



AuDs and Endz

Fall 2009

A Message from the President Kamal Elliot

Dear Colleagues,

One of our goals as a board this year has been to improve communication with our members. You may have noticed an increase in the number e-mails from your PAA board members, so I hope you are enjoying being kept in the loop and consequently more informed about our activities. In an effort to decrease our environmental impact, we have decided that e-mail is the best way to keep in touch without incurring any additional cost.

On that note, I would like to draw your attention to our finances. It brings me great pain to inform you that we are currently experiencing a deficit in our budget. This is difficult for me to swallow since I strive in both my professional and personal life to spend less than I make. But PAA's main source of revenue is your membership fees and the income generated by our annual convention. Regrettably, while our expenses have grown steadily over the last few years, our membership and convention attendance has not grown as fast. So we need your help.

In an effort to increase our membership numbers this year, the board implemented a new pilot program. Under the supervision of our Vice President of Membership, Suzanne Yoder, Au.D., we asked Au.D. students to launch a telemarketing campaign to encourage audiologists in the state of Pennsylvania to join PAA. While this effort did not result in the large increase in membership numbers we had hoped for, we do very much appreciate the efforts of the students who were involved in this. More importantly, we hope that you will not only join PAA yourself, but also encourage your colleagues to sign up.

We have had some changes on the board this year as well. Jackie Davie, Ph.D. has done an amazing job as Vice President of Education for the past 3 years, and we are grateful for her countless hours of service to our organization. Regrettably, Dr. Davie moved to Florida to accept a new position in May. Yell Inverso, Ph.D., Au.D., of Salus University graciously accepted the position and the responsibility of organizing our most important fundraising event of the year – our annual convention. We are delighted to have Dr. Inverso on board, and we look forward to a great event in October!

Our listserv is still active, and I encourage you to take a look if you haven't done so in a while. Also, please check out our website!

I would like to personally thank all our board members for their continued support and hard work. I know they all lead busy lives, and their contributions are sincerely appreciated. Nonetheless, we are always looking for more people to get involved so please consider donating your time to promote the profession of Audiology by joining the board.

And finally, I do hope you will attend our convention this year in Harrisburg. As I mentioned earlier, it is our largest fundraising event and this year, more than ever before, *we need your support!* Of course, in addition to supporting your organization, you'll be able to take advantage of a great networking and educational opportunity. Hope to see you in Harrisburg!

Sincerely,

Kamal Elliot, Au.D.

President
Kamal Elliot, Au.D., F.A.A.A.
A&E Audiology, Inc.
1555 Highlands Drive, Suite 101
Lititz, PA 17543
(717) 627-4327 Fax: (717) 627-2690
kelliott@aeaudiology.org

Past President
James A. Zeigler, Jr., Au.D., F.A.A.A.
Asby & Zeigler Audiology Associates
403 Third Avenue
Kingston, PA 18704
570-714-2656 Fax: (570) 714-2799
jimz523@comcast.net

President Elect
MaryLou Astorino, Au.D., F.A.A.A.
ENT Associates of Johnstown
348 Budfield Street
Johnstown, PA 15904
(814) 262-3950 Fax: (814) 262-3995
marylouaud@aol.com

Secretary
Suzanne Sklaney, Ph.D., F.A.A.A.
Assistant Professor of Audiology
Bloomsburg University
Bloomsburg, PA 17815
(570)389-4454 Fax(570)389-5022

Treasurer
Mindy Brudereck, Au.D., F.A.A.A.
Berks Hearing Professionals, LLC
4997 N. Twin Valley Road Ste 2
Elverson, PA 19520
(610) 286-1999
berkshearing@hotmail.com

Vice President-Education
Jackie M. Davie, Ph.D.
Assistant Professor of Audiology
Bloomsburg University
400 E. Second Street
Bloomsburg, PA 17815
570-389-4446 Fax: (570) 389-5022
jdavie@bloomu.edu

Vice President-Governmental Affairs
Kelly A. Kaufman, Au.D., F.A.A.A.
Main Line Health Center at Collegeville
599 Arcola Road
Collegeville, PA 19426
610-560-8418 Fax: (610)409-6210
KaufmanK@mlhs.org

Vice President-Professional Issues
Melanie Appler, Au.D.
ENT Head & Neck Specialists
985 Berkshire Blvd.
Wyomissing PA 19610
(610) 374-5599 Fax: (610) 375-1262
lemaudio@aol.com

Vice President-Membership
Suzanne Yoder, Au.D.
HearWell Center
2400 Ardmore Blvd., Ste 401
Pittsburgh, PA 15221
(412) 271-3002
DrYoder@hearwellcenter.com

Director of Publications
Judith Albrecht, Ph.D., CCC-A
Albrecht Audiology
Parkway Medical Center
State College, PA, 16801
(814) 867-4327 Fax: (814) 867-3918
Hear6@verizon.net

Have you joined PAA yet? Did you renew your membership yet?

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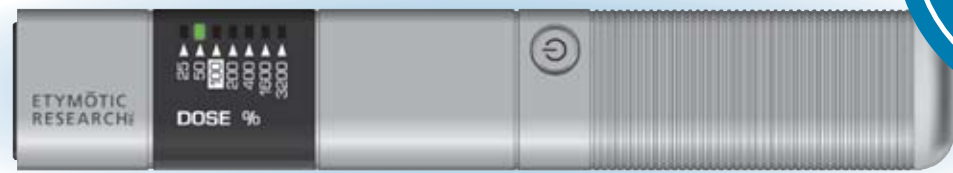
Renew for our profession - to increase our voice in Pennsylvania

Join or Renew so we are better able to serve the hearing impaired population.

AuDs and Endz Newsletter
Pennsylvania Academy of Audiology
Director of Publications
Judith Albrecht, Ph.D., FAAA
Albrecht Audiology
233 Easterly Parkway
State College, PA 16801
814-867-4327 phone
hear6@verizon.net

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Director of Publications – Judith Albrecht

I've learned over the years that most people, in spite of many people who complain that "everything is too loud" or think that it's only "those kids with their earphones in their ears" that have excessive noise exposure, don't have any idea how loud is too loud and how much noise they are exposed to as a matter of course. As audiologists, we know the incidence of noise-induced hearing loss is rising and we counsel our individual patients about prevention (usually after the damage is done). I wanted to try to reach a bigger audience and emphasize facts not prohibitions. Our local newspaper, the Centre Daily Times agreed to publish the following article, and I thought I'd share it with you.

Enjoy concerts, but protect your hearing

Bruce Springsteen put on a terrific concert in the Bryce Jordan Center on May 8. Great performance...great music. But that music was *loud* — just the way a lot of people like it. Unfortunately, as a result of the loud music, it is likely that many people who attended the concert sustained permanent damage.

If you left the concert with muffled hearing or ringing in your ears, that's evidence that you sustained at least some temporary inner-ear damage. Over time, however, that kind of damage will develop into an irreversible hearing loss.

Hearing loss from exposure to loud sound now affects millions of people in our society.

Noise-induced hearing loss is preventable, but most people don't know how long they can listen to loud sound without risking serious hearing damage. The accumulation of too much noise over time is the determining factor in hearing loss risk.

I am an audiologist, so out of curiosity, I took a dosimeter to the Springsteen concert (along with my musicians' earplugs — earplugs that retain the sound quality while reducing the noise level). A dosimeter measures sound levels over time and calculates the cumulative noise dose.

After the three hours of the concert, we were exposed to 48 times the allowable daily dose. The average sound level was 106 db during the concert, which is safe for less than three minutes. That means that an average person could only listen to the E Street Band for an amazingly few minutes before risking hearing damage.

Even I miscalculated. My earplugs (with 15 dB filters) meant that my ears were safe for only two hours. If I'd had the 25dB filters, my hearing would have been safe for all three hours of the concert.

Research has shown beyond any reasonable doubt that the loudness level of the typical rock concert causes hearing damage. We also know that people will suffer from hearing loss over time (and, in the modern world, over increasingly less time).

If musicians and fans are going to insist that the music needs to be loud (so you can "feel it"), then they should at least protect their hearing. The sound quality won't suffer with "musicians'" earplugs, and neither will your hearing. Besides, they're cheap (less than \$15 for "one size fits all." Custom earplugs with interchangeable filters are more expensive). A very small price to pay to save your hearing.

In the “**We’re glad they are representing us** “ category, there are two announcements about two of our members’ continuing service to our profession:

Jeane Violon-Singer has been appointed to the Board of Examiners in Speech-Language and Hearing in the Department of State’s Bureau of Professional and Occupational Affairs. Jeane is the one audiologist on the nine-member board. The board regulates the practice and licensure of audiologists and speech-language pathologists in Pennsylvania.

Joan DeAllesandro has been appointed to a three-year term on the Department of Health’s Advisory Council for the Hearing Aid Sales Registration Law. The council assists the DOH in administering the Law (PL1182) that regulates the dispensing and sale of hearing aids and the education requirements and examination of those people who apply to be hearing aid fitters or dealers. Joan is the only audiologist on the eight-member Council. Four others are hearing aid fitters or dealers.

PAA thanks them for their service!

Message from President Elect – MaryLou Astorino

09 GEORGE S. OSBORNE HONORS OF THE ASSOCIATION ANNOUNCED

Pennsylvania Academy of Audiology is pleased to announce the George S. Osborne Honors of the Association will be presented to Dr. Susan Parr at our annual meeting in October. Dr. Parr is currently residing and working in Gainesville, Georgia as the Director of Audiology Services at Habersham Medical Center. However, prior to her move south she was the owner of Parr’s Pro Hearing Services, Inc. in Huntingdon, PA for 17 years. Dr. Parr has been an integral part of PAA having served on the Board of Directors as Treasurer from 1999-2003, President Elect in 2003, President in 2004 and Past President in 2005. PAA has benefited greatly from her interest in advocating for audiology whether on the state legislative level or as a participant on the national level as well. PAA audiologists will recall her enthusiasm for raising funds through the Silent Auctions that she coordinated at many of the annual conventions. Not to mention her enthusiasm in general while working in private practice, coordinating audiology mission trips or even in obtaining her Karate 3rd Degree Black Belt. Please join us at the Annual Convention in Harrisburg in October to honor Dr. Parr with this award.

MaryLou Astorino, Au.D.

Message from Vice President –Education – Yell Inverso

Hello fellow PA Audiologists,

As many of you know the wonderful Dr. Jackie Davie is no longer working in the state of Pennsylvania and therefore was no longer able to be the Vice President of Education for PAA. When I was approached about taking over this position for Jackie I recognized immediately that I have huge and very impressive shoes to fill. I am, however, grateful for the opportunity to serve. Please allow me to tell you about myself. I am a full time faculty member at the George S. Osborne College of Audiology at Salus University located north of Philadelphia. I teach, research, and practice in the areas of pediatrics and implantable auditory devices such as cochlear implants etc. I have now completed my third month as the VP of Education for PAA and am proud to announce that the conference brochures should be hitting your mailboxes any day now!

I think that we have a wonderful meeting planned for this year. We will be thoroughly entertained and educated by not one but TWO distinguished keynote speakers, the brilliant Dr. Brenda Ryals (Stem Cell Research Update) and knowledgeable Dr. Deb Abel (Reimbursement for the Private Practice). In addition to our keynote speakers we have amazing talks scheduled on topics such as the diagnosis and treatment of Auditory Processing Disorders, working with the Dizzy Patient, Marketing to the Mature Marketplace, Precepting Au.D. students, and so much more. Online Registration is now open so don’t delay and hurry to make your reservation at the Harrisburg Hilton Hotel, this is a meeting you just can’t afford to miss!

I look forward to seeing you all in Harrisburg October 8-10th, 2009

Best Wishes,

Yell Inverso, Au.D., Ph.D.

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Message from Vice President-Membership - Suzanne Yoder

RENEW YOUR MEMBERSHIP FOR 2010

Please take a moment and review your membership options as listed below to ensure that you are in the proper membership category. Membership dues are collected in November every year. There is a courtesy grace period for the payment of dues from November to March, however, your Academy depends on your dues to operate so please do not put off your renewals.

. Renewals can be completed online at www.paaaudiology.org. This is the easiest and fastest way to renew your membership. To login and renew your membership you will need your username and password. When you are renewing online please take a moment to update your information or make changes to your membership options (such as signing up for the PAA Listserv). Paper applications for new members can be downloaded from the PAA website as well.

If you have forgotten your login information, or if you have any membership questions, please feel free to contact me at DrYoder@hearwellcenter.com. I will be happy to assist you

Suzanne Yoder, Au.D.

Membership Options

The Academy has five levels of memberships, which run from January 1st to December 31st of each calendar year. Membership is subject to approval by the Board of Directors.

The first level is the PAA **Fellow Membership** (\$95 annual dues, or \$75 if paid between November 1 and March 8), which is open to all audiologists having a current and valid Pennsylvania license to practice the profession of audiology.

The second level is an **Associate Membership** (\$80 annual dues, or \$60 if paid between November 1 and March 8) which is open to degreed audiologists who are not licensed in PA and to friends of the Academy upon majority vote of the Board of Directors; for example this may include Teachers of the Hearing Impaired or individuals representing a manufacturer or distributor of a product.

The third level is a **Student Membership**, which has no annual fee. The Student Membership is open to any person currently enrolled in a residential Doctorate program and is not licensed as an audiologist in the state.

The fourth level is **Life Membership**: upon the request of a Member 65 years of age and older who has held Fellow Membership in PAA for at least 10 years. Annual dues of \$65 or \$45 if paid between November 1 and March 8.

The fifth level is **Honorary Membership**: may be given to any person who has made exceptional, positive contributions to the Academy upon majority vote of the board of Directors. The Honorary

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Message from Treasurer – Mindy Brudereck

Thank you to all of you for your continued support of the Pennsylvania Academy of Audiology through your membership dues, convention attendance and silent auction bids. These three sources of revenue are what keep PAA afloat. PAA has not been immune to the current recession we are in, and we have looked at new ways to increase PAA's revenue stream without requiring budget cuts or increases in dues. Your continued commitment to PAA, particularly through attendance of the convention, will help us be able to balance our budget and continue to advocate on behalf of audiologists in PA.

With regards to advocacy, thank you to many of you who have donated to the PAA-Political Action Committee (PAA-PAC). The PAA-PAC is the legal means by which audiologists who are members of PAA can pool our resources to support legislators who champion our legislative efforts. As you may be aware The Consumer Protection and Professional Licensure bill was introduced this year and your donations help fund our support of this bill.

Mention must be made of Wanner and Associates, whose accounting team made my transition as Treasurer much easier than it could have been in these economic times. Their management has helped to keep PAA ahead in these difficult economic times and I look forward to working with them in 2010.

Inspired by our VP of governmental issues, Dr. Kaufman, my business partner and I wrote letters to our local legislators. One of recipients was Pennsylvania State Representative Sam Rohrer. Representative Rohrer took the time to call and visit our audiology practice one morning. He spent an hour with us discussing the issues important to audiology and was quite interested. Interestingly, Representative Rohrer was instrumental in the battle for autonomy that optometrists fought against ophthalmologists and understood our position. We greatly appreciated this opportunity to meet Representative Rohrer and I again encourage all of you to write, call, and meet your local legislators.

Thank you again for your continued support,
Mindy K. Brudereck, Au.D. FAAA

Message from Vice President of Professional Issues – Melanie Appler

This has been a busy summer for the PAA board. In late July, the PAA board met with Dr. Kelley, the medical director for the PA Department of Public Welfare. This was a very productive meeting. We discussed the fact that many audiologists have shied away from participating with the state's public assistance programs partly because of the red tape involved. We shared with him several, sometimes even comical, examples of billing/reimbursement troubles that we as participating audiologists have run into with the DPW. Dr. Kelley seemed shocked at some of the issues. We are hopeful that our meeting will help alleviate many of the billing/reimbursement issues.

Currently, in some of the programs, only one pair of earmolds is allowed per year. We are developing guidelines based on ages for the number of allowable earmolds per year. The new recommended guideline is:

0-12 months: 4 earmolds for each ear per year **3-8 years:** 2 earmolds for each ear per year

12-36 months: 3 earmolds for each ear per year **8+ years:** 1 earmold for each ear per year

Reimbursement for BSER testing with straight medical assistance has been discussed. The reimbursement for this procedure is unacceptably low for the time/professional component involved. Dr. Kelley agreed that this is unreasonable. We also presented him with actual invoice costs of repairs. He is looking into getting these reimbursements increased. Unfortunately, most other reimbursement schedules cannot be increased during these hard economic times.

We are also updating the DPW allowable CPT codes. Many of the current codes are obsolete.

It may take some time to get some of these issues resolved, but because of the fact that the medical director, who used to have his own internal medicine private practice, is aware of these issues, the future is looking brighter for audiologists using the DPW plans.

Melanie Appler, Au.D.

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