

# MAC on M.A.C.

## Registration Brochure

Thursday, September 14 to  
Saturday, September 16, 2006

East Lansing Marriott



**Co-sponsored by**

***Michigan Academy of  
Audiology***

***Michigan Educational  
Audiology Association***

***Michigan Speech-  
Language-Hearing  
Association***

### What is the MAC?

The Michigan Audiology Coalition (MAC) is a collaborative, non-profit organization dedicated to the advancement of audiology and audiologists in the state of Michigan.

This inaugural conference is a joint effort of the Michigan Academy of Audiology, Michigan Educational Audiology Association and Michigan Speech-Language-Hearing Association. These three state associations have combined support and resources to provide one statewide audiology conference.

The Michigan Audiology Coalition Conference on M.A.C. Avenue in East Lansing, also known as "MAC on M.A.C.", will provide you with an outstanding, interactive educational experience. This is a great opportunity to earn CEUs and network with other professionals in the field. The conference committee has invited speakers to cover a wide range of topics of interest to audiologists in all practice settings.

### Keynote Speaker:

Phillip Zeller, Dale Carnegie Training

### Featured Speakers:

Mark Crumling, Ph.D.	Craig W. Newman, Ph.D.
Gary P. Jacobson, Ph.D.	Michael Seidman, M.D.
Marci Lesperance, M.D.	Linda Thibodeau, Ph.D.
Rusty Morgan	Steven C. White, Ph.D.
Terry Zwolan, Ph.D.	

## Register Early and Save!

### Registration Information:

Register before August 18, 2006 to pay a reduced conference rate. Please mail or fax a completed registration form along with payment information to:

MAC

Attn: Jill Wells

18530 Mack Ave., #413

Grosse Pointe Farms, MI 48236

Fax: (313) 343-4111

Phone: (313) 343-4046

### Registration Fees:

#### Conference Package:

Includes all Sessions and Exhibits -

*PLUS* Two Continental Breakfasts, Friday

Lunch, Two Receptions, and Refreshment

Breaks

Early Registration \$225, after 8-18-06 \$300

#### One Day Registration:

Early Registration \$175, after 8-18-06 \$200

#### Full-time Student

Early Registration \$100, after 8-18-06 \$115

#### Pre-Conference Pediatric Audiology Forum

No additional charge - Sponsored by UM Sound Support Program and Michigan Department of Community Health Early Hearing Detection and Intervention Program

### Hotel Information:

East Lansing Marriott

300 M.A.C. Avenue

East Lansing, MI 48823

Telephone: (517) 337-4440

FAX: (517) 337-5001

Marriott.com/LANEA

The hotel has guest rooms blocked for attendees for Thursday, Sept. 14 through Saturday, Sept. 16, 2006, at a special rate of \$114.00 (single/double occupancy). To make reservations, contact the hotel directly at (517) 337-4440 or Marriott reservations (800) 228-9290 and identify yourself as attending the MAC Conference to obtain the special rate. Reservations received after August 15 will be accepted on space and rate availability basis.

### Exhibitor Display Area:

The Exhibitor Display Area will be a place for networking and will feature the latest in hearing aid and cochlear implant technology as well as equipment services, accessories and supplies. The continental breakfasts, refreshment breaks and silent auction will also be held in this area.

## Thursday, September 14, 2006

### 12:30-1:00 pm Pre-conference Registration

### 1:00-4:30 pm Pre-conference Workshop

#### Pediatric Audiology Forum (No Additional Charge)

*Sponsored by the University of Michigan Sound Support Program and Michigan Department of Community Health Early Hearing Detection and Intervention Program (EHDI)*

Do you work with children? This session will provide audiologists with the latest information on issues important to children in Michigan. Come to learn about current CSHCS policy, mandated reporting, and how to be listed on the State's directory of pediatric audiology. Also, audiologists from across the state will intrigue participants with challenging case presentations and group discussion. Light refreshments will be served.

### 5:00-7:00 pm MAC Conference Registration

### 7:00-9:00 pm Opening Keynote Speaker

#### Communication and Collaboration

*Philip Zeller*

*Executive Vice President, Dale Carnegie Training offered by Ralph Nichols Group*

Do audiologists get the most out of the workday? Poor communication is currently the number one culprit for lost revenue and time in American organizations. It doesn't matter what setting you are working in, there are time constraints. We don't always have or take the time to make positive impressions on others. The end result can be confused, frustrated and unhappy patients or coworkers. Imagine stopping this negative spiral and creating impressions on others that produce positive results from moment one. Opening communication and bridging human relations are the skills needed now more than ever before. This energized and interactive session will tackle strengthening our lines of communication and developing strong interpersonal skills to help all audiologists better prepare to face challenges every day.

### 9:00-10:30 pm Welcome Reception

## Friday, September 15, 2006

### 7:30-5:00 pm MAC Conference Registration

### 7:30-8:30 am Continental Breakfast with Exhibitors

### 8:30-11:30 am General Session

#### Implantable Hearing Devices - Past, Present & Future

*Terry Zwolan, Ph.D.*

*Director, University of Michigan Cochlear Implant Program, along with representatives from Cochlear Americas, Advanced Bionics Corporation and MedEl Corporation.*

You've seen programs about cochlear implants on your favorite morning news program. Find out what all the buzz is about. Not only is technology improving, but patients' performance with implants is reaching higher levels than ever before. This session will share information on outcomes with implants in children and adults. You will also learn who is a candidate for a cochlear implant – it's not just for people with profound hearing loss! Find out what is on the horizon as each manufacturer discusses what's new in technology and future projects.

## Friday, September 15, 2006 (cont.)

11:30-1:00 pm Lunch (provided)

1:00-3:00 pm Concurrent Sessions

### Session A: What's New with FM Technology?

*Linda Thibodeau, Ph.D.*

*Associate Professor, University of Texas,  
Callier Center for Communication Disorders*

With the advent of new FM technology comes a new set of challenges for the audiologist. Terms like digital, programmable, Bluetooth, synthesized technology, fully integrated technology, and others have become part of our daily vocabulary. This session will increase the audiologist's knowledge and understanding of current personal FM technology. Learn how FM is utilized in conjunction with hearing aids, cochlear implants and BAHA.

### Session B: Audiology Coding, Reimbursement and Coverage Advocacy

*Steven White, Ph.D.*

*Director, Health Care Economics and Advocacy  
American Speech-Language-Hearing Association*

There are many forces that have an impact on third party payment for audiology services. This session will assist you by identifying the power players and providing tools to negotiate with them. The interactive program will include an audiologist's role in the procedural and diagnostic coding development process, the valuation of audiology procedures, and advocacy tools for use at the state level. Attendees will be asked to participate in the development of a Michigan advocacy plan.

3:00 - 3:30 pm Break with Exhibitors

3:30 - 5:00 pm Concurrent Sessions

### Session A: Pediatric Otology Update

*Michael Seidman, M.D., FACS*

*Director, Division of Otologic/Neurotologic Surgery  
Department of Otolaryngology/Head and Neck  
Surgery, Henry Ford Health System*

Recent advances in pediatric otology and the latest in medical interventions will be explored through interesting case studies that highlight the importance of collaboration between otologists and audiologists.

### Session B: Developing and Implementing a Tinnitus Management Clinic

*Craig Newman, Ph.D.*

*Section Head, Audiology, Cleveland Clinic*

There continues to be a need for a greater number of audiologists to be involved in the management of patients with tinnitus. Yet, few clinicians provide audiologic treatment for tinnitus. This course will provide the essential components of the tinnitus management process, providing a framework for discussing evaluation procedures, clinical materials and treatment options. A model tinnitus management clinic will be presented that could be implemented in a busy clinical practice.

5:00-7:00 pm Cocktail Reception & Silent Auction

## Saturday, September 16, 2006

7:30-8:30 am Registration and Continental Breakfast with Exhibitors

8:30-11:30 am General Session

### The Genetics of Hearing Loss and Hair Cell Regeneration

*Marci Lesperance, M.D.*

*Director, Human Genetics Laboratory, Kresge Hearing  
Research Institute & Div. of Pediatric Otolaryngology,  
University of Michigan Health System*

*Mark Crumling, Ph.D.*

*Fellow, Hair Cell Physiology Lab, Univ. of Michigan  
Health System*

Have you wondered what information genetic testing can provide? Or how gene therapy and hair cell generation could change our profession? This workshop will provide information on genes that cause hearing loss, common hearing loss syndromes, and the latest information on genetic testing and hair cell regeneration.

11:30-1:00 pm Lunch on your own

1:00-3:00 pm Concurrent Sessions

### Session A: Earmolds and More

*Rusty Morgan*

*Lab Manager, Westone Labs*

This will be a thorough examination of the most popular earmolds designed for use by today's audiologist. We will examine several different earmold types with recommended applications, as well as the best tools for you to use in the office to modify the most popular earmold materials. Highlighted during the presentation will be earmolds designed for use with the MP3 players, such as the popular iPod, as well as the Fit technology earmolds made with our stereo lithography technology.

### Session B: Development of a Multidimensional Risk of Falls Assessment Clinic and Summary of Data from First Cohort.

*Gary P. Jacobson, Ph.D.*

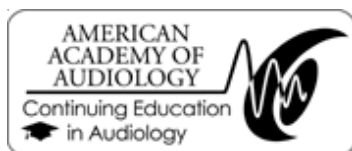
*Professor & Director, Division of Audiology, Vanderbilt  
Bill Wilkerson Center for Otolaryngology and  
Communication Sciences*

30-50% of Americans over age 65 will fall in the next year, resulting in over 7 million falls and \$20 billion in health care costs. 5% of these falls will result in hip fractures and 20% of these patients will die in the next year. Current evidence suggests that falls are complex events. It is known that disorders affecting gait, reaction time, static balance, blood pressure, vision, proprioception, and vestibular system function influence falls risk. Additionally, a history of prior falls, use of more than four prescription medications, depression and cognitive impairments are falls predictors. The purpose of this presentation will be to present the epidemiology of falls, describe methods to assess independent falls predictors and describe a summary of our experience with the first 76 patients evaluated in our clinic.

Michigan Audiology Coalition  
18530 Mack Ave., #413  
Grosse Pointe Farms, MI 48236

MAC

Michigan Audiology  
Coalition



The Michigan Academy of Audiology is approved by the American Academy of Audiology to offer AAA CEUs for this activity. The program is worth a maximum of 1.35 CEUs. The pre-conference Pediatric Audiology Forum is an additional .3 CEUs. Academy approval of this continuing education activity does not imply endorsement of course content, specific products or clinical procedures.

Michigan Speech-Language-Hearing Association is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. This program is offered for 1.35 CEUs (Intermediate Level; Professional Area). The pre-conference Pediatric Audiology Forum is an additional .3 CEUs. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.



**Inaugural Conference of the  
Michigan Audiology Coalition  
September 14-16, 2006  
Registration Form**

**Name** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Work Affiliation** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

2006 Member of: MEAA \_\_\_\_\_ MAA \_\_\_\_\_ MSHA \_\_\_\_\_ Other \_\_\_\_\_

Please list any special assistance/requests you require during the convention.

**Registration Fees** - All Registrations include Thursday night kick-off featured session

(Check appropriate category)

	<u>Early</u>	<u>After August 18</u>
_____ <b>EHDI/UM Sound Support Pre-Conference Pediatric Audiology Forum</b>	No Charge	No Charge
_____ <b>Convention Package</b> Includes all Sessions and Exhibits, PLUS 2 Continental Breakfasts, Friday Lunch, 2 Receptions, and Refreshment Breaks	\$225.00	\$300.00
_____ <b>One Day Registration</b> Indicate Day Attending: FRI    SAT	\$175.00	\$200.00
_____ <b>Full-time Student</b>	\$100.00	\$115.00

University \_\_\_\_\_ Supervisor's Signature \_\_\_\_\_

**Payment Options**

Check Enclosed for \$ \_\_\_\_\_ (Payable to Michigan Audiology Coalition)

Please charge my credit card      VISA      MasterCard

Card number \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Cardholder billing address: \_\_\_\_\_

**Send registration and payment to:**

MAC  
Attn: Jill Wells  
18530 Mack Ave., #413  
Grosse Pointe Farms, MI 48236  
Fax: (313) 343-4111      Phone: (313) 343-4046