

2010 IHS convention

A sneak peek at this year's International Hearing Society Convention and Expo in Orlando on September 29 to October 2.

The **International Hearing Society** has scheduled its **59th Annual Convention and Exposition** in **Orlando** on **September 29 to October 2**. The following descriptions were furnished by the respective companies and are offered as a preview of convention exhibits. For more event information, see the preliminary program on page 46 or visit www.ihinfo.org.

IHS BOOTH NO 406

Amplivox



Amplivox is the Smart Choice in Audiometry! Stop by Booth #406 at the IHS expo to learn more about our reliable and affordable products. On display

will be the Otowave, a handheld tympanometer for fast, effective middle ear measurements, and our new 260 Diagnostic Audiometer featuring AIR*BONE*SPEECH! Mention this ad and receive a 10% discount on both these products! (888) 941-4208; www.amplivox.us.

IHS BOOTH NO 211

Audina



Audina® Hearing Instruments Inc is featuring INTELLIO®, the most intelligent hearing instrument

available today, highlighting the exclusive IntelliScan, which scans the environment and automatically adjusts to several different listening situations. The 16-channel custom instrument offers EnviroScan, which works in harmony with IntelliScan to enhance your patient's listening experience and provides improved comfort. Stop by Audina's booth #211 for a complete demonstration of the INTELLIO—the Smart instrument. (800) 223-7700 or (407) 331-0077; www.audina.net.

IHS BOOTH NO 215

Audibel



Audibel® will showcase at IHS the Athem™ Plus, featuring Active Noise Control—a new noise management and speech preservation system so fast

it reduces noise between syllables—and Invisibel™, the company's invisible-in-the-canal hearing aid. Audibel is a network of hearing health care professionals with more than 1,000 locations throughout the United States. Headquartered in Eden Prairie, Minn, the company prides itself on providing outstanding service and the highest quality technology to patients. Visit Booth #215 at IHS to find out more. Audibel—People Connecting People. (800) 769-2590; www.audibel.com.

IHS BOOTH NO 308

Audioscan



Visit the Audioscan® booth and be introduced to the new Axiom™ hearing instrument fitting system. Captivate your patients with Axiom's modern design and exclusive Speechmap® display. Educate your patients by revealing their residual auditory area. Motivate your patients using our unique audibar™ display,

revealing before-and-after amplification results. Axiom's simple process makes you and your patient a team with a common fitting goal—audibility that is comfortable. (800) 265-2093; www.audioscan.com

IHS BOOTH NO 220/222

Beltone



Beltone recently announced the introduction of the Beltone True™, a new generation of

virtually invisible hearing instruments that wirelessly receive sound directly from TV, cell/home phone, stereo, PC, and iPod, via a 2.4 GHz signal without an audible delay. A remote control offers users the ability to independently adjust the volume and sound quality of each hearing instrument. Visit Beltone at Booths #220/222 to learn more about this new, innovative hearing instrument. (800) 621-1275; www.beltone.com.

IHS BOOTH NO 110

Blueprint Solutions



Blueprint Solutions will be featuring its latest version of Blueprint OMS (Office Management System). Attendees will be able to experience first-hand Blueprint OMS's superior user interface and user friendly features focused on increasing patient retention and leveraging sales opportunities. In

addition, Blueprint OMS streamlines many administrative tasks, such as scheduling, invoicing, insurance processing, and mailings, resulting in increased revenue and efficiency. Blueprint OMS is clinic management made easy. Come see for yourself. (877) 686-8410; www.blueprintsolutions.us.

IHS BOOTH NO 121

CareCredit



Cost is a primary reason why patients do not buy hearing aids. We invite you to visit the CareCredit Booth 121 at the IHS

Convention and Expo in Orlando where you'll have the opportunity to find out how to help more patients accept your recommendation by offering CareCredit's No Interest and Low Interest Extended Payment Plans. (800) 859-9975; www.carecredit.com.

IHS Convention

Preliminary Program

Wednesday, September 29

2:00–6:00 PM: Onsite Registration

7:00–9:00 PM: **Opening Night Reception**

Thursday, September 30

7:00 AM–5:00 PM: Onsite Registration

7:15–8:00 AM: Continental Breakfast

8:00–10:00 AM: **Choice of Concurrent Seminars**

#1: *Using Probe Microphone Measures and Hearing Instrument Test Box Systems*

#2: *A Practical Guide to Motivational Interviewing*

8:00 AM–12:00 PM: Chapter Leadership Conference

10:15 AM–12:15 PM: **Choice of Concurrent Seminars**

#3: *Verification Tool Box*

#4: *Encouraging Moderately Impaired Patients to Accept Help*

12:30–2:30 PM: **Membership Meeting & Luncheon**

3:00–5:00 PM: **Choice of Concurrent Seminars:**

#5: *Bluffing 101: The Masks of Hearing Loss*

#6: *Bluetooth Is Not a Disease*

5:00–6:30 pm: **Awards Reception**

Friday, October 1

7:00 AM–5:00 PM: Onsite Registration

7:00–7:45 AM: Continental Breakfast

7:45–9:45 AM: **Choice of Concurrent Seminars**

#7: *Capitalizing on Patient Consultations*

#8: *Real-World Performance of Modern Hearing Aids*

10:00 AM–12:00 PM: **General Session:**

#9: *MarkeTrak VIII—How Do We Get on the Fast Track?*

12:00–2:00 PM: **Lunch in EXHIBIT HALL**

2:15–4:15 PM: **Choice of Concurrent Seminars**

#10: *Your Responsibilities Under Federal Dispensing Laws*

#11: *Looping Your Practice*

4:30–6:30 PM: **Reception in EXHIBIT HALL**

Saturday, October 2

8:00 AM–2:00 PM: Onsite Registration

8:00–10:00 AM: **Breakfast in EXHIBIT HALL**

10:15 AM–12:15 PM: **Choice of Concurrent Seminars**

#12: *Advantages of a Successful Aural Rehabilitation Model*

#13: *Cognition-Friendly Amplification*

12:30–2:30 PM: **Lunch in EXHIBIT HALL**

2:30–4:30 PM: **Choice of Concurrent Seminars**

#14: *Two Technologies: Verification & Validation*

#15: *Infection Control in the Dispensing Environment*

5:00–9:30 PM: **Grand Finale Dinner and Entertainment at Disney Hollywood Studio™ Theme Park**

Events and times subject to change; please consult final program. For more details about the IHS Convention in Orlando, as well as registration information, visit www.ihinfo.org or call IHS at (734) 522-7200.

Ear Technology Corporation



Stop by to see for yourself one of the most novel and innovative hearing aids ever introduced...Clik®. Could cable-free programming be in your future? Also, find out how you can effectively serve unilateral patients with the TransEar® bone conduction hearing aid. Meet the sleek new Global II and the low-cost Zephyr option,

both featuring Dry & Store®'s world-renowned drying technology. We're Ear Technology. Helping people hear better, every day.sm (800) 327-8547; www.eartech.com.

Hal-Hen



Hal-Hen is offering many new products! Please visit our booth for a demonstration of our Video Otoscopy

systems including the EarView™, the versatile video otoscopy system. EarView™ combines cerumen management, examination and documentation of the ear canal, and accurate otoblock placement in one lightweight portable package. We offer over 4,000 items for hearing health care, including: assistive devices, FM systems, Bluetooth/loop systems, impression materials, batteries, diagnostic equipment, earlites, earmold supplies, tools, cerumen management, over-the-counter pharmaceutical products, and more. (516) 294-3200; www.halhenpro.com.

Frye Electronics



The FONIX FP35 Hearing Aid Analyzer—which offers a number of new features—will be on display at the Frye Electronics, Booth #123 at IHS. The FONIX FA-10 Hearing Evaluator, a very easy-to-use and reliable audiometer, will also be shown. The FONIX NOAH module computer programs for the analyzer and audiometer will also be demonstrated. Following our annual tradition, a Pendleton blanket will be given away to one lucky person who fills out the drawing card. (800) 547-8209; www.frye.com.

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Maico Diagnostics



The EroScan Pro™ is the world's only handheld OAE/TYMP screening system. One probe fits three tests: DPOAE-TEOAE-TYMP. Run all three tests concurrently in as little as 20 seconds per ear. See the EroScan Pro™ on display at the IHS Expo Booth #209. For more information, call Maico at (888)

941-4201 or visit www.maico-diagnostics.com.

Hansaton



Who doesn't love something NEW! A new US company, Hansaton, is

offering a variety of exciting items. Attendees can view the world's only rechargeable battery in-the-ear system. The new AQ's exclusive Rechargeable Hearing System provides optimum comfort with no need to change batteries, no risk of overcharging, no hassles, and no physical connection to the hearing instrument. Hansaton is located at Booth #416. Come by to see the new AQ and enter to win two LOONA hearing instruments. (888) 984-7432; www.hansaton-usa.com.

MedRx



MedRx, a worldwide leader of PC-based clinical and diagnostic instrumentation for the hearing health care industry, welcomes all IHS attendees to visit Booths #321/323 and discover the magic. On

display will be Live Speech Mapping Systems, audiometers, motorized hearing instrument test chambers, portable tympanometers, video otoscopes, and hearing instrument restoration systems. MedRx is offering convention specials to all attendees who would like to OWN the magic. (888) 392-1234; www.medrx-usa.com.

Microsonic



Microsonic will be showing an extensive variety of custom earmolds, including the extremely popular open-fit styles, along with its wide assortment of patient

accessories and supplies for the hearing aid office. Additionally, specialists can talk with us in our booth about such topics as proper ear impression techniques, and we can demo several impression materials. Microsonic is also an active promoter of hearing conservation and will be showcasing a wide range of products to help your customers protect their precious hearing. Please visit us at Booth #107. (800) 523-7672; www.microsonic-inc.com.

NuEar



NuEar is highlighting exciting new products at IHS, including Imagine™ VS,

featuring Vivid Speech, a new noise management and speech preservation system so fast it reduces noise between syllables, and Miniscopic™, the first invisible-in-the-canal hearing aid available. NuEar, an American-owned company based in San Diego, California, is a leader in digital hearing instruments. Distributing products through a network of exclusive authorized dispensers, the company focuses on delivering digital technology to enhance the active lifestyles of hearing-impaired patients. Visit Booth #111 at IHS to learn more about NuEar. (800) 626-8327; www.nuear.com.

MicroTech



MicroTech will feature two exciting new products at IHS: Axio™ ST, fea-

ture SpeechTrax, a new noise management and speech preservation system so fast it reduces noise between syllables, and HearLens™, the only invisible-in-the-canal hearing aid powered by Axio ST technology. Founded in 1986, MicroTech is a hearing aid manufacturer based in Eden Prairie, Minn. The company is designed to personally know customers' goals and market needs and is committed to serving its customers better than anyone else. (800) 745-4327; www.microtechhearingpro.com.

Oticon



Oticon Inc introduces Agil, a second-generation wireless hearing instrument specifically designed to help preserve natural characteristics of speech while enriching sound quality. Features include excellent speech understanding in noise;

significant reduction in cognitive efforts needed to understand speech; improved audio through wireless technology for open fittings; enhanced 3-D listening; and new audiological concepts: Speech Guard, Spatial Sound 2.0, Connect(+); new RISE II processing platform with twice the calculation power of RISE; highly flexible RITE speaker solution in three speaker power levels, covering mild to severe losses with the same instrument. (800) 526-3921; www.oticonusa.com.

NBC-HIS



The National Board for Certification in Hearing Instrument Sciences is an independent, non-profit

credentialing organization. It is the only board certification program in the hearing health care industry accredited by the National Commission for Certifying Agencies (NCCA). The NBC-HIS Board Certification Exam is available during the IHS convention in Orlando, September 29, 2010, at 2:00 PM, and those interested in taking the exam must pre-register by September 27. The exam will also be available in 2011 at the convention in Boston. Drop by Booth #216 for information, giveaways, and NBC merchandise. (734) 522-2900; www.nbc-his.com.

Otovation



OTOVATION develops audiometers that are benchmarks for truly portable

and affordable computer-based hearing testing. Our Symphony® software platform and the patented, wireless OTOPod® diagnostic audiometer provide accurate and efficient testing. The unique OTOPod M2 is the world's only integrated audiometer and hearing instrument programmer. Look to OTOVATION for labor-saving features, such as customized automated test protocols and word lists, automatic contralateral masking, multiple headset choices, NOAH3 certification, and compact size. (866) OTOVATION; www.OTOVATION.com.

IHS BOOTH NO 403

Panasonic Corp-Healthcare Group

Panasonic
ideas for life

Panasonic, one of the leaders in acoustic science, launches their own Digital Open Ear Hearing Instruments. Panasonic Hearing Instru-

ments deliver high-quality sound and enable precise reproduction of original sound through advanced audio and acoustic technologies. Included in the lineup are three types of hearing instruments: the 4 Series RIC with a stylish waveform design to fit discreetly behind the ear, the 2 Series Standard BTE, and the JZ Series, which is a new style hearing instrument that has the look of an MP3 player. The JZ features an LCD display and a stereo binaural headset (earphone with microphones). Please visit Panasonic at the IHS Annual Convention Booth #403. (888) 422-6309; www.panasonic.com/hearing.

IHS BOOTH NO 100/102

Right Hear

WOW!
Invisible Hearing™

The magic begins with the WOW! Family of Products. WOW! nano™ and WOW! micro™ join the excitement of WOW! Invisible Hearing™, a 100% invis-

ible, extended-wear device, which assists in breaking into the 80% of individuals currently not seeking amplification to create an innovative family of hearing devices only offered through Right Hear Network. Learn more about the WOW! Family at Booths #100/102, or contact Right Hear Network at 888.RT.HEAR. (888) 784-3271; www.RightHearNetwork.com.

IHS BOOTH NO 101

Phonak

PHONAK life is on

Phonak is the trusted leader in innovation, offering easy and intuitive solutions for every client regardless of hearing loss, age, life-

style, personal preference, and budget. Visit the Phonak booth at IHS to experience the benefits of our comprehensive product portfolio and exclusive technology capabilities that result in superior quality and performance across every form factor and product class. We'll showcase new products and conduct dynamic product demonstrations for you to enjoy. What's new at Phonak? Stop by and find out! (800) 777-7333; www.phonak-us.com.

SEE FINAL PROGRAM

S&S Laser



Just a reminder from S & S Laser: We have literally thousands of logos on file for The Moisture Guard™ Hearing Aid Dryer manufactured since the year 2000. With over 10 years serving the hearing industry, we have expanded our line of products to the point where we can equip

an entire office with maintenance products, signs, badges, desk accessories, etc. Priced to fit any budget. (800) 934-6815.

IHS BOOTH NO 106/108

ReSound



ReSound will be exhibiting the newly released hearing aid Alera™ and its Unite™ wireless accessories. Alera™ is the industry's first truly wireless hearing aid and the only hearing device to receive sound directly from TVs, stereos, cell phones, and comput-

ers. For the first time, the patient can receive sound directly from electronic devices without cables, wires, or the need to wear uncomfortable accessories. ReSound will have a demo station at the IHS booth where attendees can experience Alera™ first-hand. (800) 248-4327; www.gnresound.com.

IHS BOOTH NO 120/122

Siemens Hearing Instruments



How can we help people with hearing loss live better lives? Siemens has been answering that question with innovative technology for over 130 years.

Our BestSound Technology™ is designed to give patients the best of two worlds: Better Hearing and Sound Comfort. SpeechFocus™ has superior directional microphone technology that analyzes speech, even from behind, and adjusts automatically unlike any other product. FeedbackStopper™ doesn't just block feedback—it virtually eliminates it before it starts. SoundLearning® 2.0 is a sophisticated learning algorithm designed to be the best at adapting to the wearer's individuality. (800) 766-4500; www.usa.siemens.com/hearing.

Sonic Innovations



Come see the latest additions to the Sonic Innovations family tree, and learn how you can "branch" out to more patients than ever before. Our latest product, the Endura Super Power BTE, powers up a new level of amplification, providing incredibly natural sound and sophisticated processing

that improves speech understanding in challenging situations. Also, stop by for a sneak peek at our exciting new product, Flip. (888) 423-7834; www.sonici.com.

Starkey Laboratories



Starkey® Laboratories Inc will feature S Series™ iQ, featuring Voice iQ, a new noise management and speech preservation system so fast that it reduces noise between syllables. In addition, Starkey has introduced

OtoLens™, the invisible-in-the-canal hearing aid. Find out more about S Series iQ and OtoLens, and get a preview of the exciting new innovations yet to come from Starkey in 2010 at IHS Booth #201. (800) 328-8602; www.starkey.com.

TIMS Software



Take control of your business and realize stability and growth with TIMS Software, the leading office

management system designed specifically for the hearing industry. From a patient's first call to the final payment, TIMS Software integrates business operations into one manageable system. Check out TIMS Software at the IHS Convention & Expo 2010 and pick up a free software installation CD for a 30-day trial. (800) 763-0308; www.timssoftware.com/audiology.

Unitron



Unitron is proud to introduce the Smart Alert™ system for wireless integration between Unitron's hearing instruments, the Smart Alert remote

and Bellman & Symfon alerting devices. Visit us to learn more about Tandem™, the CROS/BiCROS, all-in-one wireless system, and SmartFocus™, the most significant speech-in-noise advancement in over a decade that effectively addresses the #1 concern of hearing aid wearers. (800) 888-8882; www.unitron.com/us.

Westone



Please come visit us at the IHS show, Booth #314. We have many exciting new products and

accessories to show you, including our newly reformulated Silicone Singles® and Pink Silicast® impression materials, new RIC earpieces, and the ImpressEar™ impression gun. As always, our friendly and knowledgeable staff will be there to answer any questions you may have about our custom-fit earpieces, clinical supplies, and other products and services. (800) 525-5071; www.westone.com.

Widex



For the estimated 50 million Americans who suffer from tinnitus, Widex presents

Mind440 hearing instruments. Mind440 offers the Widex-only Zen feature, which has shown promise in the treatment of tinnitus. Mind440 also offers a 15-channel High Definition Locator and the TruSound Compression System. Widex also presents the new Mind220 series of hearing instruments, which offer outstanding features like the Audibility Extender (frequency transposition) and more at a lower cost. (800) 221-0188; www.widexPro.com.