



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

SPEAKER BIOS

Rupa Balachandran, PhD, is the Program Director for the Doctor of Audiology program at the University of the Pacific, in San Francisco California. She received her PhD in Speech and Hearing Sciences from the Graduate Center of the City University of New York. She held a faculty position at Sacramento State University, and was the Clinic Director at the Hearing and Speech Center of Northern California. She also completed a two-year Healthcare leadership Fellow program with the California Health Care Foundation. Dr. Balachandran is a licensed dispensing audiologist. She serves as an advisor to technology companies providing hearing solutions for hearing-impaired adults. She has also served on the board of the California Academy of Audiology and was its President in 2012. She is currently involved with several community organizations in the Bay Area to improve access to hearing health care.

Stavros Basseas, PhD, is the Chief Executive Officer and Co-founder of Sound World Solutions. He has over 30 years of engineering and senior leadership experience in the hearing aid industry, developing products to improve impaired hearing and earning several patents. Dr. Basseas is a published author and lecturer in the field of hearing technology and has served as a consultant to several start-up companies, NGOs, and associations. He previously led research and development at Beltone, then became Chief Technologist at GN Resound after that company acquired Beltone in 1999. He left GN Resound in 2005 to serve as an international consultant in hearing technologies. In 2006 he co-founded Sound World Solutions to develop and commercialize a very low-cost, high-performance Bluetooth platform that allows for the user to self-test and program personal sound amplifier products or hearing aids anywhere in the world.

Lucille Beck, PhD, is the Deputy Chief Patient Care Services Officer for Rehabilitation and Prosthetic Services in the Office of Patient Care Services at the Veterans Health Administration (VHA). Her responsibilities include oversight and direction for VHA national program offices for Audiology and Speech Pathology Service, Blind Rehabilitation Service, Physical Medicine, and Rehabilitation Service, Chiropractic Care, Prosthetic and Sensory Aids Service, Recreation Therapy Service, and National Veterans Sports Programs and Special Events. Dr. Beck has jointly held faculty appointments at Gallaudet University, George Washington University, and the University of Maryland. Dr. Beck is a founding member and past President of the American Academy of Audiology. She has authored numerous publications, scientific papers, and is a well-known presenter on topics ranging from amplification, outcomes, patient satisfaction, professional issues in audiology and rehabilitation for the nation's veterans.

Bill Belt is Senior Director of Technology and Standards for the Consumer Technology Association (CTA). He participates in CTA's ANSI-accredited standards development operation and provides key engineering and technology policy support to the association and its member groups. Mr. Belt represents CTA's technical interests in industry and international venues related to spectrum management and policy, accessibility, product safety, and energy efficiency. He has presented at EPA, DOE and FCC workshops on a variety of subjects. Mr. Belt holds a BS in electrical engineering from Syracuse University.

Kim Cavitt, AuD, was a Clinical Audiologist and Preceptor at The Ohio State University and Northwestern University for the first ten years of her career. Since 2001, Dr. Cavitt has operated her own audiology consulting firm, Audiology Resources, Inc., which provides comprehensive operational, compliance and reimbursement consulting services to hearing healthcare providers. She currently serves as the Interim Chair of the Audiology Quality Consortium, Vice-President of Government Affairs for the Illinois Academy of Audiology, and is a member of the State of Illinois Speech Pathology and Audiology Licensure Board. She also serves on committees through The Americans with Disabilities Act and The American Speech-Language-Hearing Association and is an adjunct lecturer at Northwestern University. She is a past president of the Academy of Doctors of Audiology.

Rich Cleland, JD, joined the Federal Trade Commission's Division of Advertising Practices in 1991. In 1996, Mr. Cleland was appointed Assistant to the Director of the Bureau of Consumer Protection and, in 1998, he was appointed Assistant Director of the Division of Service Industry Practices. He currently serves as Assistant Director of the Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. He also supervises many of the Commission's health fraud and weight-loss product and service law enforcement initiatives. Mr. Cleland supervised the FTC's review of the Endorsement and Testimonial Guides. He recently supervised the revision of the FTC's guidance on making effective disclosures on the Internet and other digital platforms (.com Disclosures). Other projects have included social media marketing and native advertising. Prior to joining the Federal Trade Commission, Mr. Cleland served as Special Assistant Attorney General and Director of the Division of Consumer Protection in the Iowa Attorney General's Office.

Ellen Connelly, JD is an attorney advisor in the Federal Trade Commission's Office of Policy Planning (OPP). In OPP, Ms. Connelly primarily works on advocacy matters in the health care industry and on matters at the intersection of competition and disruptive business models. She was previously an attorney in the Health Care Division of the FTC's Bureau of Competition, where she led investigations of anticompetitive behavior in the pharmaceutical industry and by hospitals and physician groups. Additionally, she has extensive experience providing antitrust counseling and training to international antitrust authorities, primarily in Latin America. Prior to joining the Commission in 2001, Ms. Connelly was an associate at Pillsbury Winthrop Shaw Pittman LLP in New York City. She received her JD from Harvard Law School and a BS, *summa cum laude*, from Georgetown University. She also holds an MA from The George Washington University's Elliott School of International Affairs.

Stephanie Czuhajewski, CAE, is the Executive Director of the Academy of Doctors of Audiology, a leading national association representing autonomous audiologists, who are committed to best business and clinical practices. Ms. Czuhajewski has two decades of non-profit experience, with a focus on outreach and stakeholder relations. She holds a BS in marketing science from Sullivan University.

Scott Davis, MBA, served as Chairman and Co-Chairman of the Hearing Industries Association and Chief Executive Officer of Sivantos, Inc. (formerly Siemens Hearing Instruments, Inc.) from 2011 to 2017. In his role at Sivantos, he led global sales; global marketing, branding and corporate communication; product management; and the sales, marketing and operations divisions in the United States and Canada. Before joining Siemens, Mr. Davis was a Partner and Managing Director at The Boston Consulting Group (BCG). During his tenure with BCG, he focused his attention on developing and executing successful growth strategies for a variety of large medical device and biopharmaceutical companies. Prior to BCG, he held numerous sales and operational leadership roles with leading advanced material technology companies. Mr. Davis received his MBA with honors from the University of Pennsylvania's Wharton School and his BS in textile chemistry from Auburn University's School of Engineering.

Brent Edwards, PhD, is currently the CTO for Earlens Corporation, a Silicon Valley start-up developing a new category of hearing aids that uses light to vibrate the ear drum directly. He has spent over 20 years leading research and new technology development as an executive in the hearing industry. Dr. Edwards has been the head of Research at GN ReSound and at Starkey Hearing Technologies, where he founded the Starkey Hearing Research Center in Berkeley, California, which is a leading laboratory for research in hearing impairment and cognition. Dr. Edwards is an elected Fellow of the Acoustical Society of America and the International Collegium of Rehabilitative Audiology. He has graduate degrees in both engineering and psychology.

John Eichwald, MA, is an audiologist currently detailed to the Office of Science in Centers for Disease Control and Prevention's (CDC) National Center for Environmental Health in Atlanta, Georgia, working on non-occupational noise-induced hearing loss. John began his career at CDC in 2004 as the Team Lead for the Early Hearing Detection and Intervention Program within the National Center on Birth Defects and Developmental Disabilities. Prior to CDC, he spent nearly 20 years at the Utah Department of Health serving in both clinical practice and administrative positions. His professional focus has been on the early identification of hearing loss, weaving in various aspects of data management, analysis, integration and public health informatics.

Richard Giles, ACA, BC-HIS, is President of the International Hearing Society and has been dispensing hearing aids for over 35 years. He holds active licenses in Oregon and Washington. In addition to his service on the IHS governing board as President and a past Governor, Mr. Giles has extensive experience in policy development and oversight via his service as a governor-appointed member of the Washington Hearing and Speech Board and as a past officer of both the Oregon and Washington Hearing Societies. He has achieved the highest designations available in the Hearing Aid Specialist field, having obtained board certification and completed the American Conference of Audioprosthology program in 1992 and 2009, respectively. He is also a past member of the International Institute of Hearing Instrument Sciences, the educational committee of IHS.

Daniel J. Gilman, JD, PhD, is an Attorney Advisor in the FTC's Office of Policy Planning, where he works on competition issues in health care and technology and, more broadly, on the competitive impact of regulation. He co-authored the FTC staff policy paper, *Policy Perspectives: Competition and the Regulation of Advanced Practice Nurses*, contributed to the FTC Staff Report, *Broadband Connectivity Competition Policy*, and has been published in journals such as the *Georgetown Law Journal*, the *Journal of Health Care Law & Policy*, and *Behavioral & Brain Sciences*. He visited Harvard Law School as the Victor H. Kramer Foundation Fellow from 2014-15. Mr. Gilman came to the FTC from the University of Maryland, where he taught law and economics, health-science law, and torts. Before that, he was in private practice in Washington, DC and an Olin Fellow and Adjunct Professor of Law at Georgetown. He holds a JD from Georgetown, an AB from Dartmouth College, and a PhD from the University of Chicago.

Karen A. Goldman, PhD, JD, is an Attorney Advisor in the FTC's Office of Policy Planning, where she focuses on competition issues involving health care and intellectual property. She was one of the primary authors of the FTC's Report, *Authorized Generic Drugs: Short-Term Effects and Long-Term Impact*, and has published in both legal and scientific journals. Before joining the FTC, Dr. Goldman held a number of legal and scientific positions at the National Institutes of Health, the National Science Foundation, and the California Institute of Technology. She has also served as an Adjunct Professor at the Georgetown University Law Center. Dr. Goldman received her JD from Georgetown and her PhD in neurosciences from the University of California at San Francisco.

Jani Johnson, AuD, PhD, is an Assistant Professor of Audiology with a specialization in adult audiologic rehabilitation in the School of Communication Sciences and Disorders at the University of Memphis in Memphis, Tennessee. She holds a clinical doctoral degree in Audiology (AuD) and a research doctoral degree in Communication Sciences and Disorders (PhD). The primary purpose of Dr. Johnson's research is to provide evidence of hearing aid fitting and hearing health care delivery practices that are optimized for older adults of varying cultural background and social circumstances. Her research and interests have taken steps toward this purpose by examining the effectiveness of current hearing aid fitting practices for older adults, attempting to explain sociocultural causes of local racial/ethnic disparities in the receipt of hearing health care, and investigating the real-world value of high-cost hearing aid technologies for older adults. Dr. Johnson's research was supported by a grant from the U.S. National Institute on Deafness and other Communication Disorders (R01DC011550).

Barbara Kelley is the Executive Director of the Hearing Loss Association of America. Hired by Founder Rocky Stone in 1988. As an editor with the first issues of the *Shhh Journal* and most recently with the award winning *Hearing Loss Magazine*, Barbara has long been a part of the organization's growth. Serving as Editor for the magazine for 28 years has allowed her to influence attitudes, establish lexicon, and give people credible, reliable and timely information and support through the printed word. She also has helped manage the office team, served as Deputy Executive Director from 2008-2016, and has developed and worked on many of the HLAA programs. You can follow Barbara Kelley on Twitter @Bkelley_HLAA.

Tara Isa Koslov, JD, is the Acting Director of the FTC's Office of Policy Planning. She was named to the position in June 2016, having served as OPP's Deputy Director since March 2011. Her portfolio spans a broad range of competition and consumer protection issues, with a particular emphasis on health care matters and competition advocacy. Ms. Koslov previously spent almost twelve years as an Attorney Advisor to three different FTC commissioners, and also worked as an enforcement attorney in the FTC's Bureau of Competition, following several years in private practice. She has been active in the leadership of the American Bar Association Section of Antitrust Law since 1997 and currently is a member of the Section's Council. Ms. Koslov earned her JD from Harvard Law School and an AB from Brown University.

Frank Lin, MD, PhD, is an Associate Professor of Otolaryngology, Geriatric Medicine, Mental Health, and Epidemiology at Johns Hopkins University. Dr. Lin completed his medical education and residency in Otolaryngology-Head & Neck Surgery at the Johns Hopkins School of Medicine and his Ph.D. at the Johns Hopkins Bloomberg School of Public Health. He completed further otologic fellowship training in Lucerne, Switzerland with Professors Thomas Linder and Ugo Fisch. Dr. Lin's clinical practice is dedicated to the medical and surgical management of otologic conditions, and his research is focused on studying questions at the interface of hearing loss, gerontology, and public health.

KR Liu leads advocacy and accessibility at Doppler Labs. Over the last two decades, she's worked on disruptive tech products, from iPhone cases and portable power, to wireless headphones and smartwatches, and now, augmented audio devices. Diagnosed with severe hearing loss at the age of three, KR has made it her life's work to be a strong advocate and voice, championing new products that enhance the way we hear the world. She has been awarded a U.S. Congressional award; *Silicon Valley Business Journal's* Top 40 Under 40 and Women of Influence; and 2015 Women on the Move by *Women's Business Journal* for her advocacy work in hearing health and technology. Beyond her work at Doppler Labs, KR is also actively involved with industry organizations that are working toward tech innovation in hearing accessibility. KR is on the board of directors for the Consumer Technology Association audio division, the Hearing Loss Association of America, and is a brand ambassador for the World Wide Hearing Foundation (an arm of the World Health Organization).

Eric Mann, MD, PhD, has been the Clinical Deputy Director, Division of Ophthalmic and Ear, Nose, and Throat Devices at the U.S. Food & Drug Administration (FDA) since July 2008. Before that he was the Branch Chief, Ear, Nose and Throat Devices Branch at the FDA since November 2001. Dr. Mann has a PhD in microbiology and immunology and a MD from the Medical College of Pennsylvania; he has a bachelor's degree from Lehigh University.

Lisa McGiffert directs Consumers Union's *Safe Patient Project*, which works on state and federal policies to end medical harm, specifically focusing on healthcare-acquired infections, medical device safety, medical errors, and physician accountability. Consumers Union is the policy arm of *Consumer Reports*, which updated its hearing aid buying guide in February 2017 and included tests of several PSAPs available to consumers over-the-counter. Ms. McGiffert was named in 2015 by *Modern Healthcare* as one of the 100 Most Influential People in Healthcare and in 2016 by *Becker's Hospital Review* as one of 50 experts leading the field of patient safety.

Jan Metzdorff has more than 18 years of experience in the hearing aid industry. He joined the Sonova Group in 2004 initially as a consultant for Phonak Japan before serving as Managing Director for Phonak UK in 2005. Mr. Metzdorff was appointed Global President for Unitron in October 2011 and sat on the Sonova Management Board from April 2013 – September 2016. In October 2016 he was appointed President for Sonova’s wholesale activities in the USA. Prior to Sonova, Jan held leadership positions as General Manager for GN ReSound in Canada, and Regional Manager Asia for the Hearing Instruments Division of Philips Electronics. He has also accumulated prior international expertise with Minolta and the European Union in Japan. Mr. Metzdorff graduated with a Bachelor of Commerce (economics) degree from Copenhagen Business School in 1987. In March of 2017, he was elected to a two-year term as Director for the Hearing Industries Association.

Maureen K. Ohlhausen, JD, was sworn in as a Commissioner of the Federal Trade Commission on April 4, 2012 and was designated to serve as Acting FTC Chairman by President Donald Trump in January 2017. Prior to joining the Commission, she was a partner at Wilkinson Barker Knauer, LLP, where she focused on FTC issues, including privacy, data protection, and cybersecurity. Ohlhausen previously served at the Commission for 11 years, most recently as Director of OPP from 2004 to 2008, where she led the FTC’s Internet Access Task Force. She was also Deputy Director of that office. From 1998 to 2001, Ohlhausen was an Attorney Advisor for FTC Commissioner Orson Swindle, advising him on competition and consumer protection matters. She started at the FTC General Counsel’s Office in 1997. Before coming to the FTC, Ohlhausen spent five years at the U.S. Court of Appeals for the D.C. Circuit, serving as a law clerk for Judge David B. Sentelle and as a staff attorney. Ohlhausen also clerked for Judge Robert York of the U.S. Court of Federal Claims from 1991 to 1992. Ohlhausen graduated with distinction from Antonin Scalia Law School, George Mason University in 1991 and graduated with honors from the University of Virginia in 1984. Ohlhausen was on the adjunct faculty at the Antonin Scalia Law School, George Mason University, where she taught privacy law and unfair trade practices. She served as a Senior Editor of the *Antitrust Law Journal* and a member of the American Bar Association Task Force on Competition and Public Policy. She has authored a variety of articles on competition law, privacy, and technology matters.

Carole Rogin, MA, is the president of the Hearing Industries Association (HIA) and its consumer information and education arm, the Better Hearing Institute. A speech-language pathologist by training, Carole is a graduate of the University of Virginia and the George Washington University. She joined HIA as its inaugural Director of Market Development; in that capacity, she guided the first-ever survey of the attitudes, beliefs, and behaviors of adults with hearing loss, a study that became MarkeTrak and has contributed to industry knowledge for over 30 years. Prior to serving HIA, Carole practiced speech pathology and was employed at the American Speech-Language-Hearing Association. She has authored numerous articles, is a frequent speaker around the country and has served as a director of a number of volunteer organizations in the hearing field throughout her career.

Dave Schmidt, PhD, is the Assistant Director of the Office of Applied Research and Outreach in the FTC’s Bureau of Economics, and was previously a staff economist in one of the antitrust shops in the Bureau. His research has focused on antitrust analysis, healthcare, game theory and experimental economics. He has contributed to FTC staff reports on generic drugs and pharmaceutical benefit managers. He earned his undergraduate degrees at Indiana University, and his PhD from the California Institute of Technology. He has also served on the faculty of the Department of Economics at Indiana University.

Gerald Stein, JD, is an attorney in the Bureau of Competition at the Federal Trade Commission, Northeast Region, where he investigates and litigates enforcement actions involving merger and anticompetitive conduct matters in a wide variety of industries. Prior to joining the FTC in 2009, Mr. Stein was Counsel at the New York office of O'Melveny & Myers LLP, where he was a member of the Firm's Litigation Department and Antitrust and Competitive Group from 2004 to 2009. Mr. Stein earned his JD, *cum laude*, from Pace University School of Law, where he served on the *Pace Law Review*, and earned his BA from Tufts University.

Gary Swearingen, JD, is Corporate Counsel for Costco Wholesale and a hearing aid user. Costco has been selling hearing aids for 27 years and is now one of the largest retailers of hearing aids in the United States. Mr. Swearingen helps the Costco Hearing Aid Centers navigate federal and state regulations, works with the Costco buyers on both branded and private label hearing aid distribution agreements, and negotiates with Costco's hearing aid technology providers. Mr. Swearingen has a JD from the University of Washington and a BS in economics and political science from Willamette University.

Dianne J. Van Tasell, PhD, is Senior Research Scientist at Bose Corporation. She holds a PhD degree in audiology from Northwestern University. She had a 20-year teaching and research career in audiology at the University of Minnesota, after which she worked in the hearing industry as Director of Advanced Research at Starkey Laboratories. Subsequently, she worked with several companies to increase access to affordable hearing aids, including Ear Machine, a start-up in which she was a principal. Dr. Van Tasell is a Fellow of the Acoustical Society of America and of the American Speech-Language-Hearing Association.

Ian Windmill, PhD, serves as the Clinical Director of Audiology at Cincinnati Children's Hospital Medical Center and as an adjunct Professor in the Department of Otolaryngology at the University of Cincinnati. He received his Bachelor's, Master's and PhD degrees in Audiology from the Florida State University. He began his career at the University of Louisville School of Medicine as a faculty member in the Division of Communication Disorders of the Department of Surgery. From 2009 through 2014, he served as Chief of the Division of Communicative Sciences in the Department of Otolaryngology and Communicative Sciences at the University of Mississippi Medical Center. Dr. Windmill currently serves as President of the American Academy of Audiology. He served on the Board of Governors of the American Board of Audiology, and is past Chair of the Board of Directors of the Accreditation Commission for Audiology Education. His interest areas include the diagnosis of hearing disorders, health care policy, and education of audiologists.

Daniel H. Wood, PhD, is an economist in the FTC's Division of Consumer Protection in the Bureau of Economics, where he has worked since 2016. He has published articles on topics in behavioral economics and evolutionary game theory. Mr. Wood came to the FTC from Clemson University, where he taught microeconomic theory, game theory, and behavioral economics. He holds a BA from Swarthmore College and a PhD from Harvard University.