

Hear now. And always



# Cochlear<sup>®</sup> at AAA 2024

April 17<sup>th</sup> – 19<sup>th</sup>

Atlanta, Georgia



# Demystifying the Complexities of Cochlear Implant Candidacy

Thursday, April 18th @ 8:00 – 9:00 AM

Location: A305

In this course, we will describe current trends in cochlear implant (CI) candidacy and review practical tools to support audiologists on when to evaluate and/or refer for a CI evaluation. Case studies will be presented of patients who were referred for a CI and were or were not deemed candidates, with a review of the procedures used to determine CI candidacy. Presenters will place emphasis on non-traditional cases including patients who do not align with traditional candidacy criterion, but still benefit from CI. Attendees will be provided with evidence-based, clinically applicable knowledge to apply in clinical practice.



Arun Joshi, Au.D.  
Cochlear Hearing Center



Terry Zwolan, Ph.D.  
Cochlear Hearing Center



William Shapiro, Au.D.  
NYU Langone Health

# Industry Update: Best Practices for Success with Implantable Solutions



**Thursday, April 18 @ 1:10 -1:40 PM**

**Location: IU Room 2**

Expanded indications and increased patient awareness is improving access to hearing implants. What if you doubled the number of new patients in your practice next month? Join us to discuss current best practice guidance for ensuring positive outcomes for your patients and your practice.



Charlene Modeste, Au.D., FAAA  
Cochlear



Kalisha Barrett, MBA  
Cochlear



Olivia Elliott, Au.D, CCC-A  
Cochlear

# Future Forecast – Audiology Under Siege: Industry and Audiologists Working Together to Safeguard and Promote the Profession, Now and in the Future



Thursday, April 18 @ 5:00 -6:00 PM

**Location: Halls A1 – A2**

During the Future Forecast session, leaders from the hearing amplification industry will offer their perspectives on how to promote the critical role the profession plays in a patient’s healthcare journey and how manufacturers and audiologists can reduce untreated hearing loss. They will discuss the vital and interdependent relationship between manufacturers and audiologists and the opportunity to work together to advance a common goal of demonstrating the benefits of audiological services, including how to raise awareness among primary care providers and overcome obstacles in referring patients. The panel will also describe how audiologists can differentiate themselves through technological innovations combined with the services they offer, ultimately leading to improved hearing health care for millions and treatment of other comorbidities, and how best to ensure policymakers fully understand what policies are needed to reduce untreated hearing loss.



Patti Trautwein, Au.D  
Cochlear

# Grand Rounds: Cochlear Implants

Thursday April 18th @ 4:30 – 6:00 PM

Location: A311-312

**Lead Presenter: Camille C. Dunn, PhD**

Associate Professor and Director, University of Iowa

**Presenter: Stephanie Browning, AuD**

Director of Pediatric Audiology and Implantable Technology, Hearts for Hearing

**Presenter: Joshua Sevier, AuD, LLM**

Clinical Program Manager-Cochlear Implant Program, UChicago Medicine

**Presenter: William Shapiro, AuD**

Supervisor Audiology -NYU cochlear implant center, NYU School of Medicine

**Presenter: Kristen Caron, AuD**

Cochlear Clinical Services Audiologist, Cochlear Hearing Center - San Antonio

# Using the MSTB-3 to quantify and enhance outcomes with hearing aids



**Friday April 19th @ 11:15 – 11:45 AM**

**Location: A410**

Although a vast majority of clinicians include unaided speech recognition in their audiological evaluation, only about 32% of audiologists evaluate word recognition with hearing aids in place. Such testing provides insight into the communication difficulties the patient experiences when using amplification, informs the patient and clinician of the benefits and limitations of optimized amplification for each patient, and guides the clinician in making appropriate rehabilitative recommendations. We'll discuss the MSTB3 and how it can be used to provide patient-centric care that incorporates aided word recognition testing along with real-ear measures and patient satisfaction questionnaires.



Terry Zwolan, Ph.D  
Cochlear Hearing Center



Mary Rose Goldstein, Au.D  
Center for Neurosciences

# Industry Update: How Implantable Solutions Fit into the Future of Audiology



**Friday April 19 @ 12:55 – 1:25 PM**

**Location: IU Room 6**

Hearing healthcare technology and referral guidelines continue to evolve. Join us to discuss projections for the future of Audiology as hearing implants gain traction as the standard of care.



Cheryl Lechtenberg, MS, F-AAA  
Cochlear



Charlene Modeste, Au.D., FAAA  
Cochlear

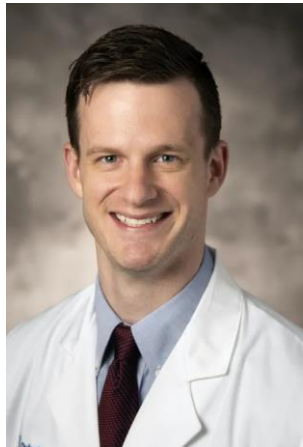
# Surgical and Audiological Considerations for Treatment of Patients with Single-Sided Deafness



Friday, April 19<sup>th</sup> @ 4:15 – 5:15 PM

Room A406-407

Individuals with unilateral hearing loss (UHL) and single-sided deafness (SSD) have more choices for hearing intervention than ever before, including surgical and non-surgical options. Using peer reviewed research and case studies, a surgeon and audiologist will present factors that influence data-driven recommendations for the various options available to treat UHL or SSD, including CROS, BI-CROS, or bone conduction hearing aids or cochlear implants. This course will introduce candidacy criteria and outcomes for the various treatment options, and we will provide clear clinical tools that you can apply to your practice.



Scott Brown, M.D.  
Atlanta Institute for ENT



SoMang Moon, Au.D.  
University of Georgia



# Audiology Barriers to Cochlear Implantation for Children with Hearing Loss



Friday, April 19th @ 4:15 – 5:15 PM

**Location: A410**

Only about 50% of children who could potentially benefit from a cochlear implant actually receive a cochlear implant. The Cochlear Implant – Patient Access to Hearing (CI-PATH) Pediatric Collaborative is comprised of a group of pediatric hearing healthcare professionals, early interventionists, educators, advocates, and family members of individuals with hearing loss who desire to make cochlear implants more accessible to children. The CI-PATH Collaborative has identified barriers that impede children's access to cochlear implants and has identified potential solutions to these barriers. This presentation will provide a summary of these audiology barriers and will describe audiology-centric solutions for these barriers.



Terry Zwolan, Ph.D  
Cochlear Hearing Center



Jace Wolfe, Ph.D  
Hearing First

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This material is intended for health professionals. If you are a consumer, please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

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