

Session Title: Beyond the Ear: How Neuroscience Can Equip Audiologists for Complex Patients

Session Time: Friday, 8:30am-9:30am

Topic/Content: Diagnostics, Complex Patient Management / Neuroscience

Instruction Level: Intermediate

CEU Requested: 0.10 CEU

Presenter: Andrew Bennett, PT

Speaker Email: ab@absimplicity.com

Employer: Self - provide professional consulting and personal coaching via abSimplicity, LLC

Abstract:

When patient symptoms and clinical test results don't align, meaningful improvement is often elusive. Audiologists may assume the problem is psychological or even untreatable. However, current neuroscience offers a framework for understanding complex symptoms. Utilizing a classification system that integrates central sensitization, audiologists can better navigate difficult cases, counsel patients more effectively, and create meaningful change even when traditional models fall short.

Detailed Description:

When patient symptoms and clinical test results don't align, and meaningful improvement is elusive, audiologists may often assume the problem is psychological or even untreatable. However, current neuroscience offers a framework for understanding complex symptoms through the lens of nervous system processing.

By learning to approach patients with a classification system that integrates central sensitization with the practice of predicted treatment outcomes, audiologists can better navigate difficult cases, counsel patients more effectively, and create meaningful change even when traditional models fall short.

Dr. Andrew Bennett will help attendees recognize when central sensitization may be present in complex patients and how central sensitization shifts the clinical approach when predicted treatment outcomes are not met. Additionally he will outline practical strategies that allow audiologists to best provide the necessary time, engagement, and clinical reasoning across varying practice settings.

Learner Outcomes: (be sure to utilize action verbs)

1. Upon completion, each participant will be able to identify when clinical symptoms may not be due to local tissue problems using Dr. Keith Smart's model.
2. Upon completion, each participant will be able to Explain central sensitization in simple language and illustrate its impact on the audiology patient.
3. Upon completion, each participant will be able to explain how central sensitization may shift the clinical strategy of care.

Presenter Biography:

Dr. Andrew Bennett is a board certified, fellowship trained physical therapist who has treated and educated chronic pain patients and their families for over 25 years.

While a nationally recognized speaker, successful healthcare entrepreneur, and a highly sought-after mentor, he is most commonly found competing with his six kids in a game of soccer, four-square, or one of their many invented family games. He is a weekend musician, novice writer, and facilitates evenings of conversation in his backyard exploring topics from Texas barbecue to contemplative philosophy and mysticism. Andrew lives in San Antonio, Texas with his wife, Heather.

Disclosures:

Yes

I am a published author and some topics may reference a published book that I receive financial royalties from.

I am a professional healthcare and practice consultant and personal coach and some topics may include brief overview of strategies or topics that further details are reserved for contracted clients.

I am receiving an honorarium for this lecture.

Special Notes: none. (there was mention of possibly providing a table for my books if allowed)

Session Title: Student Poster Session

Session Time: Friday, 9:30am-10:00am

Topic/Content: Clinical / Research

Instruction Level: Introductory

CEU Requested: 0.05 CEU

Presenter: Moderator Grace Kendrick, AuD

Speaker Email: grace.m.holderman@gmail.com

Employer: Calvert Hearing Care

Abstract of Presentation:

Student posters covering clinical or research topics will be presented to explore the newest evidence-based practice and emerging research from the five universities across Texas.

Detailed Description:

Student posters covering clinical or research topics will be presented to explore the newest evidence-based practice and emerging research from the five universities across Texas.

Learner Outcomes: (this is from 2025)

1. Upon completion, each participant will be able to name three unique patient populations covered in this talk and how emerging best practices enhanced their care.
2. Upon completion, each participant will be able to name three emerging areas of research and their potential clinical applications.
3. Upon completion, each participant will be able to recognize at least three ways to improve their own practice with the knowledge of these topics.

Presenter Biography:

Grace Kendrick, AuD, ABA-C is a clinical audiologist at Calvert Hearing Care. She also serves as the Student Engagement Liaison for the Texas Academy of Audiology.

Disclosures: None

Session Title: Speech in Noise Assessment: How and Why

Session Time: Friday, 10:30am-12:00pm

Topic/Content: Amplification/Rehabilitation, Diagnostics, Auditory Processing Disorders, Geriatrics

Instruction Level: Intermediate

CEU Requested: 0.15 CEU Tier 1

Presenter: Douglas L. Beck, AuD, F-AAA, CCC-A

Speaker Email: DouglasLBeck@gmail.com

Employer: EssilorLuxottica Inc NA

Abstract:

The most prominent complaint audiologists address is the inability to understand speech in noise (SIN). Unfortunately, and embarrassingly, few audiologists routinely assess SIN ability. 26 million American have normal hearing, yet they complain of SIN difficulty. They are told nothing can be done or get used to it or their hearing is normal for their age; all of which is nonsense. The free, public-domain, Beck-Benitez (2019, AAA) Speech in Noise assessment protocol will be reviewed.

Detailed Description:

This presentation will be a podium presentation with PPT support.

This presentation will review and define hearing versus listening.

This presentation will discuss why most people do not seek an audiology diagnosis or treatment.

This presentation will review multiple SIN assessments.

This presentation will focus on the SNR-50.

This presentation will offer a step-by-step protocol of a free, timely and easy SIN assessment (Bec-Benitez AAA 2019).

PDFs and a Q&A session will be offered.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to recite SIN demographics despite normal hearing
2. Upon completion, each participant will be able to name two SIN assessment tools
3. Upon completion, each participant will be able to define SNR-50

Presenter Biography:

Dr. Douglas L. Beck is a distinguished audiologist with a prolific career in the field of hearing sciences. In 1999, Dr. Beck became President and Editor-In-Chief of AudiologyOnline.com, a position he held for 6 years. He served as Vice President of Academic Sciences for one of the world's largest hearing aid manufacturers until 2022. He was Web Content Editor for the American Academy of Audiology and Senior Editor for Clinical Research at the Hearing Review. Dr. Beck is a prolific author with over 268 publications and has presented more than 1200 lectures globally. He continues to contribute to the field through writing, lecturing, and consulting. In 2026, he received the "Excellence in Audiology" award from the AAA. Dr. Beck is the Senior Director of Audiology at EssilorLuxottica Inc NA.

Disclosures:

Yes, TAA is offering Dr. Beck an honorarium for his non-commercial presentations.

Special Notes: None

Session Title: Hearing Loss from Diabetes and Other Chronic Illnesses

Session Time: Friday, 10:30am-12:00pm

Topic/Content: Diagnostics

Instruction Level: Intermediate

CEU Requested: 0.15 CEU Tier 1

Presenter: Robert M. DiSogra, AuD

Speaker Email: bobdisogra@gmail.com

Employer: Dr. Robert M. DiSogra, Audiologist

Abstract:

The United States Centers for Disease Control and Prevention (CDC) lists diabetes as one of the top 10 medical conditions considered a chronic illness currently affecting 40 million people. Hearing loss, fall risk and cognitive issues have been associated with diabetes likely due to microangiopathy, genetics, and other etiologies. This program will review the risk, type, and degree of auditory-vestibular and cognitive issues with all types of diabetes and the other chronic illnesses.

Detailed Description:

The Centers for Disease Control and Prevention listed each of the following 10 medical conditions as chronic illnesses (listed alphabetically): asthma, cancer (excluding skin cancer), chronic kidney disease, chronic obstructive pulmonary disease, coronary heart disease, depression, diabetes, high cholesterol, hypertension, and obesity/fall risk.

Although hearing loss, fall risk and cognitive issues can be associated with each of these illnesses (likely due to ototoxicity, microangiopathy, genetics, and other etiologies), diabetes will be the focus of this program.

Familiarity with typical symptoms associated with chronic illnesses can help audiologists know which tests to conduct, interpret and how to manage these adult and pediatric patients.

This PowerPoint program will review the risk, type, and degree of auditory-vestibular and cognitive symptoms which may occur with all types of diabetes as well as the other nine chronic illnesses.

Resources will be made available for follow-up

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Identify ten chronic illnesses that can cause hearing loss, vestibular and/or cognitive issues.
2. Upon completion, each participant will be able to Utilize the most effective audiometric test procedures for identification and management.
3. Upon completion, each participant will be able to Locate accurate information online about hearing loss from chronic illnesses.

Presenter Biography:

Dr. Bob DiSogra is a retired audiologist (now consultant) from Millstone, New Jersey. Before retiring in 2016 he maintained private practice for 30 years in Freehold, New Jersey. Dr. DiSogra serves on the Board of Directors for The Audiology Project as well as being one of the two audiologists representing the profession on the Centers for Disease Control's Diabetes Management Collaborative. Dr. DiSogra has an extensive teaching, publication and lecture history on hearing loss from diabetes and other chronic illnesses, pharmacology, ototoxicity, COVID-19's impact on hearing and auditory processing, and adverse drug reactions on hearing and balance. Dr. DiSogra received the 2026 Lifetime Achievement Award from the NJ Speech, Language and Hearing Association. In 2020 he was the recipient of the award for Clinical Excellence in Audiology from the American Academy of Audiology and the 2016 Academy of Doctors of Audiology Dr. Joel Wernick Award "in recognition of an outstanding educational contribution within the fields of Audiology and Hearing Science." Bob is US Navy veteran and served during the Vietnam era.

Disclosures: Yes Honorarium

Special Notes: Lavalier microphone

Session Title: Legislative Update 2026

Session Time: Friday, 1:00-2:00pm

Topic/Content: Professional

Instruction Level: Intermediate

CEU Requested: 0.10 CEU

Presenter: Legislative Panel moderated by Sonia Cuero, AuD

Speaker Email: Sonia.Cuero@AudioNova.com

Employer: AudioNova

Detailed Description:

Legislative changes affecting the practice of audiology in Texas and in Washington DC have resulted in new rules and policies regarding the practice of audiology and hearing aid dispensing. How do recent changes affect your practice and patient care?

- In January of 2026 CMS made significant updates to audiology billing codes introducing 12 codes and deleting 6. The American Medical Association (AMA) released Errata and Technical Corrections to CPT® 2026 on March 10, 2026, which include important parenthetical changes affecting hearing aid candidacy and selection codes. Additionally, On March 20, 2026, the Centers for Medicare & Medicaid Services (CMS) issued the Administrative Simplification Final Rule adopting national standards requiring electronic submission of clinical documentation for claims.
- 2027 is the 90th legislative session. As an academy we are working on the following proposed legislation:
 - a. Updating Texas Audiology Scope of Practice to include ordering imaging and blood tests similar to Arkansas SB 118, Maryland SB 795, Oregon SB 943
 - b. Third Party Hearing Plans: Working on getting transparency from third parties, like UHC Medicaid. There are precedents related to pharmacy like Illinois Bill: SB2838 and Texas SB 1236.
 - c. Recognition of ACAE accreditation – Refile of SB 2442 by Zaffirini
 - d. Advocacy Day March 3, 2027.

Our distinguished panel of Audiologists and representatives from the American Academy of Audiology, the Texas Academy of Audiology, and the Texas Department of Licensing and Regulation will update attendees on the latest updates to these issues as well as others that are currently affecting audiologists in the state of Texas.

Learner Outcomes: Upon completion, each participant will be able to:

1. Upon completion, each participant will be able to identify and understand current legislative issues currently being considered at both the national and state level.
2. Upon completion, each participant will be able to demonstrate at least three ways in which audiologists can affect the law and rules governing the practice of audiology in Texas.
3. Upon completion, each participant will be able to identify and understand the 2026 CMA cpt code changes.
4. Upon completion, each participant will be able to identify the national and state legislative bills that have passed or failed and what needs to be done in the upcoming Texas legislative session to improve the practice of audiology in the state of Texas.

Presenter Biography:

Sonia Cuero, Au.D.

Dr. Cuero holds a Bachelor of Science degree and Master of Arts Degree in Communication Sciences and Disorders from The University of Texas at Austin, and a Doctorate of Audiology from The University of Florida in Gainesville. Dr. Cuero is a Senior Hearing Care Provider at AudioNova and lecturer at the University of Texas at Austin. Dr. Cuero serves on the Board of Directors for the Texas Academy of Audiology as Vice President of Legislative. She is licensed in Texas and Louisiana and is Board Certified in Audiology, a professional member of the American Academy of Audiology, and she holds a Certificate of Clinical Competence in Audiology from the American Speech-Language-Hearing Association.

Hunter Gerhart, Au.D.

Dr. Gerhart holds a Bachelor of Science degree in Speech, Language, and Hearing Sciences from Texas Tech University Health Sciences Center and a Doctorate of Audiology from Washington University School of Medicine in St. Louis. Dr. Gerhart is the Director of Audiology at Livingston Hearing Aid Center where he provides clinical support and supervision to a team of over 100 Hearing Healthcare Professionals. Dr. Gerhart serves on the Board of Directors for the Texas Academy of Audiology as President, he is a proctor for the Texas Hearing Aid Fitter and Dispensers Practical Examination and he also serves as an expert Audiology Consultant for the State of Colorado. He is Board Certified in Audiology, Board Certified in Hearing Instrument Sciences, a professional member of the American Academy of Audiology, and he holds a Certificate of Clinical Competence in Audiology from the American Speech-Language-Hearing Association.

Disclosures: None

Session Title: AI in Audiology: Innovation, Responsibility and Clinical Integrity | Current Realities and Future Directions

Session Time: Friday, 3:00pm-4:30pm

Topic/Content: Ethics, Artificial Intelligence

Instruction Level: Beginner

CEU Requested: 0.15 CEU Tier1

Presenter: Heather Reading, AuD and Brandi Murphy, PhD

Speaker Email: hreading@lamar.edu

Employer: Lamar University

Abstract:

This session examines the integration of generative AI (GenAI) into audiology education and clinical practice. Participants will explore case-based applications in diagnostics, reporting, and counseling, alongside ethical considerations including privacy, bias, and clinical judgment. Emerging trends and strategies for responsible implementation will be discussed to support ethical, effective use in audiology.

Detailed Description:

As generative artificial intelligence (GenAI) continues to evolve, its integration into audiology education and clinical practice presents both opportunities and ethical challenges. This session examines how GenAI can enhance patient care, streamline workflows, and support learning while maintaining professional integrity and alignment with professional organizations' codes of ethics.

Participants will explore case-based examples of appropriate and inappropriate GenAI use in diagnostics, report writing, patient counseling, and education. Key concerns, including data privacy, algorithmic bias, overreliance on AI, and impacts on clinician-patient trust, will also be discussed.

The presentation will also briefly review other emerging AI applications influencing audiology, including machine learning and predictive analytics. Strategies for policy development, training, and reflective practice will be presented to support the ethical and responsible integration of AI into audiology practice and education.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Identify appropriate and inappropriate applications of generative AI (GenAI) in audiology practice and education using case-based examples.
2. Upon completion, each participant will be able to Evaluate ethical considerations associated with GenAI, including data privacy, bias, and impacts on clinical decision-making and patient trust.
3. Upon completion, each participant will be able to Apply strategies to responsibly integrate GenAI into clinical workflows, patient care, and educational settings while maintaining professional standards.

Presenter Biography:

Dr. Heather Reading is a Clinical Instructor and Externship Coordinator for the Doctor of Audiology program at Lamar University. She earned her bachelor's degree in Communication Disorders in 2002 and her Doctorate of Audiology in 2007, both from Lamar University in Beaumont, TX. As a member of the inaugural graduating class of Au.D. students, Dr. Reading brings almost 20 years of clinical experience to her role. She teaches graduate courses focused on diagnostic testing and clinical skill development, supervises 1st-year graduate students in the on-campus clinic, and coordinates off-site placements and externships for 2nd, 3rd, and 4th-year doctoral students.

Dr. Brandi Murphy is an audiologist and instructor at Lamar University, where she teaches both undergraduate courses in speech and hearing sciences and graduate-level audiology courses. Her research interests include auditory processing disorder, electroencephalography (EEG), functional magnetic resonance imaging (fMRI), mobile audiology, hearing protection, and listening fatigue. In addition to her academic and research responsibilities, Dr. Murphy actively practices clinical audiology within the university setting, allowing her to integrate evidence-based practice into her teaching and mentorship.

Disclosures: Yes Honorarium

Special Notes: internet connection

Session Title: Medical Emergencies in the Audiology Office

Session Time: Friday, 3:00pm-4:30pm

Topic/Content: Medical Emergency Intervention

Instruction Level: Intermediate

CEU Requested: 0.15 CEU Tier 1

Presenter: Robert M. Disogra, AuD

Speaker Email: bobdisogra@gmail.com

Employer: Dr. Robert M. DiSogra, Audiologist

Abstract:

While medical emergencies are rare in audiology practices, being prepared is essential. As a provider, it is your legal, ethical, and moral responsibility to have an Emergency Action Plan. This program reviews the possible medical emergencies that you could experience. Recommendations are made to expedite care before first responders arrive. A list of emergency equipment that should be in an audiology office is also presented. There is also a review of liability based on Good Samaritan laws.

Detailed Description:

Disclaimer: The content of this presentation is strictly for informational purposes. It is not a substitute for professional medical advice.

As a provider, it is your responsibility to be prepared for any medical emergency by having an Emergency Action Plan. This plan assigns duties to each staff member.

In 2022 and 2024, the presenter conducted a medical emergency online survey directed to audiologists. The top two types of emergencies reported by 74 respondents were syncope and stroke.

Basic emergency items that should be in the office include a workplace first aid kit, aspirin, fruit juice, smelling salts and blood pressure monitor.

Your staff should be certified in Basic Life Support (www.redcross.org).

Be sure to review the liability laws in your state before designing and implementing an EAP for your office. Good Samaritan laws protect people who voluntarily help others in an emergency situation from being held liable for their actions.

Finally, check your professional liability insurance to determine if any emergency medical intervention action will be covered.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to identify the different types of medical emergencies that could encounter in an audiology office from a recent survey.
2. Upon completion, each participant will be able to Understand the importance of having an Emergency Action Plan for medical emergencies.
3. Upon completion, each participant will be able to Understand the liabilities and legal protections you have under your state's "Good Samaritan Law" when providing emergency care.

Presenter Biography:

Dr. Bob DiSogra is a retired audiologist (now consultant) from Millstone, New Jersey. Before retiring in 2016 he maintained private practice for 30 years in Freehold, New Jersey.

Dr. DiSogra serves on the Board of Directors for The Audiology Project as well as being one of the two audiologists representing the profession on the Centers for Disease Control's Diabetes Management Collaborative.

Bob has an extensive teaching, publication and lecture history on hearing loss from diabetes and other chronic illnesses, pharmacology, ototoxicity, COVID-19's impact on hearing and auditory processing, and adverse drug reactions on hearing and balance.

Dr. DiSogra was the 2020 recipient of the award for Clinical Excellence in Audiology from the American Academy of Audiology and the 2016 Academy of Doctors of Audiology Dr. Joel Wernick Award "in recognition of an outstanding educational contribution within the fields of Audiology and Hearing Science."

Bob is US Navy veteran and served during the Vietnam era.

Disclosures: No

Special Notes: lavalier mic

Session Title: Cognition, Audition and Amplification

Session Time: Saturday, 8:00am-9:30am

Topic/Content: Amplification/Rehabilitation, Diagnostics, Auditory Processing Disorders

Instruction Level: Intermediate

CEU Requested: 0.15 CEU Tier 1

Presenter: Douglas L. Beck, AuD, F-AAA, CCC-A

Speaker Email: DouglasLBeck@gmail.com

Employer: EssilorLuxottica Inc NA

Abstract:

Cognitive Decline and Auditory Degradation are correlated with aging. In a 2025 peer-reviewed article, Glick, Beck, Darrow and Trinh suggested a new hypothesis; Cognitive Maladaptation, which may account for these changes. This presentation will address more than a dozen peer-reviewed articles which suggest a correlation between untreated hearing loss in at-risk patients and slowed/reduced cognitive decline via amplification. PDFs will be offered and a Q&A period will be provided.

Detailed Description:

This presentation will be a podium presentation with key points and references supplied via PowerPoint. 2026 hearing/listening demographics will be offered.

Definitions of Alzheimer's Disease, Cognitive Decline, At-Risk, Mild Cognitive Impairment, causation, correlation, Dual Sensory Impairment will be provided.

Studies such as the Johns Hopkins ACHIEVE study, published in the Lancet in 2023, which showed that "older adults at increased risk for cognitive decline, hearing intervention slowed down loss of thinking and memory abilities by 48% over 3 years."

Potentially modifiable risk factors will be explained and reviewed (per Lancet 2024).

Multiple hypothesis will be reviewed which potentially explain the relationship between sensory degradation/distortion and cognition, including the Glick, Beck, Darrow and Trinh (2025) hypothesis, Cognitive Maladaptation.

This presentation will address more than a dozen peer-reviewed articles which suggest a correlation between untreated hearing loss in at-risk patients and slowed/reduced cognitive decline via amplification.

PDFs will be offered and a Q&A period will be provided.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to define correlation versus causation
2. Upon completion, each participant will be able to name two cognitive screening assessments
3. Upon completion, each participant will be able to name one hypothesis correlating audition and cognitive decline

Presenter Biography:

Dr. Douglas L. Beck is a distinguished audiologist with a prolific career in the field of hearing sciences. In 1999, Dr. Beck became President and Editor-In-Chief of AudiologyOnline.com, a position he held for 6 years. He served as Vice President of Academic Sciences for one of the world's largest hearing aid manufacturers until 2022. He was Web Content Editor for the American Academy of Audiology and Senior Editor for Clinical Research at the Hearing Review. Dr. Beck is a prolific author with over 268 publications and has presented more than 1200 lectures globally. He continues to contribute to the field through writing, lecturing, and consulting. In 2026, he received the "Excellence in Audiology" award from the AAA. Dr. Beck is the Senior Director of Audiology at EssilorLuxottica Inc NA.

Disclosures: Yes, TAA is offering Dr. Beck an honorarium for his non-commercial presentations.

Special Notes:

Session Title: Navigating Non-Covered Audiology Services

Session Time: Saturday, 8:00am-9:30am

Topic/Content: Practice Management/Business

Instruction Level: Intermediate

CEU Requested: 0.15 CEU Tier 1

Presenter: Anna Jilla, AuD, PhD

Speaker Email: anna.jilla@gmail.com

Employer: University of Louisiana at Lafayette

Abstract:

Nuanced coverage policies present ongoing billing challenges for audiologists. This session uses case-based scenarios to guide audiologists through example coverage policies and billing strategies for non-covered services, supporting compliance and financial viability of audiology practices.

Detailed Description:

Many payers do not cover the full scope of audiology services, which can create compliance concerns and reduce revenue when internal billing policies and procedures are not clearly defined. Some payers cover only medically necessary hearing and balance assessments and exclude therapeutic services. In addition, most do not reimburse assessment and management services provided by audiologists, even though these services are essential to high-quality patient care. Audiologists must understand the specific policies of each contracted payer and assess whether reimbursement adequately covers the cost of care. This session will explore case-based coding and payment strategies for non-covered audiology services. Participants will gain practical tools and updated coding guidance relevant to a variety of practice settings.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Describe alternatives for coding audiology services outside of those currently defined by the Current Procedural Terminology (CPT)TM code set.
2. Upon completion, each participant will be able to Distinguish between non-covered and statutorily excluded audiology services.
3. Upon completion, each participant will be able to Identify ethical and legal options for non-covered audiology services.

Presenter Biography:

Anna M. Jilla, AuD, PhD is an Assistant Professor in the Department of Communicative Disorders at the University of Louisiana at Lafayette. Her research mission is to develop high-quality evidence and training opportunities for professionals and students in four core areas—population health, health economics, healthcare policy, and care models—to address disparities and inadequacies in hearing and balance care. Dr. Jilla has unique specialization in payer policy, public health, and healthcare accessibility. She continues to advocate for national, regional, and state payer policy issues in collaboration with the American Academy of Audiology and other organizations. Dr. Jilla is a staunch advocate for all things ears and works diligently to affect positive change through evidence generation and synthesis, patient education, and civic engagement in audiology.

Disclosures: Yes, TAA (travel support, honorarium)

Special Notes:

Session Title: 5 Simple Marketing/Education Systems to Grow Your Practice

Session Time: Saturday, 10:00am-11:30am

Topic/Content: Practice Management/Business

Instruction Level: Intermediate

CEU Requested: 0.15 CEU

Presenter: Jared Brader, MBA Tier 1

Speaker Email: jared@audexperts.com

Employer: Self

Abstract:

In today's challenging landscape of OTC devices, payer pressures, and rising patient expectations, independent audiology practices face threats to autonomy and profitability.

1. Lead Generation
2. Pre-Appointment Education
3. Treatment Process
4. Post-Fitting Holistic Education
5. Referral Generation

Together, these systems enhance lead flow, adherence, retention, and growth while safeguarding independent practice viability.

Detailed Description:

Independent audiology practices face mounting challenges from OTC hearing devices, payer restrictions, and evolving patient demands. These systems have been deployed in over 265 practices world-wide.

1. Lead Generation focuses on empathetic educational symptom based outreach and emotional connection rather than traditional hearing aid advertising.
2. Pre-Appointment Education equips prospects with high-quality materials, including science-based health literacy materials before their first visit so clinicians can spend more time helping and less time selling.
3. Treatment Process implements a structured, patient-centered clinical workflow. Combining thorough diagnostics with health counseling and emotional support throughout the treatment decision.
4. Post-Fitting Holistic Education extends care far beyond device delivery. Hearing Care is More Than the sale of a hearing aid.
5. Referral Generation systematically turns satisfied patients and physician relationships into a reliable organic growth engine.

Collectively, these integrated systems enhance lead flow, treatment adherence, retention, and practice autonomy.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Define their Lead Generation Strategy, System, and Content
2. Upon completion, each participant will be able to Explain Their Patient Treatment Journey from Pre-Education to Post Fitting Value
3. Upon completion, each participant will be able to Create Trusted Referral Relationships in Their Community

Presenter Biography:

Jared is A Strategic Marketing MBA who owns and operates America's Highest Rated Hearing Health Care offices throughout the United States. Jared's business building blueprint was created, tested, proven, and documented while growing his own hearing health care practice since 2010. As a natural problem solver, his purpose is to help you achieve your goals by elevating you to the trusted authority in your market through alignment of your mindset, culture, science and marketing.

Jared built his proven business formula as he solved problems in his own growing businesses and empire by incorporating proven principles, intentional strategies, perfected systems, and tactical application and implementation. His business journey began at age 19, collaborating with some of the countries leading newspapers to market and sell sports championship memorabilia, with a portion of proceeds benefitting 'partnerships in literacy' to help our country's students have access to proper books and publications.

In 2010, after being underwhelmed by his own grandmother's patient journey while treating her hearing loss, he was given the opportunity to put his MBA to work in a childhood friend's family hearing care practice. From working the front desk, to

answering telephones, Jared moved his way up in the practice until he purchased what started as a single office practice doing \$520k in revenue per year. This practice and the systems and solutions he developed along the way turned into the Hearing and Brain Centers of America with 21 locations in multiple states.

With a proven growth model in hand, Jared built and launched the first marketing automation system for audiology and hearing healthcare. This system, his techniques, and former employees and clients went on to create some of today's brands like Helping Hand Automation, HearWorks Automations, AmplifyOMS, AuDFlow, Blueprint Solutions, and more. This type of influence has helped Jared earn recognition as a Top-40 under 40 business leader, an Inc. 500/5000 business owner, a Top-50 Healthcare Companies in America, and one of America's fastest growing small businesses.

As a speaker, teacher, author and business coach for hundreds of doctors, audiologists, hearing specialists, and business owners located throughout the United States, Canada, Europe and Australia he continues to lead others to think big, and leave a lasting legacy. His audiology coaching, marketing systems, campaigns, and content have generated over \$232 million in revenue for his clients and privately-held practices.

When he is not working, you can find him at a beach house, swinging a golf club at an exclusive resort, or sky-rocketing his next business venture.

As of today, Jared's research, marketing methods, and marketing tests have resulted in over 8 million eMails, Postcards, Letters and Informational Packets being sent with an investment of his own money exceeding \$8.3 million dollars... Who better to learn from than someone who has achieved what you dream for your own business legacy?

Disclosures: No

Special Notes:

Session Title: Measuring What Matters: A Review of the 2025 NASEM Consensus Study Report

Session Time: Saturday, 10:00am-11:30am

Topic/Content: Practice Management/Business, Research/Evidence-Based Practice

Instruction Level: Beginner

CEU Requested: 0.15 CEU

Presenter: Anna Jilla, AuD, PhD **Tier 1**

Speaker Email: anna.jilla@gmail.com

Employer: University of Louisiana at Lafayette

Abstract:

The 2025 National Academies of Sciences, Engineering, and Medicine (NASEM) consensus report recommends a core outcome set for adult hearing health interventions and standardized measures for research and clinical practice. This session highlights the report's main findings and their relevance for audiologists aiming to incorporate meaningful, evidence-based outcome measurement into routine care.

Detailed Description:

Although hearing intervention research has developed over decades, the field has lacked a widely accepted core outcome set. Without standardized outcomes, it is difficult to compare results across studies and to demonstrate the value of audiologic care. The 2025 NASEM Consensus Study Report--Measuring Meaningful Outcomes for Adult Hearing Health Interventions--helps fill this gap by reviewing the evidence and recommending a core outcome set and corresponding standardized measures for hearing health care. This session offers a structured summary of the report, reviews the recommended measures, explores their use across hearing interventions and patient populations, and discusses practical ways to apply the core outcome set in everyday clinical practice.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Describe the purpose and process of the 2025 NASEM consensus study on meaningful outcome measurement in adult hearing health care.
2. Upon completion, each participant will be able to Identify the core outcome set and corresponding standardized measures recommended in the 2025 NASEM consensus report for adult hearing health interventions.
3. Upon completion, each participant will be able to Discuss strategies for incorporating the NASEM-recommended core outcome set into routine audiologic clinical practice.

Presenter Biography:

Anna M. Jilla, AuD, PhD is an Assistant Professor in the Department of Communicative Disorders at the University of Louisiana at Lafayette. Her research mission is to develop high-quality evidence and training opportunities for professionals and students in four core areas—population health, health economics, healthcare policy, and care models—to address disparities and inadequacies in hearing and balance care. Dr. Jilla has unique specialization in payer policy, public health, and healthcare accessibility. She continues to advocate for national, regional, and state payer policy issues in collaboration with the American Academy of Audiology and other organizations. Dr. Jilla is a staunch advocate for all things ears and works diligently to affect positive change through evidence generation and synthesis, patient education, and civic engagement in audiology.

Disclosures: Yes, TAA (travel support, honorarium)

Special Notes:

Session Title: Amplification Tech Talk Round Table

Session Time: Saturday, 12:00pm-1:00pm

Topic/Content: Current Technology

Instruction Level: Introductory

CEU Requested: 0.10

Presenter: Moderator: Hunter Gerhart

Speaker Email: hunter.gerhart@lhac.com

Employer: Livingston Hearing Aid Center

Abstract of Presentation:

In this lively panel discussion, industry representatives will discuss some of the features of their hearing aids, describing the evidenced-based patient benefit. We'll try to avoid marketing jargon and provide a bare-bones approach to what we know works, what we think works and what might not work at all.

Learner Outcomes: (utilize Action verbs)

1. Upon completion, each participant will be able to describe what features are available with today's hearing aids
2. Upon completion, each participant will be able to describe how hearing aid features differ from one product to another
3. Upon completion, each participant will be able to identify what features have supporting research evidence regarding their patient benefit

Presenter Biography:

Hunter Gerhart, Au.D.

Dr. Gerhart holds a Bachelor of Science degree in Speech, Language, and Hearing Sciences from Texas Tech University Health Sciences Center and a Doctorate of Audiology from Washington University School of Medicine in St. Louis. Dr. Gerhart is the Director of Audiology at Livingston Hearing Aid Center where he provides clinical support and supervision to a team of over 100 Hearing Healthcare Professionals. Dr. Gerhart serves on the Board of Directors for the Texas Academy of Audiology as President, he is a proctor for the Texas Hearing Aid Fitter and Dispensers Practical Examination and he also serves as an expert Audiology Consultant for the State of Colorado. He is Board Certified in Audiology, Board Certified in Hearing Instrument Sciences, a professional member of the American Academy of Audiology, and he holds a Certificate of Clinical Competence in Audiology from the American Speech-Language-Hearing Association.

Disclosures:

Presentation will include discussion of commercial products and/or services. All presenters are employed by manufacturers including: Oticon, Starkey, Sonova, Oto Health Inc and Widex

Session Title: Ethics in Audiology Practice: Clinical Decision-Making, Compliance and Patient-Centered Care

Session Time: Saturday, 1:00pm-3:00pm

Topic/Content: Ethics

Instruction Level: Intermediate

CEU Requested: 0.20 CEU – Ethics Tier 1

Presenter: Andrea Gohmert, AuD, CCC-A, ABAC

Speaker Email: agohmertbaec@gmail.com

Employer: University of Texas at Tyler

Abstract:

Ethical challenges are part of everyday audiology practice. This case-based session explores real-world dilemmas in amplification, billing, and emerging technologies. Participants will gain practical tools to navigate gray areas, apply ethical decision-making frameworks, and maintain patient-centered care. Walk away with strategies to manage complex situations confidently while upholding professional integrity.

Detailed Description:

This course provides a comprehensive review of ethical principles and professional standards required for audiology practice, with emphasis on their application to real-world clinical decision-making. Participants will examine core ethical concepts, including autonomy, beneficence, nonmaleficence, and justice, alongside current professional codes of ethics (e.g., ASHA, AAA). Through analysis of case-based scenarios, attendees will identify common ethical dilemmas related to amplification recommendations, billing practices, conflicts of interest, and emerging technologies. The course will introduce structured decision-making frameworks to guide ethical problem-solving and support consistent, defensible clinical choices. Additionally, participants will distinguish ethical obligations from legal and regulatory requirements relevant to audiology practice, with attention to compliance considerations. Upon completion, learners will be better equipped to recognize ethical risks, apply systematic approaches to complex situations, and deliver care that is ethical, patient-centered, and professionally responsible.

Learner Outcomes: (utilize action verbs)

1. Upon completion, each participant will be able to Describe core ethical principles and professional standards (e.g., autonomy, beneficence, ASHA/AAA codes) as they apply to audiology practice.
2. Upon completion, each participant will be able to Identify common ethical dilemmas in clinical audiology, including issues related to amplification recommendations, billing practices, and conflicts of interest.
3. Upon completion, each participant will be able to Apply an ethical decision-making framework to resolve case-based scenarios encountered in everyday clinical practice.

Presenter Biography:

Andrea Gohmert, AuD, is a Clinical Associate Professor at The University of Texas at Tyler and a practicing Clinical Audiologist at the UT Tyler Health Science Center. With more than 30 years of experience, she has held leadership roles spanning clinical operations, academic training, and professional advocacy.

Her clinical interests include pediatric audiology, vestibular assessment, and cochlear implants. Dr. Gohmert is an active contributor to the profession through publications and national presentations on early hearing detection, vestibular disorders, and coding and reimbursement. She currently serves on the Board of the Texas Academy of Audiology and is a Fellow of the National Academies of Practice.

Disclosures: No

Special Notes: