

Lodging

The Doubletree Southpark of Charlotte, NC is hotel located close to shopping and restaurants. Room rates are \$139.00 per night. Room reservations must be made by February 10, 2017 in order to receive the reduced rate. Be sure to identify yourself as an ARA member to receive the reduced rate.

Doubletree Suites
6300 Morrison Blvd.
Charlotte, NC 28211
(704) 364-2400



Supporting audiologists in private practice since 1975!

The Purpose of the Audiological Resource Association is:

To enhance professional competency in the following areas:

- Diagnosis
- Amplification
- Habilitation & Rehabilitation
- Medical Aspects of the Hearing Impaired
- Conservation of Hearing
- Professional Relations
- Education
- Business Management
- Vestibular

To provide a vehicle for representation in matters of professional concern.

ARA is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of .1 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.

AUDIOLOGICAL RESOURCE ASSOCIATION



Winter Conference

March 3-4, 2017
Doubletree Suites
South Park
Charlotte, NC

Program Schedule

Friday, March 3, 2017

8:30-9:00 Registration & Breakfast
with Exhibitors
9:00-10:30 Jeff Keeler & Brad Cahoon, Intricon,
“What Goes Into a Hearing Aid”
10:30-11:00 Break with Exhibitors
11:00-11:30 Jeff Keeler, con’t
11:30-12:30 Stephanie Miller, Elite Hearing,
“Marketing your Practice”
12:30-1:30 Luncheon and visit with exhibitors
1:30-2:30 Rob Maxwell, Elite Hearing,
“Continuing to Market Your Practice”
2:30-3:00 Break with exhibitors
6:00-?? Dinner Ruths Chris Steakhouse

Saturday, March 4, 2017

8:00-8:30 Breakfast
8:30-9:00 Business meeting
9:00-11:00 Jason Lutchterhand, Audigy, “Best
Practices and Industry Changes in 2017.”
11:00-11:30 Break with Exhibitors
11:30-12:30 Deb Abel, Ph.D Audigy Group
“Insurance, PQRS, ICD-10, Oh my!”
12:30-1:00 Lunch
1:00-3:00 Deb Abel continued

General Information

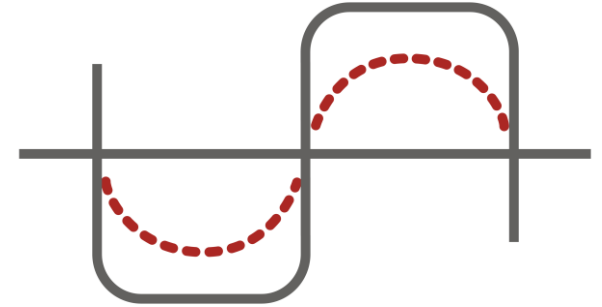
The Audiological Resource Association’s
Winter Conference will be held at the
Doubletree Southpark in Charlotte, NC
March 3-4, 2017.

Friday features’ getting to know exactly what
is happening inside your hearing aid from chip
manufacturing engineer Jeff Keeler of
IntriCon. Stephanie Miller and Rob Maxwell
of Elite Hearing, will update us on marketing
strategies and what we may not be doing to
capture new patients.

Saturday, Jason Lutchterhand will discuss
relevant best practices and what changes to
expect in our industry this year. Topic will be
announced in the next few days, so stay tuned.
Deb Abel, with Audigy Group will give us an
Insurance Update including but not limited to
reimbursement, PQRS, ICD-10.

Breakfast and lunch each day and wine dinner
at Ruths Chris Friday night is included with
registration.

***Bring a first time attendee and
they get half off registration and
you get \$50.00 off registration!***



www.audresources.org