

◆ Hear's the News ◆

The Official Newsletter of the Iowa Hearing Association

Summer 2019

Mark Your Calendar



IHA

Fall Conference

September 27, 2019

Sheraton

West Des Moines, IA

IHS Conference

September 19-21, 2019

Nashville, TN

IHA Spring Conference

April 3, 2020

Marriott

West Des Moines, IA

AAA Conference

April 1-4, 2020

New Orleans, LA

*Mark your
calendars now
and plan to attend*

From the President's Pen



Greetings all,

This will be my last Letter from the President, as my term will be up in the fall. I want to say it has been a pleasure working with Bev and my fellow board members over the past few years. I have gotten to meet, and get to know, many of our members as well. I hope to stay on the board and continue to be active with the Association and keep you informed of our changing industry in the years to come.



Here are my parting pearls of wisdom: As stated in a previous IHA newsletter regarding the Chinese fortune cookie I got the night before my first son was born that read, "Prepare today for what will happen tomorrow". This holds true with where we are in the Hearing Healthcare industry today. We know there are changes happening now with delivery models, managed care, technology and many other aspects of the business and OTC is soon to come. The point I'd like to make is:

"Focus on what you CAN control, not what is out of your control."

Yep, we all got hit with a terrible winter and likely your first quarter was impacted. Can't control Mother Nature. You can have all the data in the world about what marketing pieces to use, but you can't control who or how many will respond. OTC has passed and will be here next year, can't change that. But here is what you can control. You all built your successful practices, I'm speculating, on one primary fundamental: Outstanding Patient Care. My recommendation to you is to take the foundation that got you to where you are, and step it up to a higher level!

My final pearls: Treat your Users like gold. They are your future. Become Master of your Craft, reinvest in you and your skills. Don't have "aftercare" appointments, create "Experiences". "WOW" patients every day with your knowledge and caring. Develop plans for today, this week, this month, and next year and stick to them. Prove the **VALUE OF YOU!**

These things you have full control over. Do them right and the things out of your control will simply be another blip on the radar.

Cory Popelka, IHA President

Welcome New Members

Elizabeth Brown
Davenport, IA

Madeline Anderson
Faribault, MN

Cory Hill
Waterloo, IA



Membership Label Update

The membership gold label is usually sent out to all current members along with the IHA directory. This year the directory was emailed to members. The membership labels will be put in the fall conference packets of each current member. If you know you will not be attending the fall conference and would like your membership label, please call the IHA office at 515-440-6057 and we will be happy to mail it to you.

Starting in 2020, membership labels will be included in the spring conference packets of members.

Anyone new to IHA will receive a new member certificate with the current year's label affixed along with a welcome letter. The website directory will be updated each May.

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
Miracle Ear
650 Pacha Parkway, Ste. 7
North Liberty, IA 52317

Secretary

Angela Mollenhoff
Mercy One ENT
515 College Street
Cedar Falls, IA 52402

Past President

Helen Royer
Beltone Hearing Aid Centers
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 Road NE, Ste. 110
Cedar Rapids, IA 52402

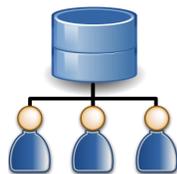
Executive Director

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



Directory Information

New 2019-2020 IHA directories have been sent via email to all current members. It is also included on the IHA website. Please review your information in the directory and if anything needs changed, please go to the website under members and use the link to edit your information.



We will no longer send printed directories out through the mail.

2019 Legislative Summary

By Susan Cameron Daemen

The 2019 session of the Iowa General Assembly ended on April 27, 2019. Republicans held majorities in the House and Senate, with Republican Governor Kim Reynolds at the helm of state agencies. Legislative leaders passed priority legislation in the areas of property tax reform, empowering rural Iowa and children's mental health programs.

In the Human Services arena, lawmakers were able to increase funding in some areas, including long-term care and mental health. Most HHS budgets were held at status quo, including funding for Healthy Children & Families. FY 2020 funding for audiological services and hearing aids for children is \$156,000 (see **page 7 of HF 766** below).

Iowa's Medicaid system continues to be embroiled in controversy as one of the major managed care organizations dropped from the privatized Medicaid program, and a new company is scheduled to start this month. In addition, DHS Director Jerry Foxhoven was terminated from employment recently. Governor Reynolds continues to support privatized Medicaid, now under the direction of Medicaid Director Mike Randol and active DHS Director Gerd Claybaugh.

Additional legislation of interest that IHA monitored and/or supported included **HF 643** (see link to bill below) which requires the Department of Transportation to mark driver's licenses and non-operator IDs to reflect deaf or hard of hearing status. This bill has been signed by Governor Reynolds.

IHA also supported **HF 399**, introduced by Democrat Rep. Kristen Running-Marquardt, requiring health insurance coverage for hearing aids for persons under 18 years of age. This is an issue that could be discussed for potential advancement in the future.

FOLLOWING ARE 2019 BILLS OF POTENTIAL INTEREST THAT HAVE BEEN SIGNED INTO LAW OR VETOED:

[HF 532](#)

A bill for an act relating to the physician workforce in the state including the awarding of medical residency positions in the state. (Formerly HF 372.) Effective 7-1-19.

[HF 623](#)

A bill for an act relating to prior authorization for medication-assisted treatment under the Medicaid program. (Formerly HSB 200.) Effective 7-1-19.

[HF 625](#)

A bill for an act relating to the integration of Medicaid and healthy and well kids in Iowa program eligibility, payment, and administrative functions under the department of human services. (Formerly HSB 183.) Effective 7-1-19.

[HF 642](#)

A bill for an act relating to the release of certain confidential information by the department of human services to multidisciplinary teams and making penalties applicable. (Formerly HF 435.) Effective 7-1-19.

[HF 643](#)

A bill for an act relating to driver's licenses and nonoperator's identification cards marked to reflect deaf or hard-of-hearing status. (Formerly HSB 194.) Effective 7-1-19.

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2019 Legislative Summary

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[HF 731](#)

A bill for an act relating to mandatory child abuse and dependent adult abuse reporter training requirements. (Formerly HF 538.) Effective 7-1-19.

[HF 732](#)

A bill for an act relating to the medical cannabidiol Act. (Formerly HSB 244.) Vetoed 5-24-19.

[HF 756](#)

A bill for an act appropriating federal funds made available from federal block grants and other nonstate sources, allocating portions of federal block grants, and providing procedures if federal funds are more or less than anticipated or if federal block grants are more or less than anticipated. (Formerly HSB 246.) Effective 7-1-19.

[HF 766](#)

A bill for an act relating to appropriations for health and human services and veterans and including other related provisions and appropriations, providing penalties, and including effective date and retroactive and other applicability date provisions. (Formerly HSB 253.) Various effective dates, see bill.

Spring 2019 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.

CaptionCall

Phonak

Fuel Medical Group

Relay Iowa

**Hearing Access
Solutions**



ReSound

Starkey

**Midwest Special
Instruments**

**Telecommunications
Access Iowa**

Natus Medical Inc.

Unitron

Oticon

IHA Spring Conference

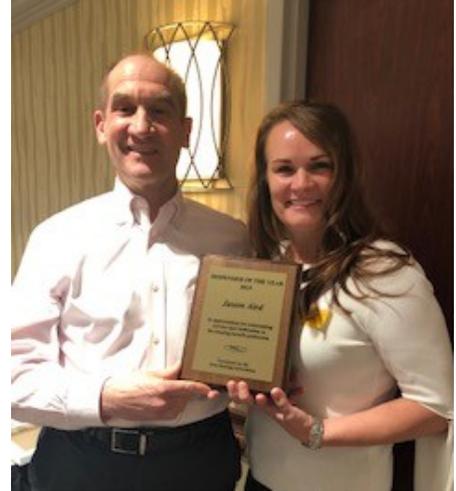
March 31-April 1, 2017
Marriott Hotel, West Des Moines, IA



Cory Popelka, IHA President addresses the membership



Jordan McMillin, IHS Governor gives a report



Jason Aird receives the IHA Dispenser of the Year Award. Dean Kayser, pictured with Helen Royer, accepts the award for Jason.



Networking at the conference



Update from Lions Club

Hello Dispensers and Audiologists!

Thanks to all of you who have been participating with the Lions Hearing aid program, either by donation of aids and/or fitting individuals that are in need! I can't thank you enough for all your time and efforts you put into this program.



I believe I mentioned this past year that I am now working with TWO companies for salvage and repairs: VIP/Score in Monticello, MN., and Starkey. I saved over \$4000 by using VIP when possible, which is a great because with that savings we didn't run out of funds for repairs. If I would of used strictly Starkey there would have been aids that would not of been repaired. Thank you for using VIP when at all possible, we save \$100 per aid.

Stats for July 1, 2018 to July 31, 2019

Aids received: 3137

Aids dispensed: 455

Number of offices that dispensed these aids: 38

Salvage money received for unusable aids: Starkey= \$10, 274.00 VIP= \$2093.00

Costs of refurbishing or repair of aids: Starkey = \$9226.46 (75 aids repaired)

VIP= \$1780 (45 aids repaired)

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

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.)

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 27, 2019

Sheraton Hotel • West Des Moines, Iowa

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

Iowa Hearing Association
1001 Office Park Road, Suite 105
West Des Moines, IA 50265