



**March 17th, 10:00am to 4:15pm (EST)**

**Biometrics in Hearing Health: *Ryan Kraudel and C.J. van Dashorst***

- *Consumer wearable technology and health/medical devices are rapidly converging, and the ear is at the leading edge of this convergence. This session will bring audience up to date on how biometric sensor technology works in the ear and what's possible for patient outcomes.*

**Digital Hearing Healthcare Therapeutics and Co-Morbidities of Hearing Loss: *Nancy Tye-Murray, Christopher Cardinal***

- *Co-morbidities of hearing loss include social isolation and loneliness, depression, increased risk of falls, and cognitive decline and related dementias. In this presentation we will describe how digital therapeutics are changing the face of healthcare, and then present an example of how digital therapeutics may be used to treat hearing loss and its downstream effects.*

**The Emerging Role of Gene Therapy in the Potential Treatment of Sensorineural Hearing Loss (SNHL): *Michael McKenna***

- *AAV gene therapy is an FDA-approved treatment in certain therapeutic areas and is a promising potential treatment approach for a wide range of inner ear conditions. An understanding of the role of genes in some forms of hearing loss is important to the development of potential genetic medicines.*

**Advances in Hair Cell Regeneration for Acquired Sensorineural Hearing Loss: *Will McLean and Kevin Franck***

- *Recent advances in hair cell regeneration have led to promising novel regenerative therapies, including FX-322 by Frequency Therapeutics, which offered the first evidence of a restored hearing signal in humans in a phase 1/2 clinical trial. This course will cover the biology of hair cell regeneration, the development of FX-322, and the opportunities that hearing regeneration present for the audiologist.*

**New Hearing Aid Use Cases Derived from Voice Technology: *Dave Kemp, Kevin Sietz-Paquette***

- *This course will provide an overview of the state of voice technology and explore potential new hearing aid use cases derived from this technology. Kevin and Dave examine the feasibility of said use cases and how these potential new hearing aid features might ultimately enhance the overall patient experience.*

**Introduction to CaptionCall: *Steve DeMari***

- *People with hearing loss are at a distinct disadvantage compared to people with normal hearing when communicating on the telephone. This course gives an informative view of the FCC-regulated Internet Protocol Captioning Telephone Service, eligibility requirements and the difference clear communication makes on an individual's well-being.*

**Improving Hearing Through Touch: *David Eagleman***

- *In this course we will learn about the concept of sensory substitution: why it works and how wearables can be leveraged to improve hearing.*

**Panel Discussion: Future of Hearing Devices: *Brent Edwards, Ryan Kraudel, Kevin Seitz-Paquette, Annette Mazevski, and Dave Kemp***

- *This panel discussion focuses on the innovation occurring within today's suite of hearing loss solutions, as well as what types of features and functionality to expect in the near-future.*



## March 18th, 10:00am to 4:15pm (EST)

### **My Hearing Explained: Helping Clients Make Sense of Their Hearing: *Ena Nielsen***

- *Adults with hearing loss, and families with children who have hearing loss, often report that they struggle to understand the results of hearing assessments, make decisions about next steps, and relate the outcomes and their implications to others. This presentation introduces the Ida Institute's new conversation guide, My Hearing Explained, which makes it easy for HCPs to present hearing test results in a person-centered way and help patients and their families make decisions that are right for them.*

### **Health-Related Outcomes Associated with Early Interventions Using Hybrid Devices: *Brian Taylor***

- *Recently, traditional hearing aids have converged with consumer audio devices to create a new category of products, called hybrid devices. These devices offer persons with hearing difficulties the opportunity to improve communication and health-related quality of life outcomes. To fully realize the benefits of hybrid devices, however, it is essential for clinicians to understand the link between self-reported hearing difficulties and their impact on health-related quality of life. This course will review the relationship between self-reported hearing difficulties, contrast it with objective hearing loss of adult onset, and discuss its consequences on health-related quality of life.*

### **Differentiation of the Audiology Practice in the Post-COVID Period: *Robert Traynor***

- *An overview of the competitive landscape and the use of Porter's Generic Competitive Strategies will be presented emphasizing the differentiation strategy. Even well differentiated practices are out of sync with the current with the knowledge and technology of the 21st century. Updated differentiation can designate the practice as the local premier clinic, significantly increasing referral sources. Being "clued in, differentiating by product, co-morbidity monitoring and screening, using current diagnostic technique, technology, pricing, and relationship development are essential to practice success in the post COVID-19 competitive environment.*

### **Cognitive Screening As Part of the Patient-Centered Approach to Elevate Audiologic Care: *Heidi Hill and Jill Davis***

- *While the value of cognitive screening is well-accepted within the audiology community, clinicians are often stymied by the lack of guidance around the practical implementation and varying approaches to more comprehensive patient assessment practices. During this program, Dr. Heidi Hill and Dr. Jill Davis will share different approaches to expand patient assessment models and provide real-world examples of how a more holistic evaluation, including cognitive screening, has enhanced patient satisfaction and contributed to better outcomes.*

### **Amplification, Deep Neural Networks & Evidence: *Doug Beck***

- *This course examines the essence of commercially available, on-board Deep Neural Networks (DNNs) introduced and engaged via Oticon More. Preliminary outcomes and evidence will be discussed and publications will be available.*

**Embrace Disruption: Finding Success in the Future: Keith Suits and Kim Gilmore**

- Disruption occurs in every corner of the marketplace and hearing care is not spared from this phenomenon. Join Kim and Keith as they discuss how to set your business up for success by focusing on key elements that define your value in the future.

**A Quick 18-Second Test on a Piano for Cochlear Dead Regions: Marshall Chasin**

- Dr. Chasin offers attendees a unique perspective on testing for cochlear dead regions

**Panel Discussion: The Future Economics of Hearing Care: Aryn Amlani, Robert Traynor, Nancy Tye-Murray, Chris Cardinal, and Dave Kemp**

- Panel discussion focuses on the changing nature of the economics and business models that hearing professionals are facing today and will likely encounter in the future.

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