

2026 IHS Conference Expo
August 13-15, 2026

Session #	Track	Day	Time	Speaker	Session Title	Objectives	
	Innov. St 1	August 13, 2026	2:00pm-2:50pm	Dr. Brian Taylor	Better hearing outcomes: AI aural rehab that grows your practice	1. After this course, participants will be able to identify at least three health or quality-of-life consequences of untreated hearing loss (e.g., dementia risk, fall risk, social isolation). 2. After this course, participants will be able to describe the clinical rationale for including aural rehabilitation as a standard component of hearing care, including its impact on communication outcomes and cognitive health. 3. After this course, participants will be able to will be able to explain how auditory training complements amplification by targeting key auditory and cognitive skills involved in speech understanding, particularly in challenging listening environments.	
	Innov. St 2	August 13, 2026	3:00pm-3:50pm	Laura Lassen, AuD	Make a Referral. Make a Difference	1. Explain the current impacts of undertreated hearing loss with estimates of future prevalence 2. Compare and contrast hearing aids, bone conduction solutions, and cochlear implants 3. Navigate both the referral process and counseling conversations with their patients	
	Innov. St 3	August 13, 2026	4:00pm-4:25pm				NOT APPROVED
	Innov. St 4	August 13, 2026	4:30pm-5:00pm				NOT APPROVED
1	Clinical	August 14, 2026	9:15am-10:15am	Mehdi Foroogzar, MS, BC-HIS	Leveraging the Cognitive Health Connection as a Clinical Differentiator	1. Analyze the latest clinical research connecting hearing loss to cognitive load and long-term brain health. 2. Develop a communication strategy to explain complex comorbidities (dementia, depression, and balance) to patients and their families. 3. Implement a protocol for "Cognitive-First" counseling that increases patient motivation and reduces the "wait time" between diagnosis and treatment.	
2	PM	August 14, 2026	9:15am-10:15am	Oti Luke	What's Working Now: How to Win When You're Not the Biggest, Loudest, or Cheapest	1. Identify and implement the few strategic actions that create disproportionate positive impact, helping—future-proof growth without adding complexity, noise, or burnout. 2. Define what is driving patient choice today and separate what's working now from tactics that keep you—busy but no longer move the needle. 3. Explain how depth has replaced width as the key growth advantage and how to shift a practice's focus from visibility alone to clarity, differentiation, and trust. 4. Apply a practical framework to position their practice as the obvious choice, even when competing against larger, louder, or lower-priced alternatives. 5. Recognize the hidden risks of sounding like every other practices, and pinpoint specific areas where—messaging, positioning, and patient experience can be sharpened.	NOT APPROVED
3	Clinical	August 14, 2026	2:00pm-3:30pm	Andrea Kaneb, MBA and Nancy Williams, MBA	AI in Hearing Aids: Real-World Consumer Insights and Actionable Strategies for Dispensers	1. Define practical ways dispensers can set appropriate expectations for AI performance during the hearing testing and evaluation phase based on real-world consumer experiences. 2. Explain how hearing aid selection and fitting decisions influence the real-world effectiveness of AI features as experienced by consumers. 3. Apply targeted counseling and coaching strategies to support consumer adaptation to AI features and improve satisfaction in everyday listening environments.	
4	PM	August 14, 2026	2:00pm-3:30pm	Douglas Lewis, JD, PhD, AuD, MBA	True Colors: Personality Traits and Their Impact on Ethics in Hearing Healthcare	1. Define and recognize four major ethical theories and how they operate on a daily basis. 2. Define and recognize the four categories of ethical practice and their impacts upon daily activities. 3. Apply the knowledge and recognition gained from the True Colors Inventory self-perception, how others may perceive them, and the application of ethical practice in their organization.	
	Vision Panel	August 14, 2026	4:30pm-5:30pm	Speaker Panel	When Hearing Meets Vision: New Perspectives on Patient Care	1. Define regulatory and operational considerations of an integrated eyecare/hearing care practice model 2. Analyze their own business to determine the viability of adding vision care as a business arm 3. Name recent product innovations that may drive the integration of vision and hearing care	
	Business Leaders Panel	August 15, 2026	8:00am-9:30am	Speaker Panel	The Business of Better Hearing: Insights from Hearing Aid Business Leaders	1. Implement 1-2 new tactics that encourage patients to adopt hearing care treatment/management options. 2. Define 1-2 elements that distinguish average hearing care professionals from excellent hearing care professionals. 3. Take the lead in identifying one clinical or business change that will positively influence patient care/outcomes	

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5	Clinical	August 15, 2026	11:00am-12:00pm	Bobbi-Jo Marlatt, M.Cl.Sc., M.Ed.	The Psychology of Patient Noncompliance	1. Identify roadblocks to listening and understand how they trigger psychology reluctance and discourage engagement. 2. Define how what the clinician says to a patient changes how they respond, which changes how they feel about amplification. 3. Analyze how a guiding style enables a patient to resolve their indecision - improving adoption rates and therefore patient outcomes. 4. Implement basic skills of motivational interviewing to improve patient outcomes right away.	
6	PM	August 15, 2026	11:00am-12:00pm	Madison Levine, BC-HIS	The Inner Work Behind Confident Treatment Acceptance: Why Personal Development is the Missing Link in Ethical Sales	1. Identify the internal factors that undermine confident pricing and lead to unnecessary discounting. 2. Shift their mindset to reframe pricing conversations from "selling" to clinical leadership and patient advocacy. 3. Adopt practical language and presence adjustments that increase case acceptance without lowering fees or compromising ethics.	
7	Clinical	August 15, 2026	2:30pm-3:30pm	Kirk Farmer, BC-IHS	Audio Engineering Approaches to First Fit and Follow-Up Hearing Aid Visits	1. Formulate effective, targeted questions that help patients describe their listening experiences in meaningful and technical terms, so first fit and follow-up complaints can be clearly understood and prioritized. 2. Use critical listening and draw on audio engineering concepts such as harshness, muddiness, midrange balance, and resonant frequencies, to translate patients' descriptions into specific acoustic issues. 3. Apply practical audio engineering strategies, including simple EQ moves, thoughtful use of acoustic compression schemes, and other small signal-chain adjustments, to improve sound quality, comfort, and day-to-day usability for individual patients.	
8	PM	August 15, 2026	2:30pm-3:30pm	Blaise Delfino, MS & Dave Fabry, PhD	Fix the Conversation, Not the Device: A Practical Approach to Reducing Hearing Aid Returns	1. Define how front-end best practices in patient communication and expectation setting directly influence hearing aid return rates. 2. Identify common process and counseling missteps that unintentionally increase the likelihood of hearing aid returns. 3. Apply evidence-informed, patient-centered communication strategies that positively impact long-term hearing aid use and satisfaction. 4. Differentiate between technical challenges and readiness or expectation issues when evaluating patient outcomes. 5. Implement practical consultation frameworks that support ethical decision-making, shared responsibility, and reduced return risk.	