

EAP Meeting Minutes August 10, 2011

In attendance in person: Cheryl Kreider Carey, Lisa Yonkers, Sabrina Moton, Alecia Burke

Participated via conference call: Kathryn Sutherland, Yessica Galarza, Henning Falster, Angela Jens, Beth Giaimo, Karen Jacobs

EAP members not in attendance: Susan Smith, Spring Taylor, Matt Murray

- Introduction

AudiologyNOW! 2012 Discussion

- Theme for 2012 – Audiology Means Business
 - Theme “Audiology Means Business” made to show what we are going to do to mean business such as providing the highest research, lifelong learning, success, job settings, economy and skills from private professionals, education, and legislatively. Interacoustics stated that it can encompass a variety of directions.
 - More information can be found at <http://www.audiologynow.org/>
- Updates on sessions in planning stages (Invited, Student Educational Sessions, submission site)
 - Invite stage session preparation – Featured Sessions have over 50, Learning Labs – looking for a fresh approach.
 - Final abstracts will be loaded in Sept
 - Submission site opens August 15, 2011
 - Student Hands-On-Labs:
 - Being taken off the show floor
 - No CEUs offered
 - Student Educational Sessions will be lecture and demonstrative
 - There will be a new AAAF lectureship on (similar to the Marion Downs Pediatric Lecture underwritten with a gift from Phonak on improving patient care through audiology workplace management
- AudiologyNOW! 2012 website is open
 - Website is open and has more information this year.
 - There is a new FAQ section for exhibitors
- Housing Updates

- The exhibitor block assignments have been sent out, you can begin to book your meeting space.
- New this year, if you book inside the block, a shuttle icon will be printed on your badge and you are able to ride the shuttles provided by the Academy. If you book outside the block you are not allowed to ride the shuttles unless you pay \$75 per individual.
- March 1 the rooming list is due to Experient – last day to register for housing online.
- March 2-7, 2012 is a transfer period. During this time housing information is being transferred to the hotels and no new reservations or changes can be made.
- Starting March 8 contact your assigned hotel directly with all changes and/or cancellations. All changes are subject to hotel availability.

General Items for Discussion

- Shannon had her baby and will be back part-time in early October then full-time mid-October
 - New team member, Alecia Burke, helping while Shannon is on leave and will be helping Sabrina, Shannon and Lisa prepare for convention.

- SAA Conference
 - This has been in development for two years and the Industry Participation Application just went out
 - It will be a hands-on conference with multiple manufactures for 3rd-4th year students on Tuesday 27th- Wednesday 28th

- ARC 12 Topic – Noise and Induced Hearing Loss
 - This is the second year of the three grant from the NIDCD
 - Please check out the opportunities to sponsor the ARC on this year's sponsorship details.
 - Attendance doubled from 2010 to 2011

- New, Global Perspectives on CAPD
 - This will bring in a global appeal on Saturday
 - Looking for a manufacturer standpoint

- Proposed Audiology & Industry Forum Steering Committee
 - The proposal to add a steering committee is moving forward. If there is a member of the EAP that would like to join, please contact Cheryl.

- Dick Danielson, on the board for the Foundation, will assist in the design of the steering committee

- Outcomes from Program Committee and/or EAP Meetings
 - Feedback from attendees concerning approaching booth staff
 - There is a disconnect from exhibitors to attendees
 - An EAP rep suggested that this is the exhibitor's responsibility. Suggests the American Academy of Audiology send out some information to all exhibitors on how to engage with attendees. Possibly mention it in the Exhibitors Newsletter to make exhibitors aware.
 - Suggestion that lunch was a good opportunity to sit with attendees or engage in evening events.

 - New e-mail list opportunity for sponsors suggested by EAP
 - The Academy cannot disseminate attendees' e-mail addresses. Once content is approved by the Academy, a third-party company will disseminate content to attendees on behalf of exhibitors.
 - An EAP rep suggested a check-off within registration for receiving direct e-mails.
 - Suggested that the Academy provide a number of attendees for the e-mail list before sponsorship and possibly have a tiered pricing.
 - The Academy will ask the third party if they can include metrics (amount a link has been clicked)
 - Would like to have the ability to send HTML e-mail versus rich text format and ability to send video.

 - New Products Showcase – Increased number of displays
 - Displays increased from 10 to 15 based on input from EAP
 - An EAP rep questioned if there were limitations of one product per display since several had more than one product per display. Academy suggestion was one new product could be allowed with the different styles of that new product, however will look into this. Resolution: The wording will be clarified in the New Product Showcase description to allow different styles of the new product to be displayed in one showcase.

- Increasing attendance (lowered guest registration fees)
 - Guest registration has been lowered from \$220 to \$85 to increase attendance, based on EAP input.

- Ethical Practice Guidelines for Relationships with Industry
 - Ethical Practice Guidelines for Relationships with Industry has been approved by the board and will be forthcoming.
 - The final release is estimated to run in print in the NovDec issue of Audiology Today.

- Academy Updates
 - The American Academy of Audiology has been awarded a seat on the American Medical Association (AMA) Current Procedural Terminology/Health Care Professionals Advisory Committee (CPT/HCPAC). The CPT/HCPAC is a panel of specialty societies charged with facilitating the review and development of applications for CPT codes used by qualified non-physician health care professionals. Previously, both audiology and speech pathology were represented on the CPT/HCPAC by the American Speech-Language-Hearing Association (ASHA), but it has been the Academy's position that audiology and speech pathology are two separate professions that deserve distinct representation. The Panel accepted this request. The profession now has greater representation and a larger stake in decisions made that ultimately impact reimbursement to audiologists for covered Medicare services.

- New Members to the EAP should submit their bios and a photo to aburke@audiology.org

- Next EAP conference call will be held on Wednesday October 19th at 2:00pm ET