

◊ Hear's the News ◊

The Official Newsletter of the Iowa Hearing Association

Summer 2018

**Mark
Your
Calendar**



**IHA
Fall Conference**

September 28, 2018
Sheraton
West Des Moines, IA

IHS Conference

September 13-15, 2018
Glendale, AZ

AAA Conference

April 18-21, 2019
Nashville, TN

**IHA Spring
Conference**

April 5, 2019
Marriott
West Des Moines, IA

*Mark your
calendars now
and plan to attend*

From the President's Pen



Twelve years ago my wife Laura was near her due date for the birth of our first son Jackson, actually it was right around the time of the IHA Fall Conference that year. I remember getting home that Friday night and packing a suitcase to be ready when the time came to head to the hospital.

Chinese was on the menu for the night. We ate and climbed into bed to watch a movie. At some point I got up to get a drink and decided to crack open my fortune cookie. This is what is said: "Prepare today for what will happen tomorrow."



Sure enough, shortly after the movie was over, Laura went into labor and at 2:37 am we welcomed Jackson into the world. We didn't have much time to prepare but the outcome turned out just fine. The moral to the story to come.

In relation to current activity with OTC, HIA (Hearing Industries Association) met for its first Regulatory Committee on May 24, 2018. The Provider Associations (IHS, AAA, ASHA, ADA) are maintaining their unanimously agreed to position and are awaiting for HIA to agree to all aspects of the rule making, particularly output (110dB), gain (24dB), input compression, and naming of the devices (Over the Counter Amplification Device). The Provider Associations were to publish their first "white paper" to provide to the FDA by the end of May. The FDA has shown great interest in learning about the outputs and limitations these devices should allow for, and at this point appears to be agreeing with them.

Moving forward, I think that one of the key factors to any successful hearing healthcare practice, or business in general, is the ability to develop well thought out plans for adapting to change. Fortunately, in this case, it appears we've been given time to do so. With that said, the HA OTC is not currently on the Fall agenda for the FDA which again gives us the earliest estimated time to see OTC in May 2020.

So this is where we all have to decide our strategy. There are a lot of choices to make. Do you offer an entry level product with unbundled services? Do you stick to quality devices with bundled services? Do you do a mix of both? Does your distribution network need modified? A lot to think about.

What you do know is there's one in the oven and it's on its way. Do you wait for it to get here and react, or do you get your plans and organization together ahead of time and "Prepare today for what will happen tomorrow?"

Cory Popelka Sr., IHA President

Welcome New Members

Amy Canine
Elkhorn, NE

Paul Newton
Rochester, MN

Gerald Penhollow
Dubuque, IA

Ian Greer
Omaha, NE

Thomas Morse
Spencer, IA

Janie York
Omaha, NE



Directory Changes & Additions

Please make the following changes for these members in your directory:

Angela Mollenhoff AuD CC A
Wolfe Audiology
309 E Church Street
Marshalltown, IA 50158
amollenhoff@wolfeclinic.com

IHA Board of Directors

President

Cory Popelka
Miracle Ear
921 Blairs Ferry Road NE, Ste. 110
Cedar Rapids, IA 52402

President Elect

Annette Redman
Iowa Hearing Clinics
2055 Kimball Ave., Ste. 300
Waterloo, IA 50702

Treasurer

Steve Harrison
Beltone Of Iowa
3717 Center Point Rd. NE, Ste 200
Cedar Rapids, IA 52402

Secretary

Angela Mollenhoff
Hearing Unlimited
3138 Kimball Ave.
Waterloo, IA 50701-

Past President

Helen Royer
Beltone of Iowa
3717 Center Point Rd. NE, Ste 200
Cedar Rapids, IA 52402

Director at Large

Greg Moore
Moore Hearing Clinic
1317 Center Point Rd NE Ste 200
Ottumwa, IA 52501

Director at Large

Robyn Ritchey
Wolfe Clinic
309 E Church Street
Marshalltown, IA 50158

Director at Large

Laura Popelka
Miracle Ear
921 Blairs Ferry Rd NE, Ste. 110
Cedar Rapids, IA 52402

Director at Large

Cyndi Lister
Woodard Hearing Centers
6925 Hickman Road
Urbandale, IA 50311

Executive Director

Bev Thomas
1001 Office Park Rd., Suite 105
West Des Moines, IA 50265
515-440-6057

Directory Update

New 2018-2019 IHA directories have been sent to all current members.



Please review your listing in the new directory. If you find an error, please notify the IHA office by phone or fax: 515-440-6057 or by email at apmsthomas@aol.com. We want our records to be as accurate as possible. Thank you for your help in this matter.

Spring 2018 Conference Exhibitors

A thank you goes to all exhibitors at our Spring Conference.

They enhance our conference with introductions to updated products, knowledge of specialized areas, fun door prizes and sponsorship of our reception.

Audiology Systems

CaptionCall

Hearing Access
Solutions

Iowa Lions Hearing
Aid Bank

Midwest Special Instruments

Phonak

ReSound

Starkey

Telecommunications Access Iowa

Wells Fargo Health
Advantage



Calibration at Fall Conference



What could
be more
convenient
- you're

not at work, and your audiometer needs to be calibrated - you attend the seminars and pick up your machine when the conference is over. Remember, you are required by the State Health Department to have your audiometers calibrated once a year. Bring your audiometers to the fall conference.

Plan to Attend IHA Fall Conference

September 28, 2018

Sheraton Hotel • West Des Moines, Iowa

- ❖ Continuing Education
- ❖ Speakers
- ❖ Professional Networking
- ❖ Trade Show/Round Robin

IHA Spring Conference

March 23, 2018

Marriott Hotel, West Des Moines, IA



IHA President Cory Popelka presents Angela Mollenhoff the Dispenser of the Year award.



The 2018 silent auction was again a success. Thank you to those who donated and participated.



Update from Lions Club

Hello Dispensers and Audiologist!

Wow has this year flown by, I can hardly believe the Lions fiscal year 2018 is almost over. Thanks to all of you who have been participating with the Lions Hearing aid program! Unfortunately we have lost fourteen offices with Concept dropping out in April, but we did gain a traveling dispenser in the Des Moines area, Andrew Keiner of Merit Hearing and Lisa Merryman of Tri State Hearing, Sioux City and Beltone; Sheldon, Spencer, Spirit Lake and Algona.



Throughout the year many of you collect used aids and either mail them to me or give them to me when I visit your spring and fall conference, others spend hours of your days providing care to patients that cannot afford hearing aids and you work with whatever I have in stock to fit them. I am sure I don't tell you enough how grateful the Lions are to have you working with us. Hopefully individual clubs and the patients are showing their appreciation also.

This past spring at the Hearing Association meeting I mentioned the rising costs of our repairs and the declining funds in our salvage account. I have been researching options for our future and hope to have answers soon. Unfortunately Starkey has not been willing to negotiate a discount for Lions repairs, at least the person I have been talking to. I am open to any suggestions from any of you, please feel free to email me at ialionshearingaidbank@gmail.com.

Stats for July 1, 2017 to May 24, 2018

Aids received: 1914

Aids dispensed: 408

Number of offices that dispensed these aids: 48

Salvage money received for unusable aids: \$8699.00

Costs of refurbishing or repair of aids: \$12984.32

The general trend is that we are dispensing more aids each year and the number of aids coming in is decreasing. Thus decreasing the number of aids sent for salvage and the number of usable aids for dispensing. I encourage you to have collection boxes for hearing aids in you offices, we take ALL aids and those that are not suitable for use to patients, too old, in the ear, broken...etc., we can send for salvage. You can either mail them directly to me, no need to include anything but the hearing aid, or give them to me when I attend your spring and fall meetings. If you have a patient that wants a tax receipt I can provide that also, I just need their information. I have a form I can mail to you to use, I can email it to you or mail to you upon request.

If you are not a dispensing office and would like to be part of this program, or have any questions you may contact me at 319/827-1395 or better yet at ialionshearingaidbank@gmail.com

Respectfully submitted,
Chris Waring
Iowa Lions Hearing Aid Bank Coordinator

2016-17

2207

496

42

\$12,249.00

\$15,984.84

2015-16

2541

471

38

\$15,534.00

\$14,149.29

Support the Iowa Lions Hearing Aid Bank

Used hearing aids may be given
to your local Lions Club or mailed to:

Iowa Lions Club
c/o Chris Waring
924 Dohrmann Street
Jesup, Iowa 50648



319/827-1395

ialionshearingaidbank@gmail.com

All hearing aids are accepted
with sincere appreciation.
(Your donation may be considered
a tax deduction.)