

Knowles Hearing Center, Northwestern University
The Business of Hearing Health Care

Friday, October 9, 2015
Hilton Orrington Hotel, Evanston, Illinois

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