

# HIPSBC

NEWSLETTER FOR HIPSBC

SPRING.2018

## Top stories in this newsletter



WESTERN  
CANADIAN  
SYMPOSIUM



DAY ONE



DAY TWO



DAY THREE

## WESTERN CANADIAN SYMPOSIUM



This years Western Canadian Symposium was in beautiful Banff Alberta. The event was held over three days with some excellent speakers, wonderful events and an opportunity to talk directly with the manufacturers. It was also really nice to see the reps from the ancillary businesses that work with us day to day.

### DAY ONE

The first priority of any event of this caliber is to register. This was handled by the event staff and was great start to the days ahead.

This was also the first of the goodie bags for the event which included our very own HIPSBC pen and HIPSBC post it notes. Flown in all the way from Vancouver island by Lana Binks.

It was finally time to start the Symposium.

The first event that I attended was, **IDEAL PROGRAMMING** presented by Antonio F. Calderon MD BS-HIS.



Dr. Calderon's presentation was very informative. I liked it as it was a back to basics presentation. I am relatively new to the profession but many others have been in this industry for years. I still find it very valuable to bring it back to the basics every once in awhile.

Our clients have the same issues but they each perceive it differently. Dr. Calderon placed emphasis on making this journey personal to the client. Finding out the main issues to the individual client, then how we can then try to help the client on their own personal level. This in turn makes us more successful as practitioners.

My next event was **MASKING DEMYSTIFIED**

Presented by Ted Venema PhD.



What can I say about our own TED TALK? Ted is always engaging, entertaining and if you are not careful...you may learn something.

Masking Demystified was very informative as I think this is one of the hardest things for the new practitioner to understand. Ted Venema has a way of bringing masking down to a level that is much easier to understand than any textbook I have read. Of course textbooks and real experience is very important but Ted brings all of the theory and personal experience together in a cohesive way. I know I took away a few tips from his engaging presentation.

Last event for the day was **FROM CE'S TO OTC SOLUTIONS**

Presented by IHS and CHIPS

A presentation on CE's to OTC Solutions was a great way to wrap up day number one. A very in formative talk from HIS and CHIPS on how important CE's are. CE's are in place to help maintain a level of professionalism that we and the public have come to expect. We stay up to date with current rules, regulations and practices.

The second part of the talk was on the upcoming OTC hearing aids that we will see in our near future. The talk discussed how the United States is handling this disruption in the industry. There will be a customer for this new product. There will also be great opportunities for us as practitioners as well. With the coming of OTC hearing aids it should bring awareness of hearing loss and ways to help it to a much broader and younger tech savvy audience. Embrace the change and find opportunities to make your business grow.

## DAY ONE WRAP UP

Day one was pretty exciting. There was so much to take in and learn. I think everyone's head was pretty much filled so DAY ONE came to an end. But it was not really the end as there was a welcome reception next door in the Kinnear Centre. This was hosted by HIS and CHIPS. It was a great way to mingle with colleagues from the past and make new connections in the industry. Wine and cheese was a great way to wrap up day one.

## WESTERN CANADIAN SYMPOSIUM DAY TWO

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### DAY TWO

Day two started very early, breakfast started at 7:30. The breakfast was very good and got everyone ready for a second day of learning. As we were enjoying breakfast our first speaker started his presentation.

#### NEW LOOK AT SALES

Presented by C.W. Miller



C.W. Miller was very informative. He is not in the hearing industry but he knows about sales and that is another aspect of what we do. We are here to help the client but at the end of the day sales are what keep us in business.

C.W. reintroduced the basics of sales to the group. We all do this every day but it is always good to get a refresher and hopefully a few new tips to bring back to our individual clinics. C.W. Miller's talk was light but had a lot of helpful information. There was a couple of times we worked together at our individual tables to go through his examples that he had made for us to take home in the end.

#### Our next event **OH THE DISTORTION**

Presented by Antonio F. Calderon MD BS-HIS.



Dr. Calderon's next presentation was very relaxed but had so much great information tucked into it. He relates his own hearing loss to the subject matter. This was really helpful to me and hopefully to the others in the audience. I like many in attendance have "normal" hearing and we do not always understand what our clients really experience. Other colleagues have hearing aids and they pretty much nodded in agreement with what Dr. Calderon was sharing with us. He really brought home the message that we are not always working with volume but we are trying to bring back clarity for our clients. This was explained by going back to how the inner and outer hair cells work and then how damaged hair cells affect the brain and the ability to understand speech.

Distortion is the enemy, understanding the underlying issue allows us to relate with our clients. Then with proper programming and fitting techniques we can help reduce this issue for many of our clients.

#### The following talk was **NOISE INDUCED HEARING LOSS**

Presented by Ted Venema PhD



Noise induced hearing loss is probably the most common issue that affects our clients. We see this type of client in our clinics pretty much on a daily basis. Ted went over why this is so prevalent in our society.

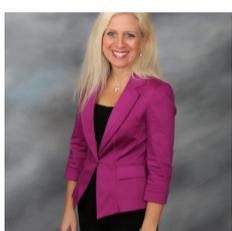
Noise induced hearing loss is part of our everyday lives. There is noise everywhere in our modern society. From our employment, going out to concerts, even wearing headphones, they are louder than the headphones in the past.

Ted brought his usual style which again is very engaging and also has so much information tucked into his presentations. In the end we all understood what noise induced hearing loss was and how to interpret it on an audiogram so we can relay the information to our clients.

Time for lunch. The conference put on a really good boxed lunch for the attendees. While we were enjoying lunch, our next speaker was ready to teach us more.

## BEYOND TECHNOLOGY: THE ESSENTIAL HUMAN SIDE OF PATIENT SUCCESS

Presented by Leanne Elizabeth Polhill, LHAS, BC-HIS, BA



Leanne Elizabeth Polhill's presentation took us away from all of the technology that we deal with as well as all of the technology that inundates all of us on a daily basis. Technology promises the world. Our clients need more than technology to help them hear. They need us, the practitioner to help them with this journey. Our clients read in print of how this great new technology will make them hear better. It is still the trusted practitioner that can bring our world and the world of technology together to make sense to our clients.

We are empathic to our clients individual needs. It is still the communication between client and practitioner that brings these together. Being able to relate with your client, understanding their needs and then to be able to find a product that is right for them has a phenomenal value. This in turn adds trust which is essential to have a growing relationship with your client. The client is usually with us for years and sometimes for life.

Being able to relate with the client is one thing that technology cannot replace. This is so important to remember especially with the coming OTC hearing aids. A clerk at the electronics store or cell phone booth will have a limited knowledge of the OTC hearing aids. We have spent years in university learning about hearing and hearing loss as well as the experience in the clinic. We are still very important in the decision process for our clients.

This was a great way to finish off our presentations for DAY TWO.

### The only thing left was to go and see the **MANUFACTURER EXPO and SILENT AUCTION.**

The expo was held upstairs in the Kinnear Centre. This was a great opportunity to see the manufacturers that we all work with on a daily basis but, also to meet the other manufacturers that we may be familiar with but do not have a relationship with. All of the main hearing companies were present as well. I loved this part of the event as I love to see what is out there in the industry and I also love swag. I know my bag was filled with goodies by the time I was finished. The silent Auction also had some fantastic items to bid on. I did not win anything but it was very well received.

I would like to list the companies that were present as it is fantastic to see so many show up at these trade events.

### THANK YOU SPONCERS FOR YOUR PARTICIPATION

ALDS            BELTONE CANADA            BERNAFON  
CHIPS            CONNECT HEARING            COSTCO  
DB SPECIAL INSTRUMENTS            DIATEC  
DOUGLAS COLLEGE            GIFT OF HEARING FOUNDATION  
HEAR SMART SOLUTIONS            HEAR USA            HEAR CANADA  
HIS & NBC-HIS            MIRACLE EAR            NEXGEN HEARING  
OTICON            OTICON MEDICAL            OTO HEARING PRODUCTS  
PHONAK            RESOUND            SIMEON  
SIVANTOS            STARKEY UNITRON  
WIDEX

Just when you think day two has come to an end. Surprise! It was time to go out an experience some western hospitality.

We had a break to freshen up and then it was time to be shuttled to dinner and entertainment at Mount View BBQ. This was definitely not the place to be if you were vegan. Fortunately I am a happy carnivore and Alberta love its beef as I do too.

The food was fantastic and the entertainment was top notch as well. I found that I am not a country music fan but I had a total hoot that night. They had great music and then they had the obligatory line dance lessons to make anyone a cowboy or cowgirl for a day.

This was an amazing end to a very successful day at symposium, I would share more but what happens at symposium stays at symposium.



## DAY THREE

We were back at it first thing in the morning after a fantastic night at the Mount View BBQ. 7:30 start with breakfast in the main room at the Kinnear centre. There were some sleepy faces to start the morning. But it was still time to start with our first presenter for the morning. **DEALING WITH DIFFICULT PEOPLE** presented by C.W. Miller.



C.W. Miller's talk was again more about sales and the types of clients that we all come across. Many of our clients are wonderful but we all come across the difficult clients. Difficult clients are a statement until you delve into their issues. Once you start to understand why the client may be resistant it is easier to overcome.

C.W. Miller once again gave us exercises to do in a group at our tables to collaborate and find insight on why our clients react this way. Then, how do we work with these clients to come to a mutual agreement. Many of us get frustrated with these clients but C.W. Miller showed strategies on how to work together towards a common goal which in all of our clients is to be able to hear clearer in everyday situations.

The best line I took away from his presentation is that... "The customer is not always right, **but** they are always the customer".

For some reason this statement resonated with me.

Next on the agenda was **NEW ADVANCEMENTS IN FITTING TECHNOLOGY** Presented by Chris Stokes-Rees.



Chris Stokes-Rees was representing Audioscan which I think everyone in the conference should be familiar with. Anyone from Grant MacEwan has definitely worked with one of the Audioscan real ear units. Chris Stokes-Rees went over some of the basics of real ear measurements and how they are so critical when fitting the client.

Real ear measurements can also be used as a counselling tool. They can be used to explain the client's hearing loss and how to make reasonable expectations for you and your client.

The final presentation for the symposium was **DIRECT HEARING DEVICE INITIATIVES IN CANADA** Presented by Richard McKinley.



Richard is the managing director and Chief Engineer of Contacta, Inc. To say that Richard McKinley is passionate in his career would be an understatement. I was so intrigued to see how passionate he is about hearing loop systems and to see how much work he has done in promoting this technology was inspiring. I have a personal interest in the loop systems so I found his brief talk to be very informative. To see how far loop systems have started to become more mainstream is fantastic. For us in B.C. VanCity banks have them installed at their tellers and B.C. Ferries is taking the initiative to install loop systems at their ticket agents and soon to even the ferries.

Loop systems use a very basic technology to transmit to the client's hearing aids by either a streaming device or through the telecoil directly to the client's hearing aids. I personally fit 98% of my clients with a telecoil for when they may want to use a loop system in the future. The final talk was a great way to wrap up three days of learning.

That was it for the symposium for most of the attendees. Most of us were busy saying our goodbyes and getting ready to fly back out to our respective cities and reminisce on how productive of an event this was.

There was a final meeting for the members of CHAPA. I am with HIPSBC so I hope they had a good meeting. I was busy hugging friends and wishing them a great trip home.

That is about it for this news letter except to invite everybody to next year's event in beautiful Victoria B.C. I look forward to seeing many old and now new colleagues.

**RESERVE THE DATE MARCH 2-4 2019 AT THE FAIRMONT EMPRESS HOTEL VICTORIA B.C. ON BEAUTIFUL VANCOUVER ISLAND**

