

## Happenings

Published March 2nd, 2019

The Canadian Academy of Audiology

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### Update on the Merger Between the Companies Behind Widex and Signia

With 175 years of combined history and a shared passion for technological advancement, we are excited about the opportunity to come together and develop even better and more advanced hearing aids.

Signia and Widex are both well established and highly regarded providers of hearing aids and services. We intend to preserve these brands and maintain their unique strengths. **Widex** – is an industry leader in sound quality bringing the “Widex Sound” – perfect sound in real life. We constantly strive to improve the hearing experience of users through profound audiological expertise and was the first to launch advanced technologies such as Artificial Intelligence in hearing aids. We know that providing professional advice and service when you need them is important, and we tailor these to meet your needs as a hearing care professional.

We are proud that Widex will be merging with **Sivantos** proven pioneers who are setting the standard for hearing aid solutions by delivering a rapid flow of iconic innovations. Signia offers a broad portfolio and every solution is developed to create excitement for users and thereby making you successful as a dispenser.

Given the distinctive strengths of each brand, we will preserve both product portfolios and continue to service you as a Widex Sales company. While we do so, we will deploy more than 800 highly skilled engineers and extensive research facilities on a global level to create innovative new Widex solutions for you as an audiologist and for your users.

### What you can expect now

The legal name of the new group will be WS Audiology but you should expect no change in our relationship. We will continue to work hard to ensure that we consistently provide a high level of service that meets the needs of your business. You can continue to place orders as usual and your account manager, customer service support, audiological trainers, and other contacts will not change.

Over time, the merged company will enable us to create new services for you and become an even more professional partner to our customers. If you have any suggestions or expectations, please share them with us or discuss them with your sales representative next time you meet.

If you have additional questions, please reach out to your sales representative or to me directly.

We appreciate and value our relationship with you and look forward to continuing to serve you

with an expanded selection of products and services in the months and years to come.

Kind regards,

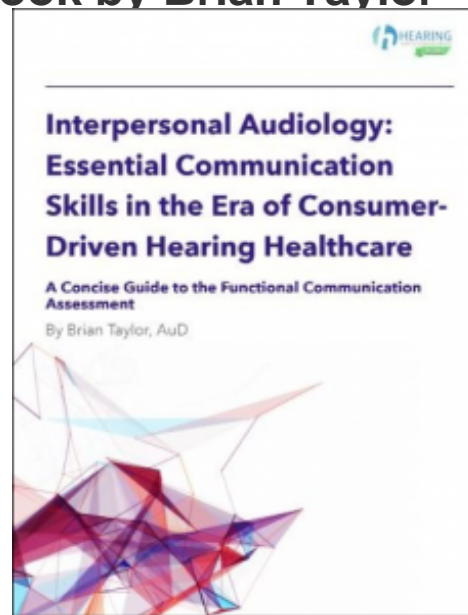
Michelle Ummels  
General Manager  
Widex Canada Ltd.

Jeff Malpass  
President & CEO  
Sivantos Inc.

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## HHTM Announces Brand New Book by Brian Taylor

Hearing Health & Technology Matters (HHTM) is proud to announce the release of a brand new book, by author Brian Taylor, AuD: *Interpersonal Audiology: Essential Communication Skills in the Era of Consumer-Driven Hearing Healthcare*



As persons with hearing loss increasingly have the ability to self-direct their care by self-testing and purchasing hearing devices over-the-counter, hearing care professionals must become more proficient at providing care that cannot be duplicated by computer-driven algorithms or AI-based systems.



In the New Age of Patient Autonomy, counseling and customization are components that still require a human element and at the heart of this human element is Interpersonal Audiology.

“This volume is true brilliance in clinical treatment of today’s patients seeking hearing healthcare. In my 45+ years of clinical practice I have not seen a more complete or well organized discussion of the real fundamentals of providing clinical treatment to 21st century patients as people, not just a hearing loss,” said HHTM colleague and audiology consultant, Dr. Robert Traynor. “Dr. Taylor offers sound, personality based, interactive methods that truly build individual relationships and repeat customers in a time when there are many alternatives for

hearing healthcare. His concepts of how to survive in a market where there are so many choices for patients by adjusting service types is nothing short of brilliant. This will become a permanent addition to my library and I will recommend it heartily to my colleagues and use it in my practice

management courses.”

The tips and tactics included in Dr. Taylor's new book represent nearly 30 years of experience working face-to-face with hearing impaired adults, teaching graduate-level audiology courses, training audiologists and hearing instrument dispensers, and interacting with business managers across the globe. Each of these groups has a different vested interest in the patient-provider relationship, but all of them share a common goal: cost-effective, time-efficient, high quality clinical outcomes are imperative to long-term success. By focusing on the five principles outlined in the book's introduction and its remaining five chapters of practical, results-based content, this book will help providers differentiate their service provisions from direct-to-consumer competitors.

The book is now exclusively available at the [HHTM bookstore](#).

#### About HHTM

*Hearing Health & Technology Matters (HHTM) is an organization dedicated to bridging the knowledge gaps in treating hearing loss. The company's vision is to provide timely information and lively insights to anyone who cares about hearing loss. To learn more, visit [HearingHealthMatters.org](http://HearingHealthMatters.org).*

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# 4<sup>th</sup> International Hearing Loss Conference

May 5-9, 2019

## *From Cochlea to Cortex*

### Topics will include:

Impaired Auditory Processing, Tinnitus,  
Hidden Hearing Loss, Neuroplasticity,  
Central Gain, Hyperacusis

Queen's Landing Hotel  
Niagara-on-the-Lake  
Ontario, Canada

**Poster Abstract Deadline: March 1, 2019**

**Speakers:** Brian Allman • Rick Altschuler • Ben Auerbach • Thomas Brozski • Ian Bruce • Barbara Canlon  
Alain Dabdoub • Andrew Dimitrijevic • Jos Eggermont • Phil Gander • Jaime Garcia-Anoveros • Mike Heinz  
Marlies Knipper • Sharon Kujawa • Charlie Liberman • Enrique Lopez-Poveda • Helmy Mulders  
Christopher Plack • Dan Polley • Jean Luc Puel • Roland Schaette • Anu Sharma • Susan Shore  
Barbara Shinn-Cunningham • Thanos Tzounopoulos • Jian Wang • Magda Wojtczak • Matthew Xu-Friedman

**Registration Opens: December 15, 2018**



# Knowles Hearing Center at Northwestern University



## Contemporary Hearing Science inspired by David M. Green

July 25 and 26, 2019

Special guest: David M. Green  
Northwestern University, Evanston, Illinois

Details and registration to be posted soon at [knowlesmeeting.northwestern.edu](http://knowlesmeeting.northwestern.edu)

### *Speakers include*

Bruce Berg <i>Univ. of California, Irvine</i>	Bill Hartmann <i>Michigan State University</i>	John Middlebrooks <i>Univ. of California, Irvine</i>	Bill Yost <i>Arizona State University</i>
Les Bernstein <i>University of Connecticut</i>	Walt Jesteadt <i>Boys Town Nat. Res. Hosp.</i>	Roy Patterson <i>Cambridge University</i>	Jan Zera <i>Warsaw Univ. of Tech.</i>
Huanping Dai <i>University of Arizona</i>	Gerald Kidd <i>Boston University</i>	Bob Shannon <i>Univ. of Southern California</i>	
Dave Eddins <i>University of South Florida</i>	Jungmee Lee <i>University of South Florida</i>	Beth Strickland <i>Purdue University</i>	
Larry Feth <i>Ohio State University</i>	Bob Lutfi <i>University of South Florida</i>	Bev Wright <i>Northwestern University</i>	


Northwestern | KNOWLES HEARING CENTER

Northwestern | SCHOOL OF COMMUNICATION



**MAY 21<sup>st</sup> – 23<sup>rd</sup>, 2020**

[www. 2020.tri-conf.org](http://www.2020.tri-conf.org) 

@TRI2020Van 

[TRI2020Vancouver@gmail.com](mailto:TRI2020Vancouver@gmail.com) 

The Tinnitus Research Initiative (TRI) conference, an internationally recognized event that enjoys high visibility amongst the world's leading experts in tinnitus and hyperacusis is pleased to announce its 2020 conference to be held in Vancouver, Canada. The theme for TRI-2020 is "From Science to Succour", with a strong emphasis on science and its clinical and practical applications to tinnitus and hyperacusis.

Our expert presenters will discuss a broad range of issues related to this complex and intriguing field. These include topics covering basic neuroscience, tinnitus models, assessment and treatment considerations, emotional and behavioural issues, service delivery models and more. Attendees will enjoy a fully immersive tinnitus experience from our international expert speakers, cutting-edge sessions, original research from extensive and multidisciplinary sources opportunities to connect with other attendees with similar interests but diverse perspectives.

The TRI-2020 conference will be conveniently held at the Marriott Pinnacle Hotel in the heart of downtown Vancouver.