

Mike Lane

From: Illinois Hearing Society [darlene@p-a-m-s.com]
Sent: Monday, March 07, 2011 4:14 PM
To: Mike Lane
Subject: IHS March 2011 News Update

Illinois Hearing Society March 2011 News Update

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LISTEN UP!

Senate Bill 71 is Amended But Still Excludes Dispensers

SB71 has been amended allowing insurance companies to add a special premium for hearing aid coverage **but keeps the exclusion that only audiologists and physicians can dispense hearing aids!** This amendment will assuredly remove any opposition of the insurance industry on this legislation. Because the language includes "optional coverage" most likely the State Chamber of Commerce will also not oppose this bill.

This means IHS has big hill to climb to defeat this legislation. It is critical that IHS and its members act quickly to get this legislation amended. Hearing care professional is already defined in State statute as a licensed audiologist, licensed hearing instrument dispenser and licensed physician. **Changing this definition excluding dispensers will have a major negative impact on your ability to practice.**

CALL TO ACTION

Every licensed dispenser in Illinois must call their State Senator now, and ask them to vote **NO** on this legislation, unless amended to include the current definition for hearing care profession as provided in statute. **ALSO, CALL ALL THE MEMBERS OF THE SENATE INSURANCE COMMITTEE AND ASK THEM TO VOTE NO ON SB71.** To access the Senate Insurance Committee members click the following link: <http://www.ilga.gov/senate/committees/members.asp?committeeID=914>

To get the contact information for your State Senator log on to the following: <http://www.elections.il.gov/DistrictLocator/DistrictOfficialSearchByAddress.aspx>

Secondly, IHS sent out a membership survey last month which includes questions that will assist us in pleading our position for how valuable the hearing instrument dispenser is to providing professional hearing care to the citizens of Illinois. If you have not taken this survey, please **CLICK HERE** and take the survey. This information is vital!

If you future plans include dispensing hearing instruments, then do not delay. Make the call to your Senator! Pay your dues! Take the survey! And get other dispensers to join IHS today!

IHS 2011 ANNUAL CONVENTION

APRIL 29-30

Annual Convention Speaker Highlight

Each News Update we are featuring a convention speaker.

Wireless Technology – Separating the Facts from the Myths

and

Successful Long Term Patients: Reading, Triggering and Acting on the Behavioral "Go" Signals

Ken LaFerle, AuD is currently the Director of Educational Services for Beltone Electronics. In this position, Ken leads a team of trainers responsible for educating and disseminating information about product, fitting software, counseling, fitting, follow-up, product troubleshooting, and working with the hearing-impaired for the Beltone network of practitioners in North America. He has been with Beltone for over 20 years holding various positions including regional manager and director of audiology.

LaFerle has written several articles in national trade publications and has presented at over 100 state and national meetings as well as Canada, Mexico, Denmark, Spain, Brazil, South Africa, Australia, New Zealand, and Japan.

Wireless

The wireless revolution of hearing aids is in full swing. There are many different formats and functions.

Attendees will learn the differences in different wireless formats and what are the true functionalities of the various systems. In addition, the attendee will discover what are the practical applications of wireless technology with hearing instruments and what are some of the future possibilities.

Behavioral "Go" Signals

This session will focus on identifying the important motivating factors that will lead to and maintain a successful fitting. By studying the three brain theory of decision, the attendees will be able to key on certain phrases and respond appropriately.

In addition, the attendee will learn how to evolve the relationship with effective counseling and analyzing techniques probing for the "go" signals that continue to change as the needs change.

**2011 IHS Annual Convention
April 29-30
11 ceu Available!**

**Make Your Convention Hotel
Reservations Now**



To make your hotel reservations for IHS's 2011 Annual Convention call the President Abraham Lincoln Hotel in Springfield (217) 544-8800. Our convention rate is only \$88.00 plus tax!

Illinois Hearing Society

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