

# Mid-Atlantic Hearing Expo Schedule

Thursday, March 12 & Friday, March 13, 2026

Registration: 3/12/26 from 11:30am-12:30pm

Thursday 3/12/26	1:00pm - 2:00pm	From Metrics to Moments: Turning Performance Data Into Outstanding Patient Care	Jodi Sasaki
Thursday	2:00pm - 3:00pm	Maximize Your Impact: Better Care and More Efficient Practices	Michelle Parraro
Thursday	3:15pm - 4:15pm	The Key Performance Indicators That Matter Most	Michael Dixon
Thursday	4:15pm - 6:15pm	Expo floor with Vendors / Reception / Apps	
Thursday	6:30pm - 8:00pm	The Death of Hearing Aid Clinics	Dr Cliff Olson, AuD
Friday 3/13/26	7:00am - 8:00am	Breakfast	
Friday	8:00am - 9:00am	Factors Associated with Hearing Aid Adoption	Courtney Smith
Friday	9:00am - 10:00am	How to Become a Best Practice Clinic	Dr. Cliff Olson, AuD
Friday	10:15am - 11:15am	Young Professionals Panel: "What Nobody Told Us"	Josh Strickland, Jesse Wilson, Cliff Olson, Gabby Poplarchick
Friday	11:30am - 12:00pm	State Meetings	
Friday	12:00pm - 1:00pm	Lunch with Vendors	
Friday	1:00pm - 2:00pm	Aurical – Integrating Best Practice Throughout the Fitting Process	Brittany Larson
Friday	2:15pm - 3:15pm	Elevate Care: AI Rehab Improving Patient Results and the Bottom Line	Jeff Rose
Friday	3:15pm - 4:15pm	Get Happy!	David Lisko



Mid Atlantic Hearing Expo is approved by the American Academy of Audiology to offer Academy CEUs for this activity. The program is worth a maximum of 1.05 CEUs. Academy approval of this continuing education activity is based on course content only and does not imply endorsement of course content, specific products, or clinical procedure, or adherence of the event to the Academy's Code of Ethics. Any views that are presented are those of the presenter/CE Provider and not necessarily of the American Academy of Audiology.



PHHA is approved by the International Hearing Society to offer continuing education for this course. This course [CEN-339-26] is approved for up to 10.5 credits of continuing education (1 CE Credit = 1 contact hour). IHS approval of this course is based on content only and does not imply endorsement of the course content, specific products, clinical procedure, instructor or adherence to the IHS Code of Ethics. Any views that are presented are those of the presenter/Education Provider and not necessarily of the International Hearing Society.