



# South Carolina Academy of Audiology

QUARTERLY UPDATE

SUMMER 2017

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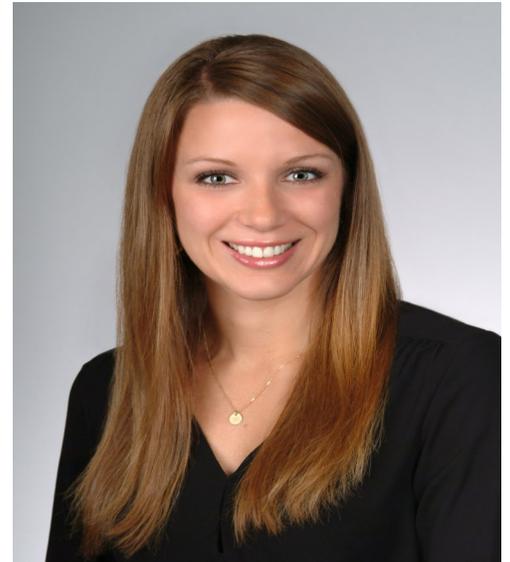
## Meet the President

Dear SCAA Members,

I am honored to serve as the SCAA President for 2018! We have a growing membership, new initiatives, and a strong lineage of amazing leaders over the past 30 years. This year is quite special as we will prepare to celebrate the SCAA's 30<sup>th</sup> year of action. I cannot thank the founding members enough for their diligence to form this fine organization and to continue to support it through donations, attendance at conferences, and service on committees. To the new members of SCAA, welcome! I hope you will find SCAA to be as inviting as I did when I moved to South Carolina 13 years ago. Please do not hesitate to contact me at [holcombm@musc.edu](mailto:holcombm@musc.edu) or [scaaudiology@gmail.com](mailto:scaaudiology@gmail.com) with any questions, suggestions, or comments. Cheers to a terrific 2018!

Sincerely,

Meredith A. Holcomb, Au.D, CCC-A



## New Board Members:

### PRESIDENT ELECT ELECT:

Sherri Little

### MEMBERS AT LARGE:

1. Beth McCall
2. Heather Strader



*Alone  
we are  
strong,  
Together  
we are  
stronger.*

## 2018 SCAA Conference Reap

The 2018 SCAA Conference was held January 18-19 in Charleston, SC. While winter weather in the upstate hindered travel for some, overall the turnout was terrific. Fifty two members, 7 students, and 18 vendors were present for the conference. Dr. Jason Wigand and Dr. Meredith Holcomb co-presented on updates in cochlear implant candidacy and technology and bimodal systems. Dr. Debbie Abel gave a wonderful presentation on billing, coding and reimbursement. And, Dr. Richard Gans was quite the entertainer with his presentation on adult and pediatric vestibular testing. CEUs were offered for AAA, ABA, and ASHA which allowed all members to stay up to date with their respective organizations' CEU requirements. A startling 70% of the membership submitted for ASHA credit, therefore we will continue offering all three CEU options next year. A happy hour was held at the conference hotel Thursday night and everyone was able to mingle with vendors and friends. Unfortunately, the conference hotel was under construction which made things a little tricky at times, but everyone handled the situation with true southern grace.

### SAVE THE DATE:

**2019 Annual Conference will be the  
30th Anniversary Celebration!**

**We return to the Embassy Suites in Columbia. (details TBD)**



**SOUTH CAROLINA  
ACADEMY OF AUDIOLOGY**



## SCAA partners with Special Olympics South Carolina Healthy Hearing

*“Special Olympics is a global movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place -- one athlete, one volunteer, one family member at a time.”*

The mission of Special Olympics Healthy Athletes is designed to help Special Olympics athletes improve their health and fitness, leading to enhanced sports experience and improved well-being. All screenings and information are completely free to all registered Special Olympics South Carolina athletes. The Healthy Hearing program was founded in 1999. South Carolina is fortunate to have many healthy athletes programs including Fit Feet, Fun Fitness, Healthy Promotion, Healthy Hearing, Opening Eyes, and Special Smiles.

SCAA has partnered up with Special Olympics South Carolina for the healthy hearing portion of the Healthy Athletes program. Through this program, we will screen 150+ athletes at each Special Olympics event with the long-term goal of increasing that number significantly. Currently, there are two state events. The fall games are held in November in Greenville, SC and the spring games are held in May in Ft. Jackson, SC. Each event has upwards of 1000 people in attendance counting volunteers, parents/loved ones, and athletes. In the future, we hope to be more involved with Special Olympics at the local level as well. Each event will require many volunteers to help with set-up, tear down, and audiology screening of the athletes. This is a phenomenal way to give back to the community and increase SCAA and audiology’s visibility across the state. In order to volunteer, you will need to be trained on the processes and protocols prior to your first event. A training date will be held prior to this to ensure everyone has a good knowledge of what to expect. After screenings are completed, referrals will be made for those athletes that require further medical evaluation. SCAA looks forward to growing this program for years to come and we appreciate your involvement and support.

## **ADVOCACY UPDATE:**

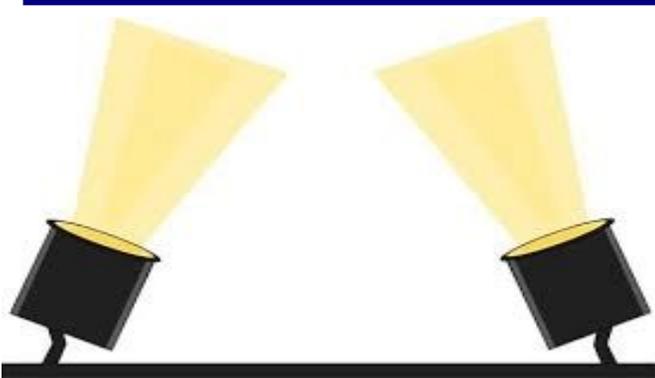
We are excited to put together a **State House Day for SCAA on April 11**. Here is an update of planned legislative meetings:

- Lt. Governor Kevin Bryant (and gubernatorial candidate) is confirmed
- Governor Henry McMaster (and gubernatorial candidate) is tentative
- Rep. James Smith (and gubernatorial candidate): He is the author of the bill that mandates hearing aids for insurance. Request is in.
- Rep. Phyllis Henderson (huge supporter of ours): Request is in

**MORE DETAILS TO COME**

Lunch at the Palmetto Club in downtown Columbia will be provided that day as well!

**PLEASE JOIN US! LET AUDIOLOGY'S VOICE BE HEARD!**



### ***SCAA MEMBER SPOTLIGHT:***

#### ***Christine Strange: MUSC***



Christine Strange, Au.D, CCC-A is an Instructor in the Department of Otolaryngology-Head and Neck Surgery and the Clinical Director of the Vestibular Program at the Medical University of South Carolina. She graduated from SUNY Plattsburgh with her Master's Degree, completed her clinical fellowship year at Albany Medical Center and received her Au.D from A.T. Stills University. The primary focus of her clinical practice has been adult hearing care and vestibular testing and most recently is enjoying her work with cochlear implant recipients. She enjoys the endless learning opportunities resulting from being a part of a constantly evolving field. She is originally from Syracuse, NY and moved to Charleston in 1990. When she is not at work, she enjoys spending time with her family and travelling.



## CEU OPPORTUNITIES:

- **MUSC Pediatric Audiology Conference, March 23 Charleston, SC**
- **Audiology Now!, April 18-21 Nashville, TN**
- **2018 AG Bell Convention, June 28-30 Scottsdale, AZ**

## The Clinic Corner:



### Creating the Best Patient Experience

With so many choices for patients when choosing a hearing healthcare provider, it comes down to the overall experience and your patient's perception of the visit from start to finish. Improving the experience for the patient is key to future growth in any practice. Make the experience a positive one from the very first interaction:

- Is the patient greeted/treated with exceptional care from the first interaction with the front office staff? Their knowledge and caring attitude can set the tone for the visit.
- Are you using block scheduling to ensure that new patients have the opportunity to have a consultation quickly after making that first level of contact?
- Are you making the paperwork as easy as possible? This will go a long way in overall patient satisfaction with your clinic. Do they have options for filling it out in advance? Be sure to include directions to the office.
- Are they given information about what to expect during the appointment so they have time to think about questions they may have in advance of the appointment?
- Are they treated like the valued guest that they are. They are part of the clinic family now. Is their time respected? Is there follow
- Does your staff smile? Are introductions made? Is there friendly and professional dialogue between team members?
- Are test procedures and results explained in a clear and concise manner? Patients will most likely have questions and misconceptions. Clear, objective information will ensure that the patient is empowered to take the first step in moving forward with your recommended treatment.
- Are family members involved in this process? Your patient will need the support of family members in the rehabilitation process.

Considering and implementing these strategies will ensure that each and every patient that enters your practice has an exceptional experience from start to finish. Creating this atmosphere of coupled with outstanding hearing healthcare will keep patients for years to come.