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# Cochlear at AAA 2026

April 22<sup>nd</sup> – 25<sup>th</sup>, 2026 San Antonio, TX



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Visit us at Booth #839 and at the  
HearTECH Hub!

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# Implantable Solution Educational Sessions throughout AAA 2026

# Implantable Solution Educational Sessions



## Implantable Solution Educational Sessions

| Title  | Presenter   | Date & Time  |
|--|---|--|
| Single Sided Deafness and CIs: Pre- and Post-Operative Evaluation and Outcomes | Jerome Evans, AuD<br>Maryann Flores, Zurriga, AuD | Friday April 24th<br>8:00-9:00AM                             |
| Future Forecast Session  | Patti Trautwein, MA, AuD                          | Thursday April 23rd<br>4:45-5:45PM<br>Location: HearTECH Hub |

## Industry Updates

| Title   | Presenter                  | Date & Time                           |
|---|----------------------------|---------------------------------------|
| Industry Update: Meaningful Innovation: Today and in the Future | Allison Cleland Depew, AuD | Thursday, April 23rd<br>12:15-12:45PM |
| Industry Update: Make a Referral. Make a Difference             | Sara Ennis, AuD            | Friday, April 24th<br>1:10-1:40PM     |

For most-updated information on session locations, please reference  
**AAA  
2026 Schedule-at-a-Glance**

# Single Sided Deafness and CIs: Pre- and Post-Operative Evaluation and Outcomes



Friday, April 24th @ 8:00 – 9:00 AM

Location: Reference AAA 2025 Schedule-at-a-Glance

This presentation will explore cochlear implantation (CI) as a treatment for Single Sided Deafness (SSD), including current indications, evaluation protocols, sound processor programming, and outcomes. We'll discuss the impact of unilateral hearing loss, FDA-approved and insurance criteria, and updates on coverage. Our pre-operative test battery for SSD CI candidacy will be described, along with programming considerations. Case studies will highlight both successful and challenging outcomes, including outcomes obtained by patients who receive a CI during vestibular schwannoma surgery.



Jerome Evans, AuD  
Cochlear Hearing Center



Maryann Flores Zurriga, AuD  
Cochlear Hearing Center

# Future Forecast Session



**Thursday, April 23<sup>rd</sup> @ 4:45 - 5:45 PM**

**Location: HearTECH Hub**

As the U.S. population with hearing loss continues to grow, the hearing health landscape is evolving to meet expanding needs. More individuals are recognizing hearing care as an essential part of overall health and wellbeing, creating new opportunities and responsibilities for the hearing health community. Sustaining and strengthening this momentum requires strong collaboration between hearing aid manufacturers and audiologists to support consumers, drive innovation, and advance the profession within an increasingly complex healthcare and policy environment.

During the Future Forecast session, hearing industry leaders will share insights into innovations in hearing technology, efforts to reduce stigma and improve patient adoption, and the growth and long-term success of hearing care and audiology. Positioned at the intersection of care and public policy, the discussion will explore perspectives on how the evolving regulatory and policy landscape influences access, reimbursement, and care delivery models while offering a forward-looking perspective on what the future may hold. Panelists will also highlight opportunities for collaboration across the broader healthcare system and how technology and services work together to improve the lives of the millions of individuals with hearing loss.



Patti Trautwein, MA, AuD  
Vice President, Market  
Access Clinical Affairs,  
Cochlear North America

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# Industry Updates at AAA 2026

## Meaningful Innovation: Today and in the Future

Thursday, April 23<sup>rd</sup> @ 12:15 – 12:45 PM

Location: Reference AAA 2026 Schedule-at-a-Glance

Explore Cochlear's latest hearing implant technologies shaping the future of patient care. This session will spotlight the Nucleus® Nexa® System, Cochlear's latest innovation. We'll also explore advances in bone conduction solutions, including the Baha® 7 Sound Processor and Osia® System, that improve connectivity, expand access, and deliver superior outcomes for patients with conductive or mixed hearing loss. We'll introduce Real-World Evidence (RWE), the world's largest hearing implant database and explore how it will enhance future innovation. Discover how these innovations are driving possibilities for a lifetime of better hearing.



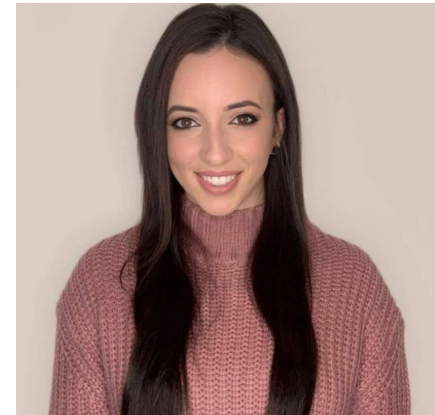
Allison Cleland Depew, AuD  
Senior Territory Manager,  
Cochlear North America

## Make a Referral. Make a Difference

Friday, April 24<sup>th</sup> @ 1:10 – 1:40 PM

Location: Reference AAA 2026 Schedule-at-a-Glance

Recognizing when a patient may benefit from a cochlear implant is an essential aspect of collaborative hearing care, especially as technology and candidacy criteria continue to evolve. This session offers practical guidance to help clinicians identify potential candidates and confidently initiate the referral process.



Sara Ennis, AuD  
Cochlear Provider Network  
Territory Manager,  
Cochlear North America

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# Student Academy of Audiology Sessions

# Educational Sessions offered to Student Academy of Audiology Attendees



## Student Academy of Audiology Sessions

| Title  | Presenter                                       | Date & Time  |
|--|---|--|
| <b>Surgical Walkthrough of a LIVE Recorded Cochlear™ Nucleus® Implant Procedure</b>          | Kelly Crettol                                   | Friday, April 24 <sup>th</sup><br>9:00 – 10:00 AM  |
| <b>Counseling Hearing Aid Users About Their Prospective Candidacy for a Cochlear Implant</b> | Terry Zwolan, PhD., and<br>William Shapiro, AuD | Friday, April 24 <sup>th</sup><br>11:20 – 12:20 AM |
| <b>What Kind of AuD Do I Want to Be? Round Table</b>   | Cochlear Representative:<br>Kristen Caron, AuD  | Friday, April 24 <sup>th</sup><br>1:15 – 2:45 PM   |
| <b>Hear Me Out: The Ultimate Audiology Exam Prep Session</b>                                 | Panel   | Friday, April 24 <sup>th</sup><br>3:00 – 4:00 PM   |

# Surgical Walkthrough of a LIVE Recorded Cochlear™ Nucleus® Implant Procedure



**Friday, April 24th @ 9:00 – 10:00 AM**

**Location: Reference AAA 2026 Schedule-at-a-Glance**

This educational session offers an inside look at Cochlear™ Nucleus® Implant surgery, bridging classroom learning and clinical practice. Participants will observe a recorded procedure on a real patient, gaining insight into surgical techniques, electrode design, and evidence-based protocols that influence hearing outcomes. The session highlights how surgical decisions impact programming and patient care, equipping future audiologists with practical knowledge to optimize outcomes. Participants will also have the opportunity to ask questions and deepen their understanding of the implant process.



Kelly Crettol  
Senior Surgical Education Manager,  
Cochlear North America

# Counseling Hearing Aid Users About Their Prospective Candidacy for a Cochlear Implant



**Friday, April 24<sup>th</sup> @ 11:20 AM – 12:20 PM**

**Location: Reference AAA 2026 Schedule-at-a-Glance**

Join us for a practical session led by Dr. Terry Zwolan and Dr. Bill Shapiro that empowers future audiologists to confidently counsel hearing aid users about cochlear implant candidacy. The session covers strategies for initiating cochlear implant conversations, addressing concerns, and interpreting clinical data. Learn to apply the “60/60 guideline” and use visual counseling tools like audiogram overlays. Observe a live modeling demonstration and gain real-world insights to enhance patient discussions and improve clinical confidence.



Terry Zwolan, Ph.D.  
Director, Medical Affairs,  
Cochlear North America



William Shapiro, Au.D.  
Co-Director  
NYU Cochlear Implant Center



## “What Kind of AuD Do I Want to Be?” Round Table

Friday, April 24<sup>th</sup> @ 1:15 – 2:45 PM

**Location: Reference AAA 2025 Schedule-at-a-Glance**

Attendees will engage in interactive roundtable sessions with audiologists from an exciting range of specialties, including Educational Audiology, Veterans Administration, Forensic Audiology, Intraoperative Monitoring, Research, and more. Each table will offer a chance to hear real world insights, explore unique career paths, and discover what a typical day looks like across these diverse and impactful areas of audiology.





# Hear Me Out: The Ultimate Audiology Exam Prep Session

**Friday, April 24th @ 3:00 – 4:00 PM**

**Location: Reference AAA 2025 Schedule-at-a-Glance**

Boost your audiology exam prep! Join us for a fast paced, one hour session featuring recommended timelines and study tips from a current extern, a clear breakdown of available testing accommodations, and a lively Kahoot! packed with practice questions. Come ready to learn and engage in a little friendly competition. Who said studying couldn't be fun?





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## Disclaimers

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.

ACE, Advance Off-Stylet, AOS, AutoNRT, Autosensitivity, Beam, Bring Back the Beat, Button, Carina, Cochlear, 科利耳, コクレア, 코클리어, Cochlear SoftWear, Codacs, Contour, Contour Advance, Custom Sound, ESPrit, Freedom, Hear now. And always, Hugfit, Hybrid, Invisible Hearing, Kanso, MET, MicroDrive, MP3000, myCochlear, mySmartSound, NRT, Nucleus, Outcome Focused Fitting, Off-Stylet, Slimline, SmartSound, Softip, SPrint, True Wireless, the elliptical logo, and Whisper are either trademarks or registered trademarks of Cochlear Limited. Ardium, Baha, Baha SoftWear, BCDrive, DermaLock, EveryWear, SoundArc, Vistafix, and WindShield are either trademarks or registered trademarks of Cochlear Bone Anchored Solutions AB.

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