, as well as age-appropriate screening techniques for children at risk for a vestibular loss. Suggestions for two questions and/or questionnaires for use in screening patients for vestibular loss will also be presented.

4:30 PM - 5:30 PM  
**Technology Update 1**  
*Liz Rogers, Au.D.*

The technology update courses are an exceptional opportunity for each participant to learn more about the advances in technology from each manufacturer and how those advances may be of service to their patients. Participants will have the opportunity to hear about products they do not currently utilize that may be a good fit for their practices. The opportunity to learn about additional hearing programs is available as well. This will allow participants to know what programs are available and which their patients could qualify for to help them with better hearing health.

5:45 PM - 7:00 PM  
**Happy Hour with Exhibitors and Student Poster Presentations**

## Friday, July 12, 2019

7:00 AM - 8:00 AM  
**Breakfast/Registration**

8:00 AM - 9:00 AM  
**Technology Update 2**  
*Liz Rogers, Au.D.*

9:00 AM - 10:30 AM  
**Physician Outreach Marketing Part 1: Best Practices of Physician Outreach Marketing**  
*Robert Tysoe*

This session provides a basic understanding of “disease state marketing concepts” as well as an improved knowledge of lifestyle related behaviors that contribute to the development of co-morbid conditions that cause an increased risk of developing hearing loss. It will also teach concepts of “internal marketing” so that all hearing

healthcare practice staff may understand how they either directly or indirectly affect the patient care experience and contribute to the success of a physician outreach process. This session will discuss referring physician’s expectations of the hearing healthcare specialist, and the physician liaison prior, during, and post patient referral. The definition of “Total Office Call” and how those calls can influence the development of long term staff-to-staff relationships in physician’s offices will be discussed.

10:30 AM - 11:30 AM  
**Technology Update 3**  
*Liz Rogers, Au.D.*

11:30 AM - 12:15 PM  
**Lunch/KAA Member Meeting**

12:15 PM - 1:45 PM  
**Physician Outreach Marketing Part 2: Step-by-Step Implementation of a Proven Physician Outreach Marketing Process Workshop**  
*Robert Tysoe*

In Part 2 of this session, attendees will participate in workshop style presentations that explain the Five “P’s” of a marketing plan; review a time and territory management plan; and engage in group discussions of practical marketing tools and clinical research articles.

1:45 PM - 2:00 PM  
**Break**

2:00 PM - 4:00 PM  
**Ethics in Healthcare**  
*Tricia Shackelford, J.D. and Christine Stanley, J.D.*

Emphasizing the importance of ethics and professionalism in the practice of audiology, this session will identify the principles of medical ethics, describe the process of analyzing an ethical case, and identify the ethical and legal concepts relating to confidentiality.

## Thank You to Our Exhibitors!

Academy of Doctors of Audiology

Amplifon

CaptionCall

Cochlear Americas

e3 Gordon Stowe

Elite Hearing

Fuel Medical Group

Hearing Loss Association of America

Kentucky Regional Extension Center/UKHC

Kentucky Relay

KY Assistive Technology Loan Corporation

KY Commission on the Deaf and Hard of Hearing

Natus Medical, Inc

Oticon

Phonak

Resound

Signia

Sprint Cap-Tel

Starkey Hearing Technologies

Unitron

Widex USA