

Book hotel reservation by August 9, 2021
for reduced rate of \$189 per night.

Reference "SCAA 2021 Annual Conference".

To reserve call:

Courtyard by Marriott
125 Calhoun St. Charleston, SC 29401
(843) 805-7900

Or

Use link below to:

[Book your group rate for SCAA 2021 CONFERENCE](#)

Early registration due 08/09/2021

Name _____

Address _____

City _____ State _____ Zip _____

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Email: _____

_____ SCAA Member (before 08/09/21)	\$200.00
_____ Non-Member (before 08/09/21)	\$375.00
_____ Student	\$80.00
_____ Guest (full conference)	\$75.00

Name: _____

_____ Late registration (SCAA member) \$275.00

_____ Late registration (non member) \$450.00

Total Enclosed \$ _____

Make check payable to SCAA and mail to:

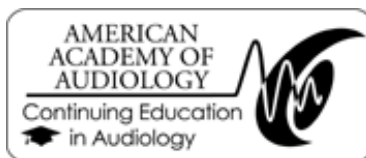
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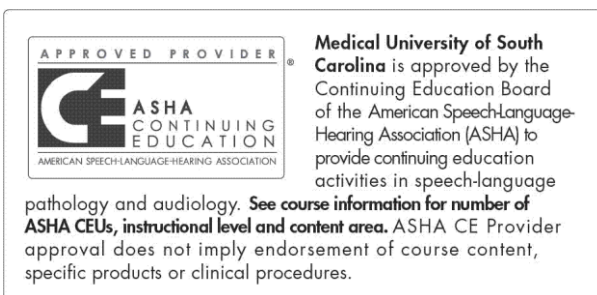
Register online at

<http://www.scaudiology.org/convention.html>

Credit Designation:



The program is worth up to **1.0** CEU's. AAA approval of this continuing education activity does not imply endorsement of course content, specific products or clinical procedures. Any views that are presented are those of the presenter and not necessarily of the American Academy of Audiology.



This program is offered for a maximum of **1.0** ASHA CEUs (**Intermediate** level; **Professional** area).

Please select one:

_____ I plan to attend the Thursday evening happy hour.

_____ I do NOT plan to attend the Thursday evening happy hour

CANCELLATION POLICY:

Refunds for cancellation can be given if requested in writing by end of day 8/8/2021. A \$50 administrative fee will be retained if you cancel. No refunds will be made on after this date. This conference is subject to cancellation and if this should happen, persons registered for this conference will be notified by email, using the email listed on the registration form. In the event of cancellation by SCAA, registration fees will be refunded in full. In the event of cancellation, SCAA cannot be responsible for travel expenses of any nature

*2021 Annual
Conference of the
South Carolina
Academy of
Audiology*

September 9-10, 2021



*Courtyard Marriott
125 Calhoun Street
Charleston, SC 29401*

PROGRAM SCHEDULE

Wednesday, September 8, 2021

6:00-8:00 pm SCAA Board Meeting

Thursday, September 9, 2021

7:15-7:55 am Conference Registration/Breakfast

7:55-8:00 am Welcome/Introduction

8:00-9:30 am Licensing, Leadership, & Legislation-I

John DeWorken and Sunnie Harmon

9:30-10:00 am Break/Vendor Speed Dating

10:00-11:30 am Licensing, Leadership, & Legislation-II

Mack Williams and Stacey Hewson

11:30-11:45 am Morning Speaker Q/A

11:45-12:15 pm Break/Vendor Speed Dating

12:15-1:00 pm Business Lunch/Awards Ceremony

1:00-2:30 pm Digital Marketing: The Truth About First-Page Search Results

Steve Irwin and Kelly O'Keefe

2:30-3:00 pm Break/Vendor Speed Dating

3:00-4:30 pm Hearing Aids, a Changing Industry: Strategies for OTC, TPAs and Big Box Competition in the profession of Audiology

Steve Irwin and Dan Quall

4:30-4:45 pm Afternoon Speak Q/A

4:45-5:00 pm Wrap Up/Adjourn

5:30-7:30 pm Happy Hour on the outdoor pergola

Friday, September 10, 2021

7:55-8:00 am Welcome

8:00-9:00 am Ethics

Habib Rizk, MD

9:00-10:00 am Evidence-based practices for cochlear implant referrals

Ted McRackan, MD & Kara Leyzac, AuD, PhD

10:00-10:30 am Break/Vendor Speed

10:30-12:00 pm Case Study Panel

Kim Block, AuD, Heidi Clower, MS, Ted McRackan, MD, Christine Strange, AuD

12:00-12:15 pm Wrap up/Adjourn

Please submit all CEU and eval forms



COVID-19 Protocols as recommended by the CDC:

- social distancing is in effect-please maintain 6 ft of distance
- wash hands frequently and use hand sanitizer
- wear a face mask if not fully vaccinated
- If you feel sick with any Covid-19 related symptoms, please notify us immediately.

Thank you to all our sponsors!

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NON-PROFIT

South Carolina Department of Vocational Rehabilitation

Speakers disclosures:

<https://www.dropbox.com/s/7esoado8e8kw2y0/2021%20SCAA%20Conference%20Speaker%20Bios%20and%20Disclosures.docx?dl=0>



John DeWorken

John Deworken has 20 years of experience working in and around the SC State House. He served as a legislative director for the SC Senate and held senior positions at the SC Chamber of Commerce, the Greenville Chamber and on a statewide political campaign. The Greenville Magazine twice named John as “The Top 50 Most Influential People in Greenville.” John holds three degrees from Clemson University.

Sunnie Harmon

Sunnie Harmon is a veteran lobbyist at the SC State House. She is the recipient of the “Economic Development Lobbyist of the Year Award” and has earned the reputation as one of the very best lobbyists in South Carolina. Sunnie earned two degrees from Clemson University, a BS in Marketing and a BA in Political Science, and is a four-year varsity letterman for and served twice as captain of the nationally-ranked Clemson University Women’s Tennis Team, where she was named as an Academic All-American.

Mack Williams

Mack Williams is the board administrator for the Board of Examiners of Speech Pathology and Audiology under the South Carolina Department of Labor, Licensing & Regulation.



Stacey Hewson

Stacey Hewson is Advice Counsel for the South Carolina Department of Labor, Licensing & Regulation. She has practiced law in South Carolina for over 30 years.



Steve Irwin-Senior Regional Manager, Fuel Medical

Steven Irwin, MBA, COPM-C is a Sr. Manager for Fuel Medical Group overseeing the Carolinas, GA, and Florida. Mr. Irwin will present and moderate on topics that will include an update on OTC, unbundling/bundling, web/digital strategies & 3rd party programs that impact us here in South Carolina.



Kelly O'Keefe-Director of Digital Marketing, Fuel Medical

As Fuel Medical's digital marketing director, Kelly O'Keefe orchestrates a team of digital specialists that include website developers, search specialists, content producers, and graphical designers. His steady hand guides service departments to produce work that harmonizes best practices with the unique needs of individual clients. Majoring in marketing and entrepreneurship at Marquette University's College of Business Administration opened Kelly's eyes to the way a synergistic approach to digital marketing can unify a brand across multiple

fronts. Over 15 years in the audiology industry has led Kelly to specialize, hone and adapt that approach to match the business needs of clients with an unmatched suite of ever evolving digital services.



Dan Quall-Director of Strategic Initiatives-Fuel Medical

Dan Quall has a wealth of experience from both the private practice and industry sides of the audiology profession. He owned and operated a number of audiology clinics in the Pacific Northwest in the 1980s and 1990s. Following his 18-years in private practice, Quall served in executive roles at Amplifon and Starkey Hearing Technologies where he worked to facilitate the development of Hearing Benefits Programs. He has spent much of his executive career focusing on developing network programs, clinical protocols and strategies for private practice growth. In August of 2015 he joined Fuel Medical to help develop strategic partnerships to enhance clinical revenue and efficiencies for businesses in the hearing industry.



Kara Leyzac, AuD, PhD

Kara Leyzac, AuD, Ph.D., CCC-A is an Assistant Professor, and director of the Cochlear Implant Program at the Medical University of South Carolina, Department of Otolaryngology Head and Neck Surgery. She received her undergraduate degree in Hearing, Speech and Language Sciences from Ohio University, and then went on to complete both her Doctorate of Audiology and Doctorate of Philosophy in Audiology at the University of Maryland, College Park. Prior to MUSC, she was a faculty member at the University of Michigan and the Kresge Hearing Research Institute, and was a member of the University of Michigan Cochlear Implant Team. She works with pediatric and adult cochlear implant patients, and is also active in several extramurally funded research projects.



Ted McRackan, MD

Ted R. McRackan, M.D., is the director of the Skull Base Center and medical director of the Cochlear Implant Program in the Department of Otolaryngology – Head and Neck Surgery. Dr. McRackan was born in Virginia and moved to Charleston to attend the College of Charleston. He received his medical degree from the Medical University of South Carolina and completed his residency at Vanderbilt University in Nashville, Tennessee. Afterward, he moved to Los Angeles for a fellowship in otology-neurotology and skull base surgery at the House Ear Clinic.

Dr. McRackan's clinical practice is focused on comprehensive management of ear, hearing, balance, and skull base disorders in adults and children. Specific areas of interest include but are not limited to: cochlear implantation; chronic ear surgery (cholesteatoma, chronic otitis media); acoustic neuroma and other skull base lesions; otosclerosis; facial nerve disorders and tumors; endoscopic ear surgery; implantable hearing aids; and vertigo.

Dr. McRackan has published a comprehensive neurotology textbook and has written over 80 peer-reviewed articles and book chapters. His research interests focus on the development and application of novel measures to evaluate outcomes in individuals with hearing loss and cochlear implants in order to improve patient results.



Habib Rizk, MD

Habib G. Rizk, M.D., grew up in Lebanon. He graduated in 2007 from the French Faculty of Medicine-Saint Joseph University in Beirut, Lebanon and pursued an otolaryngology – head & neck surgery residency at Hôtel-Dieu de France Hospital in Beirut. Following the completion of his residency in 2012, Dr. Rizk came to Wilmington, Delaware and completed a one-year otologic medicine and surgery fellowship under the mentorship of Dr. Michael Teixido. He then joined the Medical University of South Carolina for a two-year neurotology fellowship from July 2013 through June 2015. Upon conclusion of his fellowship, Dr. Rizk joined the MUSC Department of Otolaryngology – Head & Neck Surgery as the director of the vestibular program, and established the only multidisciplinary program in the state of South Carolina to evaluate and manage patients with various causes of dizziness.

Dr. Rizk is on the board of directors of the American Balance Society, a member of the Equilibrium Committee and Otology/Neurotology education committee of the American Academy of Otolaryngology – Head & Neck Surgery.

Dr. Rizk is also involved in hearing-related and dizziness-related research and has over 40 articles published. He also authored several book chapters and published a book about the anatomy of the ear geared toward teaching residents and medical students the complex anatomy of the ear and temporal bone. Dr. Rizk’s interests pertain to all areas of otology and neurotology with a specific focus on medical and surgical management of vestibular disorders.

Since 2019, Dr Rizk has been the chair of the clinical and translational research ethics consultation committee at MUSC.



Kim Block, AuD

Dr. Kim Bock is a board-certified audiologist and private practice business owner. She earned her Doctorate of Audiology from the University of Maryland at College Park and holds her Specialty Certification in Pediatric Audiology. Prior to opening Lakeside Audiology her experience included working at the Walter Reed National Military Medical Center in Bethesda, Maryland, Providence Healthcare Systems in Portland, Oregon, and Cornerstone Ear, Nose and Throat in Charlotte, NC. In 2015, Dr. Block opened Lakeside Audiology in response to the great need she observed in her area for evidence-based hearing healthcare for pediatrics and adults. Her specialties include pediatric audiology, hearing aids, bone conduction solutions, and cochlear implant evaluation and programming.



Heidi Clower, MS

Heidi Clower, MS is an educational audiologist in Berkeley County since 2004. She and her husband Jeff have lived in South Carolina since 1995 and have four grown children. Heidi graduated with a BA in Speech and Hearing Sciences from The Ohio State University in 1989 and an MS in Audiology from The University of North Carolina at Chapel Hill in 1991. She has worked in various settings since 1991, including a United Way Speech and Hearing Center, a busy ENT office, a private practice, and since 2004 with a large, growing school district. For the past several years she has been the primary contact/coordinator for the Deaf and Hard of Hearing programs in her school district, and she also coordinates the ASL Interpreters employed with the

district. She has served on various boards throughout her career, most recently with SC AG Bell. She is passionate about deaf education and is an advocate for her students, ages 3-21.



Christine Strange, AuD

Christine Strange, AuD, is an Instructor at the Medical University of South Carolina in the Division of Audiology in the Department of Otolaryngology and Head & Neck Surgery and Clinical Director of the Vestibular Program. She has 30 years of clinical experience in the evaluation of auditory and vestibular disorders. Her primary role is clinical with the majority her efforts on vestibular diagnostic testing. She is active in education of Otolaryngology

residents, fellows and medical students. She serves as supervisor in the audiology externship program and as a mentor to new providers. She spent 5 years in the MUSC Hearing Research Program as a contributor to a longitudinal study on presbycusis as a Research Audiologist. She has also served/s as a Co-Investigator and/or team member for clinical trials at MUSC. Her most recent research has focused on vestibular migraines and Meniere’s disease. She received her master’s degree from SUNY Plattsburg followed by a clinical fellowship at Albany Medical Center. She received her AuD from A.T. Stills University Arizona School of Health Sciences.

Learner Objectives:

After attending this conference, participants will be able to:

- Analyze local market search results.
- Determine the signals that Google uses when ranking ads, map profiles and organic search results.
- Create a strategy to drive the educated decisions on where one should allocate digital marketing funds.
- Outline one’s responsibility as a direct care provider in terms of business control and analytics.
- Explain current candidacy criteria for cochlear implantation
- Discuss steps that can be taken to improve clinical and operational best practices when providing hearing and balance care.
- Identify critical aspects of Medicare Advantage plans and their relationships to the hearing aid industry and the profession of audiology.
- Name 3 points where e-solutions can change the traditional patient journey.
- Interpret the general ethical principles that apply to the practice of medicine and research
- Analyze appropriate ethical conduct in various difficult scenarios
- Recognize ways to best support legislative efforts that affect the field of audiology in South Carolina
- Discuss the status of over-the-counter hearing aids and current bills that propose the addition of audiological services by the Centers of Medicare and Medicaid Service.
- Explain the role of the Board of Examiners for Speech Pathology and Audiology
- Differentiate the purpose of a hearing aid specialist and the role SC DHEC (South Carolina’s Department of Health and Environmental Control)
- Assess the impact and value of an interstate compact for audiologists in the state.
- Show why audiology assistants are not a licensed profession within the state of South Carolina.
- Analyze and interpret difficult case studies and discuss possible solutions or outcomes.