

# IHS Convention Preview

## A sneak peek at some of the products and services being featured at the 2013 International Hearing Society Convention on September 12-14 in Arlington, Va

The following descriptions were provided by the individual companies. To find out more information, visit their booths at IHS or use the websites and phone numbers to contact them directly.

### ADCO Hearing Products Inc

ADCO Hearing Products is a leading provider of clinical supplies and ALDs to the hearing healthcare industry. For more than 50 years, our ADCO-mold, ADCO-build, and ADCO-Addon products have been used worldwide to provide on-the-spot solutions for earmolds and modifications. We offer everything except hearing aids, including a full line of products necessary for your practice, as well as solutions for your patients. Stop by our booth to see the new and exciting products and programs we have to offer, including our new line of promotional products that can be customized for your practice. Our friendly, knowledgeable staff will be anxious to meet you and answer any questions. 800-726-0851 or 303-794-3928; [www.adcopro.net](http://www.adcopro.net)



Booth #701

### Blueprint Solutions

Blueprint OMS is clinic management made easy. Come see the many new features in Blueprint OMS including "in clinic" patient management, signature pads, barcode reading, and smart patient summary screen. Innovation never stops at Blueprint Solutions. Blueprint OMS features an easy graphical user interface, a fast effective marketing module, real-time Noah and QuickBooks integration, free electronic insurance billing, and much more. Stop by our booth and see for yourself what Blueprint OMS can do for your practice. Contact Blueprint Solutions for more information. 877-686-8410; [www.blueprintsolutions.us](http://www.blueprintsolutions.us)



Booth #602

### Amplivox

The Amplivox 260 audiometer is the SMART CHOICE in diagnostics audiometers, featuring air, bone, and speech audiometry in a small compact design. Results can be saved to memory, printed with the optional printer, or transferred to PC with the optional NOAH interface. The 260 offers narrowband and speech-weighted masking along with a number of specialty tests. The talk forward/backward function can be used in a static environment or in an acoustic booth, making this unit very flexible. 888-941-4208; [www.amplivox.us](http://www.amplivox.us)



Booth #604

### CaptionCall



Visit CaptionCall Booth #607 to see a live demo of this revolutionary phone, and learn how to use the free CaptionCall offer as a secondary message in your planned marketing activities to get noticed and drive traffic. Bring existing patients back for follow-up exams and/or service appointments. Get new patients in for a hearing test and free phone.

Booth #607

(Professional certification of hearing loss is required to receive a free CaptionCall phone.) 877-557-2227; [www.CaptionCallProvider.com](http://www.CaptionCallProvider.com)

### Audioscan

Win a FREE Axiom Fitting System! Visit the Audioscan booth to experience the real control and productivity that the Axiom offers—and earn the opportunity to win a free Axiom. With the Axiom you can help more patients, fit more hearing instruments, achieve higher client satisfaction, and do it all without breaking a sweat—or the bank. It's the affordable way to take control of the fitting process. 800-265-2093; [www.audioscan.com](http://www.audioscan.com)



Booth #503

### Carecredit

CareCredit has helped over 125,000 patients get the hearing aids they needed to stay connected to family and friends.



Booth #310

CareCredit provides special financing offers to help patients purchase optimal instruments. CareCredit is easy to use and has fast approvals. 800-300-3046, ext 4519; [www.carecredit.com](http://www.carecredit.com)

### Beltone

Beltone recently introduced the Beltone Prime™, the only microphone-in-concha in-the-ear hearing aid that offers the benefit of a one-visit fitting. The Beltone Prime's distinctive design fits entirely inside the ear canal, using the natural contours of the ear to maximize sound quality. This design allows the hearing aid to fit comfortably, stay in place, and appear virtually invisible. Visit Beltone at Booth #502 to learn about this new, innovative hearing aid. 800-621-1275; [www.beltone.com](http://www.beltone.com)



Booth #502

### Discovery Warranties & Repair

Discovery Warranties is the most comprehensive service warranty program in the industry. We offer coverage on all makes and models of hearing aids including tinnitus devices. Dispensers have an opportunity to place clients' hearing instruments under warranty protection while receiving a 20% rebate on all warranties sold or renewed. Discovery Repair continues to service practices throughout the nation as a rapid response all make repair service center with unique guarantees. 800-525-7936 or 251-342-1144; [www.discoverywarranties.com](http://www.discoverywarranties.com) or [www.discoveryrepair.com](http://www.discoveryrepair.com)



Booth #206

## Ear Technology Corporation

### Booth #208



DryCaddy is here, bringing a new level of effectiveness to the field of static drying kits. (It's the "next-best" thing to a Dry & Store®.) Experience ClearTV Audio—the first truly digital TV listening system. Check out the new family of Cliik® EZ, EZd, and EZd+T for success with even the most price-conscious patients without sacrificing quality. Ear Technology:

partnering with you to help people hear better, every day. 800-327-8547; [www.earthech.com](http://www.earthech.com)

## Frye Electronics

### Booth #302



Frye Electronics will be showing the upcoming release of the revolutionary FONIX Colt Audiometer, a new breed of audiometer, the FONIX 8000 Hearing Aid Test System, now featuring built-in Real Speech testing as part of Visible Speech, and the FONIX FP35 Touch Hearing Aid Analyzer, with touchscreen and many new features. The FONIX Colt is controlled completely by the touchscreen interface of an Android tablet computer. 800-547-8209; [www.frye.com](http://www.frye.com)

## GN ReSound

### Booth #110



Visit Booth #110 to learn more about how ReSound is leading the industry with breakthroughs in wireless technology that will help you fit more patients with greater ease. A full family of products suitable for all of your patients, Verso hearing aids offer nearly

limitless connectivity with Unite wireless accessories. Verso hearing aids can even be connected and controlled by your patients' smartphones or through the use of the ReSound Control app. 800-248-4327; [www.gnresound.com](http://www.gnresound.com)

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## Hal-Hen

### Booth #100



Please stop by for a demonstration of our new products and a free sample of our new Hal-Hen Environmental Wipes. Our one-stop shopping offers over 4,000+ items, including: Assistive Devices, Personal Communicators, FM Systems, Bluetooth/Loop Systems, Impression Materials, Infection Control, Batteries, Diagnostic Equipment, Earlites, Earmold Supplies, Educational Materials, and Cerumen Management. Our point of purchase Hearing Healthcare Accessory Center features 14 of our most popular products. 800-242-5436; [www.halhenpro.com](http://www.halhenpro.com) (available 24/7)

## Hamilton CapTel

### Booth #202



Since 2003, Hamilton CapTel® has made over 25 million captioned telephone conversations possible for individuals with hearing loss. This is the kind of trusted experience you and your patients can count on—every day. Now, the Hamilton CapTel Hearing Healthcare Program makes it even easier to extend the value of

your patient relationships. It's a simple program, a simple process, and it simply works—for you and your patients at no cost. Find out more about the Hamilton CapTel in-office demo phone and display stand. 800-826-7111; [HamiltonCapTel.com/hhc](http://HamiltonCapTel.com/hhc)

# IHS Convention At-A-Glance

The schedule presented here is subject to change; please consult the IHS Convention Program for final changes or visit: <http://ihsinfo.org>

## Wednesday, September 11, 2013

12:00pm – 5:00pm Onsite Registration  
6:00pm – 9:00pm Monuments by Moonlight Tour

## Thursday, September 12, 2013

7:00am – 5:30pm Onsite Registration  
8:00am – 5:00pm Chapter Leadership Conference  
9:00am – 4:00pm Pre-Convention Workshop: Cerumen Management, by Luis M. Valdes, BC-HIS  
1:00pm – 4:00pm Pre-Convention Workshop: Pre-Licensing Training: The Hearing Evaluation, by Patricia Connelly, PhD  
5:30pm – 10:00pm **Opening Keynote Presentation: Above All Else, by Jamie Clarke; Dinner and Vegas Night Party**

## Friday, September 13, 2013

7:00am – 5:30pm Onsite Registration  
7:30am – 9:00am Members-only Membership Meeting and Breakfast  
9:30am – 10:30am Choice of Concurrent Seminars:  
• Troubleshooting I: A Path to Resolving Patient Complaints, by Mary Leisses, MS  
• Effective Conflict Management Skills to Handle Difficult People, by Bruce Mow  
• Hearing Loops and Your Practice, by Richard McKinley & Juliette Sterkens, AuD  
9:30am – 12:00pm Licensing Board Conference  
11:00am – 12:00pm Choice of Concurrent Seminars:  
• Troubleshooting II: A Path to Resolving Patient Complaints, by Mary Leisses, MS  
• Ototoxicity and Hearing Loss, by Nabil Al-Muhtaseb, MD, MS  
• Competitive Pricing Strategies, by Scot Frink, MS  
12:30pm – 2:30pm **General Session with Luncheon: Status Quo to Status Grow: The 4 Marketing Secrets to Explosive Growth, by Kordell Norton**  
3:00pm – 4:00pm Choice of Concurrent Seminars:

4:30pm – 5:30pm

- Translating Hearing Aid Benefits into Features the Consumer Understands, by Carol Scott, ACA
  - Mining the Basics of Testing and Fitting, by Scot Frink, MS
  - Mind Your Own Business, by Scott Austin, BC-HIS
- Choice of Concurrent Seminars:  
• Disruptive Innovation and the Changing Hearing Healthcare Landscape, by Jerry Yanz, PhD  
• A Who's Who of Wireless, by Dan Stover, AuD  
• Making a Difference: The 4 Steps to Becoming a Trusted Provider with Consultative Selling, by Kordell Norton, CSP
- Networking Dinner and Silent Auction in the Expo Hall**

5:30pm – 7:30pm

## Saturday, September 14, 2013

7:00am – 3:00pm Onsite Registration  
8:00am – 10:00am **Breakfast and Silent Auction in the Expo Hall**  
10:15am – 11:15am Choice of Concurrent Seminars:  
• Current and Future Directions for Tinnitus Treatment, Part 1, by Richard Tyler, MSc, PhD  
• Train-the-Trainer Is Now Ready for Action! by Patricia Connelly, PhD  
11:30am – 12:30pm Choice of Concurrent Seminars:  
• Current and Future Directions for Tinnitus Treatment, Part 2, by Richard Tyler, MSc, PhD  
• How to Avoid Top Ethics Pitfalls for the Hearing Healthcare Professional, by Chris Gustafson, ACA, BC-HIS  
12:30pm – 2:30pm **Lunch Buffet and Silent Auction Pick Up in the Expo Hall**  
3:00pm – 4:00pm Choice of Concurrent Seminars:  
• Infection Control in the Hearing Aid Clinic, A.U. Bankaitis, PhD  
• Adjust Your Marketing Message: Baby Boomers and the New Seniors, by Christina Young  
• Fit to Serve: IHS Leads the Way on Improved Hearing Healthcare for Our Nation's Veterans  
6:00pm – 10:30pm IHS Awards Gala

For updated information, visit: <http://ihsinfo.org>

### Hansaton Acoustics

HANSATON's X-Mini RIC with its revolutionary XearA digital platform features new, high-reliability receivers; Bi-Com wireless connectivity; Conversation Lift to optimize SNR even beyond directional processing; Speech Beam to accentuate off-axis talkers; Sound Restore frequency compression; Feedback X, the new milestone in feedback cancellation; new compression architecture to optimize the dynamic range; telecoil; 40 processing channels; bandwidth up to 10 kHz for brilliant sound quality. Expect easy programming and rave reviews from patients! 888-984-7432; [www.hansaton-usa.com](http://www.hansaton-usa.com)



Booth #511

eliminate the need for a separate CD player, while on-board data file and PDF storage makes this a true on-the-go audiometer. NOAH compatibility allows thresholds to be stored directly into your NOAH database for seamless hearing aid fittings. Modern design blends with classic Maico features! 888-941-4201; [www.maico-diagnostics.com](http://www.maico-diagnostics.com)

### MedRx

MedRx manufactures advanced PC-based diagnostic and testing instrumentation and will be demonstrating their full line of clinical and fitting instrumentation, including its exciting new design for the AVANT Stealth Clinical Audiometer with high frequency option. Stop by Booth #403 to see this new addition to the family of advanced instrumentation from MedRx, including the remarkable AVANT REMsp Real Ear and Live Speech Mapping system. Contact MedRx for further information on the most advanced hearing diagnostic systems in the industry. 888-392-1234; [www.medrx-usa.com](http://www.medrx-usa.com)



Booth #403

### Hearing Aid Marketing

With over 25 years' experience of providing clients with consistent and successful marketing campaigns, trust Hearing Aid Marketing to generate leads for your database, book more appointments, and increase sales. Hearing Aid Marketing's rigorous testing program ensures a consistent flow of new and proven direct mail creative, available to view on our custom online Portal. With this technology, clients can manage, view, pay, and complete direct mail orders all online. Visit our booth to learn more about our services and direct mail programs. 518-477-2400; [www.HearingAidMarketing.com](http://www.HearingAidMarketing.com)



Booth #111

### NBC-HIS

The National Board for Certification is an independent, non-profit, credentialing organization. It is the only board certification program in the hearing healthcare industry accredited by the National Commission for Certifying Agencies (NCCA). The NBC-HIS Board Certification Exam is available during the IHS convention in Washington, DC, September 11, 2013 at 2 PM. Must pre-register by September 3, 2013. Drop by our booth for information, giveaways, and NBC merchandise. 734-522-2900; [www.nbc-his.com](http://www.nbc-his.com)



Booth #210

### The Hearing Review

Stop by to learn about our digital editions—digital versions of our print magazines e-mailed to over 14,000 readers worldwide. *The Hearing Review* focuses 100% on hearing healthcare and related technology, and is delivered to a focused audience of 21,000 hearing care professionals. Our website is perhaps the most extensively used site in the field, and has a strong international audience (about one-third of all visitors). *Hearing Review Products*, HR's sister publication, is the only magazine in the field dedicated 100% to hearing care products, providing the latest breaking news on the latest offerings. 913-894-6923; [www.hearingreview.com](http://www.hearingreview.com)



Booth #109

### Oaktree Products

Come see the new products offered by Oaktree Products! Try out the Firefly wireless Video Otoscope, the must-have tool for every dispensing professional. Check out how the Dry Caddy provides 1 year of hearing instrument moisture protection and how the Dry-ALL can save you money. Get up-to-date on infection control at our booth or during the seminar scheduled Saturday, September 14 at 3 PM by Oaktree's own Dr A.U. Bankaitis. 800-347-1960; [www.oaktreeproducts.com](http://www.oaktreeproducts.com)



Booth #611

### Interacoustics

Interacoustics will be showcasing three new products at the IHS conference. AD629, "True Hybrid" air•bone•speech audiometer, small and portable yet very powerful, can be used as a stand-alone or with a PC. Callisto, portable fitting solution: audiometry, REM, and VSP delivered in a compact plug and play box design, and the new MT10 automatic tympanometer. 800-947-6334; [www.interacoustics-us.com](http://www.interacoustics-us.com)



Booth #604

### Oticon

Oticon Alta—Unlock the Power of Personalization. Premium technology Alta and innovative fitting tools empower practitioners to factor more personal dimensions into each fitting for a highly customized solution and a higher level of patient satisfaction. Built on Oticon's new Inium wireless processing platform, Alta delivers exceptional performance, more natural sound quality, small size, and ultra-low power consumption. The simple Alta Personalization Process involves patients at every stage of the fitting and utilizes their sound quality preferences for our best instrument performance ever. 800-526-3921; [www.pro.oticonusa.com](http://www.pro.oticonusa.com)



Booth #408

### Maico Diagnostics

Maico introduces the next generation of the classic MA 41 portable audiometer. With lightweight portability, and packed with features, this air/bone/speech audiometer is perfect for your hearing healthcare needs. Integrated wavefiles



Booth #205

**LOOKING FOR SMART, INTERESTING INFORMATION  
AND VIEWPOINTS IN A DIGESTIBLE FORMAT?**

# PODCAST

## FEATURES

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- Keeps you up-to-date on product trends
- Features a one-on-one interview with industry leaders
- Topic specific podcast
- One time interview or part of a series



**SCAN HERE TO FIND OUT MORE  
ABOUT THE LATEST PODCAST  
FROM YOUR INDUSTRY LEADER!**



### Otometrics

Improve your fitting success! The new AURICAL is a complete, modular fitting solution in a stunning new design. It has everything you need: a true fitting audiometer. A wireless and binaural Probe Microphone Measurements (PMM) unit. Effective counseling tools. And a HIT box that works independently—or with the other components. The intuitive OTOsuite software integrates it all and supports the entire fitting process. 800-289-2150; [www.otometrics.com](http://www.otometrics.com)



### Booth #610

### Phonak



Visit Phonak at Booths #409/508 to learn about the new Audéo Q and Naída Q products, both available in four performance levels and three styles. All Audéo Q RIC instruments include the new Tinnitus Balance noise generator. Naída Q is a complete, Water Resistant power portfolio. Speech understanding in challenging listening environments is improved with Binaural VoiceStream Technology™ features, including Speech in Wind, auto StereoZoom, and DuoPhone. 800-777-7333; [www.phonak-us.com](http://www.phonak-us.com)

### Booth #409/508

### Rayovac

Rayovac is the world's largest manufacturer of hearing aid batteries. ProLine is available direct from Rayovac exclusively through hearing health care professionals in the United States and Europe. Extra Brand is available only through select hearing aid distributors in North America and Europe. 800-323-1993; [www.thepowerofhearing.com](http://www.thepowerofhearing.com)



### Rexton

Real People. Real Products. Real Service. A company built on serving its customers, Rexton is taking things to the next level with TwinCore Technology. It provides a more advanced signal processing that gives you the best speech understanding, fastest and most precise fitting process, and highest comfort possible for your patients. Visit us at booth #603 to learn more! 800-876-1141; [www.rexton.com](http://www.rexton.com)



### Booth #603

### Siemens Hearing Instruments



Siemens' micon™ chip delivers all the best-in-class industry features in one platform, including a tinnitus therapy feature. Available in a full line of BTEs and ITEs, this feature includes a separate therapy signal generator, four pre-programmed therapy signals, individual fine-tuning of tinnitus therapy signals, and three operating modes. All Siemens micon hearing aids can be used as hearing instruments alone or in combination with the tinnitus therapy signal. 800-766-4500; [www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)

### Booth #C304

### Sonic

Come visit Sonic at Booth #C211 to learn about Bliss, our newest hearing instrument. Bliss offers simple connectivity to wireless devices, speech



### Booth #C211

variable processing that delivers the natural sound Sonic is known for, and speech priority noise reduction specifically designed to make everyday conversations every bit enjoyable. With all of these features, you have a host of blissful benefits that are sure to delight patients. 888-423-7834; [www.sonici.com](http://www.sonici.com)

### Soundcure



hearing healthcare professional, and the handheld Serenade device for the patient. Serenade offers 3 types of soft treatment sounds including S-Tones®—proprietary, temporally patterned sounds customized to each patient. Serenade is appropriate for every type of tinnitus practice, offering short and/or long term relief. 855-77-SERENADE or 408-938-5745; [www.Soundcure.com](http://www.Soundcure.com)

### Booth #704

### TIMS Software

EHR developed specifically for hearing professionals. TIMS consolidates scheduling, patient communication, NOAH data, point of sale, electronic claims processing, hearing aid tracking, and QuickBooks integration for financial management. Check out TIMS Software at IHS Booth #509. 800-763-0308; [www.timssoftware.com/audiology](http://www.timssoftware.com/audiology)



### Booth #509

### Unitron

A unique solution for your clinic success. With Flex:trial™, your patients receive the benefits of hearing instruments at the right technology on Day 1 to try out in their own environments. When the trial period is over, you can reprogram the Flex:trial hearing instruments to 1 of 5 technology levels for the next patient. It's easy, 100% risk free, and it's only from Unitron. Let us introduce you to Flex:trial. Visit us at our Booth #505. 800-888-8882; [www.unitron.com/us](http://www.unitron.com/us)



### Booth #505

### Westone Laboratories



Westone is known worldwide for providing quality products, contributing to the success of hearing healthcare professionals, and furthering innovation in the hearing healthcare industry. Westone is introducing the new, sterile Oto-Ease earpiece lubricant as well as the new X-act impression material and an enhanced selection of audiological supplies to help you grow your practice. 800-525-5071; [www.westone.com](http://www.westone.com)

### Booth #203

### Widex



DREAM family of hearing aids driven by the groundbreaking platform, TRUE Integrated Signal Processing (TRUE ISP). DREAM offers more sound, more words, and a more personal listening experience. With four technology levels, each with six different models including the stylish new FASHION, there's a DREAM for everyone. Please visit us at Booth #102 to learn more. 800-221-0188; [www.pro.com](http://www.pro.com)

Widex is committed to cutting-edge technology, innovative design, and environmental responsibility. We are proud to feature the remarkable

### Booth #102



# Help your patients reconnect ...over the phone

thanks for your help planning the graduation party Mom she has a week of finals left and then off to med school this fall do you want to meet for coffee next week to help me finalize plans?

Press ▲ to Review the Conversation

CapTel® Captioned Telephone restores your patients' confidence over the phone by showing captions of everything their caller says. For more than 10 years, CapTel has provided superior quality captions and exceptional customer service. With phones to match any environment (landline, IP-based, and mobile apps), CapTel sets the standard for unlocking the telephone.

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