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NEWS RELEASE

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AudiologyNOW!® 2012 “Means Business” for the Future of Audiology

(Reston, VA –January 19, 2012) — Over 7,500 audiologists will come to Boston, MA, on March 28–31, for AudiologyNOW!® 2012, the annual conference of the American Academy of Audiology. With the theme “Audiology Means Business,” attendees will learn the latest innovations, business techniques, research, and legislative strategies for the future of their practice and the profession.

For the fourth year running, the Academy Research Conference (ARC) will kick off the convention on March 28, with an examination of noise-induced hearing loss. This one-day conference will bring together leading scientists and clinicians who will discuss the latest advances in topics such as the basic biology, as well as evaluation, prevention, and treatment of noise-induced hearing loss.

Being held for the first time, in conjunction with AudiologyNOW!, is the Global Perspectives on Central Auditory Processing Disorder (CAPD) conference. This new event, held on March 30–31, will feature presentations by Dr. Jos Eggermont, Dr. Tim Griffiths, and Dr. Dennis Phillips. Additional sessions include panels of international experts on Defining CAPD and APD: Theoretical Constructs and Perspectives, Advances in Clinical Practice, and Future Directions in Clinical Practice and Research.

A new lecture series, Improving Patient Care through Innovation in Workplace Management, will debut at AudiologyNOW! in Boston on Saturday, March 31, 10:00–11:30am and 2:00–3:30pm. Candace Bertotti, a member of the facilitator faculty of VitalSmarts, will present “Influencer: How to Create Change in Your Audiology Workplace.” Attendees will learn of tools that impact future behavior

of patients, staff, and co-workers. The 2012 Marion Downs Lecture in Pediatric Audiology: "The Dilemma of Dizziness in Children," will be presented by Dr. Linda Luxon, of the University College London. Her lecture will address vestibular issues in pediatric patients and is scheduled for Friday, March 30, 10:00–11:30am. Both lectures are presented by the American Academy of Audiology Foundation.

This year's general assembly will feature Arkansas Congressman Mike Ross, and a new format for the Academy's leaders to present important Academy and professional updates. This event will be held on Thursday, March 29, 10:00–11:30am.

AudiologyNOW!, the unparalleled annual event of, by, and for audiologists, will also offer continuing education options for 2012, including featured sessions, learning modules, research podiums, and exhibitor courses starting Wednesday through Saturday afternoon. Learning labs, available for an additional fee, will be offered on Wednesday. Attendees will be able to earn up to 3.5 CEUs. Online learning will also be available. Over 200 clinical and research posters will be on display from Thursday through Saturday.

Audiology Solutions, the exhibit area of AudiologyNOW!, will feature the latest research and technology, new products, and services in hearing health care as well as the New Product Showcase and industry updates educational sessions. Attendees will also be able to plan out their visit to the exhibit area using the Virtual Show Floor. This new feature will allow attendees to see what exhibitors are participating in at AudiologyNOW! and get more information about the companies and the products and services they will be highlighting.

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The American Academy of Audiology is the world's largest professional organization of, by, and for audiologists. With an active membership of more than 11,000 audiologists, the Academy promotes quality hearing and balance care by advancing the profession of audiology through leadership, advocacy, education, public awareness, and support of research. To learn more about the audiology profession and how audiologists are helping the 36 million Americans who experience hearing loss, please visit the Academy's Web site at www.audiology.org.

To arrange for an interview or a press pass to this event, please contact Amy Miedema by e-mail at amiedema@audiology.org.