SCHEDULE OF EVENTS

7:45-8:20 a.m. Registration and Continental Breakfast

8:20-8:30 a.m. Welcome
Beverly Wright, Northwestern University

8:30-9:15 a.m. Back to the Future: Overview of the Business of Hearing Healthcare
David Fabry, Starkey Companies

9:15-10:00 a.m. As the world of health care turns, where does hearing health care fit?
Neil DiSarno, American Speech-Language-Hearing Association

10:00-10:15 a.m. Break

10:15-11:00 p.m. Positioning Audiology in an integrated health care system
David Zapala, Mayo Clinic – Jacksonville Florida

11:00-11:45 p.m. Ultimately, who is paying the price? Quality of care at reduced cost
Paul Pessis, North Shore Audio-Vestibular Lab

11:45-12:30 p.m. The legislative and regulatory horizon for hearing health care
Andrew Bopp, Hearing Industries Association

12:30-1:30 p.m. Buffet Lunch

1:30-2:15 p.m. What about laws, ethics, and morals?
Ian Windmill, Cincinnati Children’s Hospital Medical Center

2:15-3:00 p.m. But what does the consumer want? Clarity, quality and cost effectiveness
Katherine Bouton, Author of Shouting Won’t Help and Living Better With Hearing Loss

3:00-3:15 p.m. Break

3:15-4:00 p.m. How do we educate and train an audiologist for the new world?
Lisa Hunter, Cincinnati Children’s Hospital Medical Center & University of Cincinnati

4:00-5:00 p.m. Lighting Round

5:00 p.m. Concluding Remarks
David Fabry, Starkey Companies