



COMPETITION, INNOVATION, &
CONSUMER PROTECTION ISSUES
IN HEARING HEALTH CARE

8:00 am

Registration

9:00 am

Introductory Remarks

Tara Isa Koslov, J.D.

Acting Director, Office of Policy Planning, Federal Trade Commission

Opening Remarks

Maureen K. Ohlhausen, J.D.

Acting Chairman, Federal Trade Commission

9:20 am

Adult Hearing Loss: Recent Data from the CDC

John Eichwald, M.A.

Office of Science, National Center for Environmental Health
Centers for Disease Control & Prevention

9:40 am

Innovations in Hearing Technology

Moderators:

Karen A. Goldman, Ph.D., J.D., Office of Policy Planning, Federal Trade Commission

Daniel H. Wood, Ph.D., Bureau of Economics, Federal Trade Commission

Panelists:

Stavros Basseas, Ph.D., Chief Executive Officer and Co-Founder, Sound World Solutions

Brent Edwards, Ph.D., Chief Technology Officer, Earlens Corporation

Jani A. Johnson, Au.D., Ph.D., Assistant Professor, Hearing Aid Research Lab Director,
University of Memphis

Jan Metzdorff, President, Sonova Wholesale US

Dianne J. Van Tasell, Ph.D., Senior Scientist, Bose Corporation

11:10 am

Break

11:25 am

Innovations in Hearing Health Delivery

Moderators:

Daniel J. Gilman, J.D., Ph.D., Office of Policy Planning, Federal Trade Commission
David Schmidt, Ph.D., Bureau of Economics, Federal Trade Commission

Panelists:

Rupa Balachandran, Ph.D., Program Director, Doctor of Audiology Program, University of the Pacific
Lucille Beck, Ph.D., Deputy Chief Patient Care Service Officer for Rehabilitation and Prosthetic Services, Office of Patient Care Services, Department of Veteran Affairs
Kim Cavitt, Au.D., President, Audiology Resources, Inc.
Scott Davis, M.B.A., Chief Executive Officer, Sivantos, Inc. (formerly Siemens Hearing Instruments, Inc.)
Gary Swearingen, J.D., Corporate Counsel, Costco Wholesale

12:55 pm

Lunch Break

2:10 pm

FDA Regulation of Hearing Aids and Personal Sound Amplification Products

Eric A. Mann, M.D., Ph.D.

Clinical Deputy Director, Division of Ophthalmic & ENT Devices
Center for Devices & Radiological Health, Food & Drug Administration

2:30 pm

The Costs and Benefits of Hearing Health Care Regulations

Moderators:

Ellen Connelly, J.D., Office of Policy Planning, Federal Trade Commission
David Schmidt, Ph.D., Bureau of Economics, Federal Trade Commission

Panelists:

Bill Belt, Senior Director, Technology & Standards, Consumer Technology Association
Richard L. Cleland, J.D., Assistant Director, Division of Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission
Rick Giles, ACA, BC-HISB, President, International Hearing Society
Frank Lin, M.D., Ph.D., Associate Professor of Otolaryngology, Geriatric Medicine, Mental Health and Epidemiology, Johns Hopkins University
Ian Windmill, Ph.D., Clinical Director, Division of Audiology, Cincinnati Children's Hospital Medical Center, and President, American Academy of Audiology

3:30 pm

Break

3:45 pm

Informing Consumer Choice in Hearing Health Care

Moderators:

Gerald Stein, J.D., Bureau of Competition, New York Regional Office, Federal Trade Commission

Daniel H. Wood, Ph.D., Bureau of Economics, Federal Trade Commission

Panelists:

Stephanie Czuhajewski, Executive Director, Academy of Doctors of Audiology

Barbara Kelley, Executive Director, Hearing Loss Association of America

K.R. Liu, Director, Accessibility & Advocacy, Doppler Labs

Lisa McGiffert, Director, Safe Patient Project, Consumers Union

Carole Rogin, M.A., President, Hearing Industries Association & Better Hearing Institute

5:00 pm

Closing Remarks

Daniel J. Gilman, J.D., Ph.D.

Office of Policy Planning, Federal Trade Commission

5:05 pm

Adjourn
