

OCTOBER 21, 2016

This is a weekly report from the HLAA national office in Bethesda, Maryland. Please also sign up for the [HLAA e-News](#) where even more news is published.

NAS REPORT: ACCESS AND AFFORDABILITY OF HEARING HEALTH CARE

Since June when it was released, HLAA has talked extensively about The National Academies of Sciences, Engineering, and Medicine (NAS) report [Hearing Health Care for Adults: Priorities for Improving Access and Affordability](#). Why are we giving this so much attention? Because when enacted, the 12 recommendations outlined in the report will change the face of hearing health care as we know it – all to the benefit of you, the consumer.

On October 15 and 16 the [HLAA Board of Trustees](#) convened at the HLAA national office in Bethesda, Maryland for their third meeting of 2016. Board members come from all over the country to discuss HLAA strategy and policy. The NAS report and its recommendations were a major focus of the meeting and are sure to be the focus of the next Board meeting in February 2017 as well.

Working toward implementing the recommendations of the NAS report will be a blueprint of HLAA's work going forward. HLAA is the only consumer-group sponsor and we are being looked at to make the recommendations of the report a reality. HLAA will work with all the sponsors of the report with a unified approach as well as continuing our own work to bring to fruition those recommendations which are most important to our members. We will be sure to keep you updated on all developments of this critical initiative.

[Read more about the NAS report.](#)

NAS Report in the News

Executive Director Barbara Kelley wrote on the "Consumer View of Hearing Health" in the October 2016 issue of [The Hearing Journal](#). She focused on the NAS report, made a request to audiologists, and stressed the need to all work together solve the problem of untreated hearing loss.

CONVENTION NEWS

Introducing HLAA's New Meeting Planner

Please join us in welcoming Niaz Siasi to the HLAA staff as our new meeting planner. In this role Niaz will primarily be responsible for all aspects of HLAA Conventions. Niaz is a recent graduate of the University of Maryland with a degree in Communications. She is excited to join the staff, citing her passion for meeting planning and learning about

assistive technology for people with hearing loss. Niaz can be reached at nsiasi@hearingloss.org or 301.657.2248, extension 101.

Nancy Macklin, who held the position since 2008, has been named Director of External Affairs and Events, focusing on the creation and implementation of strategic development plans to raise funds and to establish strategic partnerships outside of the organization.

DEVELOPMENT

[Revlon LOVE IS ON Million Dollar Challenge](#)

We wish we were in first place and headed for the million dollar grand prize, but we are nonetheless thrilled to have raised more than \$63,000 so far! We are currently in 15th place and still looking to push even higher. You can make your donation at bit.ly/LOVEisONChallenge. Please consider a donation before the October 26 deadline (ends at 1:59:59 p.m. ET). **If you donate at least \$25 you will be entered to win a gift basket of Revlon makeup products valued at \$1,000. Every \$25 donated is an additional entry to win!**

Thank you for your support and generosity!

ADVOCACY

Director of Public Policy [Lise Hamlin](#) attended a two-day meeting of the AT&T Advisory Panel on Access and Aging (AAPAA) to represent HLAA and those with hearing loss. The AAPAA is composed of national leaders in assistive technology, aging and cross-disability issues. It provides advice and counsel to AT&T's subsidiaries, affiliates and leadership teams regarding issues of mutual interest. The AAPAA meets quarterly to discuss a specific area of the business with guest speakers and corporate subject matter experts. We will be sure to keep you apprised of any developments of the AAPAA as they relate to hearing loss.

IN THE NEWS

HLAA Board of Trustee Member [Shari Eberts](#) was recently interviewed for an article that appeared on the website of the Lincoln Center for the Performing Arts in New York City. Shari talks about how the effects of hearing loss and the associated stigma can affect someone's interest in attending cultural events. She also discusses hearing assistive technology options that are available to benefit those with hearing loss at these events. Read the article [here](#).