PRESIDENT’S CORNER

Summer is over and fall is on the horizon. Cold temperatures are going to start setting in before we know it! My kids were just talking the other day about how excited they are to play in piles of leaves, have snowball fights, build snowmen and race down hills on their sleds. While I can relate to their excitement as I remember doing those same things as a child, I am also reminded that the next few months are also important for SHAV as we finalize plans and preparations for our Conference! As the saying goes, time flies when you are having fun, and before we know it March will be here, and we will all be under the same roof, socializing, learning and growing together as an Association. We will have braved the harsh winter months and entered into spring with a new outlook and perspective on our clients, profession and field as a whole. It is also a time when we should start thinking about how we can make a difference. The SHAV Board has been working hard on several different aspects of the profession, including advocacy efforts, Conference planning, website design, increasing membership, student issues and representing the Association to the best of our ability. Most recently, we planned and coordinated a cerumen management training for audiologists on September 25 and 26. If you have never considered serving as a Board Member or volunteering within the profession, maybe it is your time. Serving on the Board can give you a productive outlet that will make a difference in your life and the field. The pride of representing your colleagues at the state and national level can help you become a leader who is well-respected by many. We would love to have you on our Board, and we have several positions open. These include, president-elect, vice president of governmental affairs, vice president of audiology and vice president of continuing education. If holding a Board position is not something your schedule would permit or not an area where you think your strengths are, I challenge each of you to become active in the organization and support others in the field by mentoring an undergraduate or graduate student, volunteering your time, advocating on the hill, presenting at the Conference, conducting a webinar or just becoming a member. I also challenge you to encourage your colleagues or friends to join SHAV and become a supporting member as well. We are only as good as our membership, and I can say right now that we are GREAT. However, we can always grow and improve. New members bring fresh ideas and renewed energy which will help our advocacy efforts as well as our efforts to ensure we are focusing on aspects of the profession that are relevant to our membership.

On behalf of the entire Board, we appreciate everything that our members represent and look forward to serving you in the future. I have truly enjoyed my time as SHAV president and look forward to the next couple months!

Shannon W. Salley, SLPD, CCC-SLP
SHAV President
SHAV-a-Gram • FALL 2015

2016 SHAV Time For Change Conference
March 16-19, 2016

You are not going to want to miss the 2016 Conference! We have an amazing lineup of speakers covering many areas across the fields of speech-language pathology and audiology. For our full-day course offerings, we have Dr. Sylvia Diehl discussing interventions for individuals with autism for the Wednesday Pre-Conference. Thursday we have Dr. Kelly Farquharson discussing literacy and phonological impairments as the highlighted short course. Friday, we have Dr. James Coyle discussing dysphagia as well as Dr. Cate Crowley discussing narrative language and cultural and linguistic diversity. Be sure you stick around for Saturday! We have Dr. Memorie Gosa discussing pediatric dysphagia as well as Dr. David Luterman discussing counseling in therapy.

If you are not wanting a full-day workshop, we have numerous one and two-part sessions Thursday through Saturday. These sessions include Dr. Edie Hapner discussing voice disorders as well as providing the keynote on mentorship. Dr. Mani Aguilar will be providing a review of audiology for speech-language pathologists. Teresa Dubovsky will be discussing AAC and Kim McGinley will discuss early intervention. Dr. Anastasia Raymer will present on aphasia, while Ms. Vivian Sisskin will present on fluency. Dr. Shari Robertson will be discussing language and literacy, and Dr. Diane Talerico-Cavanaugh will discuss executive function.

We did not forget about the audiologists. Dr. Marty Lenhardt and I have been working together to bring in speakers including Dr. Ian Windmill, Dr. Samira Anderson, Dr. Robert DiSorga, Dr. Jay Lucker, Dr. Candice Ortiz, Dr. Vishakha Rawool, Dr. Brenda Ryals, Dr. Schauer and Mr. Lee VanMiddlesworth.

In addition to these invited speakers, there have been excellent submissions through the Call for Papers. The Conference Committee and I are working hard to create a full schedule for each track. Within the schedule, there will be times for networking and socializing as well as professional development. Look for the photo booth again this year during the CDF Silent and Live auction. Additionally, for those who will be around Friday evening, we will have a casual game night open to any and all. Be sure to stop by! Remember to save the dates March 16-19, 2016, for #SHAV2016.

Amber Handon, MS, CCC-SLP
SHAV VP for Continuing Education

State Education Advocacy Leader News

At the 2015 ASHA Schools Conference in Phoenix, the State Education Advocacy Leader (SEAL) meeting included presentations, and round table discussions. Presentation topics included: missed S/L sessions, ethics, common core for English Language learners as well as federal and state legislative issues.

ASHA’s Director of School Services, Deborah Dixon, addressed the topic of missed S/L services. The main point of the presentation was that speech-language pathologists (SLPs) need to determine the impact on individuals being served and questioned to see if the disruption causes an impact regarding FAPE. “Whether an interruption of services constitutes a denial of FAPE is an individual determination that must be made on a case-by-case basis”. She also suggested that a statement could be included in IEPs that indicated when missed sessions would not be made up (i.e., when the SLP is attending meetings for that student, when the student is on a field trip or student is attending school programs or testing).

ASHA’s Director of Federal Advocacy, Neil Snyder, and ASHA’s Director of Education and Regulatory Advocacy, Catherine Clarke, shared about ASHA lobbying for some of the following issues: 1) Children with ASD should be offered a full range of services, since ABA is not the only therapy that schools can offer to students with ASD, and 2) SLP paperwork reduction. A report should be out this fall regarding the paperwork reduction initiative.

ASHA’s Director of State Associations, Eileen Crowe, stated that 18 states now have universal licensure and referred to the revised ASHA Performance Assessment of Contributions and Effectiveness of SLPs (PACE). See the ASHA website for details about the PACE, as well as information on the website regarding the workload document and tele-practice coverage.

Dr. Carol Westby spoke about English language learners and the grammar issues that should be taken into consideration. During the presentation from ASHA’s Director of Ethics, Heather Bupp, Esq., spoke about the ethical principles and referred to a TED Talk about “Willful Blindness”. The meeting included round table discussions about various topics impacting states.

ASHA also held several conference calls over the past several months. The most recent one was on ethics, as the ASHA code of ethics is presently being updated.

As your SEAL, I want to represent your concerns or issues in this joint ASHA/SHAV networking position for public school speech-language pathology services during conference calls or meetings. Please feel free to contact me with information or questions that pertain to school based SLPs.

Jacquelyn La Fever Ragland, MS, CCC-SLP
ASHA SEAL
Member Spotlight

Gary Pillow, EdD, AuD, CCC-SLP/A

The spotlight is used to help us get to know our long-time and new members of SHAV. As a speech-language pathologist, I am always interested in getting to know the audiologist in the profession and especially members of our Association. In this issue, I decided to focus on an audiologist who is a great friend to several of my colleagues and is one of the sweetest men that you will ever meet in the profession. He truly loves his job and his patients, along with all the many students, faculty, teachers and clients that he has treated or met throughout the years. So let’s meet Dr. Gary Pillow!

What is your hometown? I was born and raised in Roanoke, Virginia.

Where did you complete your undergraduate degree? My bachelor’s in speech and hearing science was from East Tennessee State University (ETSU) in Johnson City, Tennessee.

Where did you complete your graduate degree? And Doctorate? My first graduate degree was also from ETSU where I received a master’s in audiology. Additionally, I most recently received an Educational Specialist in reading from The University of Virginia. Also, I received a doctorate of education from Nova Southeastern University in child and youth studies. My focus of study was in auditory processing disorder. Later, I earned a doctorate in audiology (AuD) from the School of Audiology of the Pennsylvania College of Optometry (now Salus University).

When did you first become a member of SHAV? I first joined SHAV in the mid to late 1970s.

What positions have you held with SHAV if any? I have served twice as vice president of audiology.

How many Conferences have you attended, and what is your favorite memory? There have been too many Conferences to remember how many, but I try to attend each year when I can. My favorite memories are also numerous, and I believe the 2015 SHAV Conference was one of the most memorable because my long-time friend and colleague, Rita Purcell-Robertson received the Martha Mullins-Callender Award. Also, when I won the same award in 2013, it was very meaningful and memorable to me.

How did your SHAV membership help you professionally? My SHAV experience, I believe, has certainly helped prepare me for my current position as president-elect of the Educational Audiology Association (EAA). It also has helped me to serve for years on the Virginia Licensure Board for Audiology and Speech-Language Pathology.

Networkig over the years with my many good friends and colleagues has been valuable professionally, as well as socially enjoyable.

Henry Hecker is sadly missed, but was one I loved to see each year. I have learned so very much from many. Henry and Danny Gnewikow pioneered private practice in audiology and since, with their encouragement, I have also enjoyed a thriving private practice for most of my professional career. Lissa Power-Defur has the most knowledge about legal, ethical and practice issues and has been a wonderful friend and resource for me. Brenda Seal has also been supportive of my career goals and one of my very, very best friends. I always look forward to seeing Patti Peters, Pat Dewey, Scott Rankins, Margaret McElroy and my many James Madison University (JMU) colleagues. The list is endless. But everyone is a family to me, so I have benefitted beyond what I can describe from being a SHAV member all these years.

What specialty areas have you pursued? Most people identify me professionally with auditory processing disorders (APD) assessment and treatment. Additionally, I also work with reading disorders which may be associated with APD.

What is your favorite food? I love most all kinds of fruit and popcorn!! Most people also know that I drink too much cherry Dr. Pepper.

What is your favorite movie? The Rocketeer

Do you have pets? We live on a farm and have kazillions of animals including cows, goats, sheep, chickens, dogs, cats and pigs. I enjoy being around them, and they are all like pets to us.

What has been or is your dream vacation? The year prior to going to ETSU, I took a 9,000-mile car/camping journey with my friend from Virginia Tech, Scott Pace. We traveled the entire 9,000 miles in 28 days. We traveled from Virginia to Canada, to Tijuana, Mexico and back home through Colorado. We did this at a cost of $600 each. I still love my road trips!

Tell us about your family? My wife, Denise and I have been married for 36 years, and have five children, from ages 32 down to 16, two daughters-in-law and four grandchildren. Two of our children and one daughter-in-law live in Kill Devil Hills, North Carolina, and the rest of us live on the Pillow (family) Farm. The Pillow Farm has a website and is on Facebook, but it is an organic farm for production of organic meats and crops. My daughter, Leah, recently graduated from Longwood University with a double major in anthropology and public relations communications.

What brought you to your current position? I have always loved educational audiology, and when I heard that my good friend, Bobbie Ingle decided to retire after 42 years, I applied and have recently become the educational audiologist and speech-language pathologist for Roanoke County Public Schools. I still maintain a part-time private practice in Covington, Virginia, for APD testing and treatment.

Wendy Pulliam
SHAV Past President
SHAV StAMP Report

The latest State Advocates for Medicare Policy (StAMP) update follows and as always, please contact me with any questions you may have at sallyjmac@aol.com or 703-795-6692. Thank you.

• ICD-10 is here! The Clinical Modification (i.e., ICD-9-CM, ICD-10-CM) was developed by the CDC for use in all US healthcare treatment settings. The Procedure Coding System (i.e., ICD-9-procedures; ICD-10-PCS) was developed by the CDC for use in the US for inpatient hospital settings only. CMS has told us that for 12 months, Medicare part B claims paid under the Medicare Physician Fee Schedule will not be denied if providers use the wrong code, as long as the code is in the right family. This applies to PQRS, too. It does NOT apply to Medicaid or private payers. I have a PowerPoint presentation that includes overview, examples of ICD-10 Codes, a preparation checklist, ASHA resources, Principles of ICD-10 Coding and a summary. Contact me if you would like to find out how you can read this useful document.

• Medicare reimbursement for Home Health Agencies is about to change. On July 6, 2012, CMS issued a proposed regulation that sets Medicare Home Health services payment for 2016. It included a pilot program on Value-Based Purchasing, setting the stage for a national reform in the near future, which could turn your reimbursement upside down and run significant numbers of HHAs out of business if you don’t know the ropes. Under the pilot, Medicare can reduce agencies’ reimbursement by up to eight percent based on their scores for 29 proposed quality measures. The pilot starts for nine states this January, but you can expect VBP to go nationwide soon. It also contains a $350 million reimbursement cut for HHAs in 2016, due to rebasing and case mix creep, case mix recalibration, OASIS submission requirements, an IMPACT Act for all agencies nationwide and more. Scrutiny of your face-to-face documentation won’t just be limited to certification episodes anymore. Medical reviewers are denying thousands of HH claims for this reason. A new medical review kicks in for episodes beginning August 1. Sharpen your OASIS submission accuracy as you now get paid for the OASIS responses you submit rather than the HIPPS code on your reimbursement claim.

• The Final Rule is out for Inpatient Rehab Facilities (IRFs).

• People are receiving denial letters based on ADR-result letters for Not Medically Necessary over $3,700. ADR limits are based on 45-day cycles which are not being adhered to. Cycles are off and inconsistent. The letters are not being received in time to appeal.

• Providers are getting the same denials over and over again. Review your documentation and be sure you focus on medical necessity. Use a checklist for all types of high risk denials. Monitor changes in your MAC’s LCD.

• Increased scrutiny by UPICs, ZPICs and Program Safeguard Contractors. RACs audit period should be only after second level of appeal NOT when the MACs get monies back.

• Medicaid RAC audits are occurring. Know the criteria in Virginia.

• Medicare RACs will begin auditing DME, HH and Hospice in May.

• Contingency fees, which are high, appear to be responsible for overzealous auditing.

• There are 200 Telemedicine networks nationwide. Be sure you understand how HIPAA rules apply.

• Pay attention to HIPAA; be sure you are compliant if you are faxing using your own devices at work. Eighty-one percent of hospital staff are using personal mobile devices to access ePHI. Have your devices encrypted by IT if you are permitted to use your own devices. 40% of recent HIPAA violations involved personal devices that were lost or stolen in the workplace.

Sally Jones McNamara
Virginia StAMP

Student Advocacy Training Event

On November 4, 2015, SHAV will be conducting a Student Advocacy Training Event from 10:00 am to 2:00 pm at our state capitol in Richmond. This student-specific training has been strategically planned to coincide with the meeting of the Joint Commission of Healthcare which occurs that same day at the Capitol. This unique training opportunity will allow students to gain first-hand experience about issues impacting our professions. The day will include a lunch and learn session which will provide students an educational session about the legislative process from our Executive Board members and our lobbyist, a tour of the capitol and allow students a pressure-free environment to meet and actually connect with the legislators. There will also be time set aside for students to debrief and provide feedback about their experience at the Capitol. This student-focused event will foster a secure and relaxed atmosphere that allows students to feel informed, confident and more likely to advocate for our professions in the future!

Darlene D. Robke, MS, CCC-SLP
VP for Governmental & Professional Affairs and President-Elect

Why Advocate?

“Unless someone like you cares a whole awful lot, Nothing is going to get better. It's not.”
- Dr. Seuss, The Lorax
**NEWS FROM**

**Communication Disorders Foundation of Virginia**

**Scholarship Awardees**

In July, the Communication Disorders Foundation of Virginia (CDF) announced the recipients of the 2015 scholarships.

**Erin Griffin,** graduate student at UVA, received the Rita Purcell-Robertson Scholarship. The published amount of the award was $3,000. However, the CDF trustees voted to add the monies donated to CDF in Rita’s name to the award amount, bringing the total to $3,893.

Erin is a second-year student at the University of Virginia (UVA) in the speech-language pathology graduate program. She is the vice president of her UVA NSSLHA chapter, and was a volunteer in the pediatric unit at the UVA Medical Center. Before moving to Virginia, Erin worked as a fifth grade teacher for a year in her home state of New Hampshire. Her passion for working with children sparked her new career path, and she has plans to work with infants in the neonatal and pediatric intensive care units.

**Claire Bridgeforth,** graduate student at James Madison University (JMU), was awarded the David Narburgh Scholarship. The amount of the award was $1,500.

Claire is a second-year graduate student in the speech-language pathology program at JMU. Claire graduated with honors from the University of Wisconsin-Madison in May 2014 with a bachelor’s in communication sciences and disorders and a certificate in educational policy studies. At JMU, Claire has worked as a graduate research assistant in the Research Applications in Clinical Education (RACE) Lab. Her clinical experiences include serving as a graduate clinician within the JMU Speech-Language-Hearing Applied Lab, the David Kruger Scottish Rite Summer Clinic and providing services at Pleasant Valley Elementary School in Harrisonburg. In the future, Claire hopes to work at a children’s hospital serving culturally and linguistically diverse pediatric clients of all ages and ability levels.

We congratulate both of these young women and wish them well as they continue to work toward their professional goals. Please check the CDF website (www.cdfvirginia.org) for more information on the scholarship, the recipients and how you can make a donation to support the scholarships. Both recipients will be introduced during the Auction at the 2016 SHAV Conference.

**Martha Mullins-Callender Award**

Nominations for the 2016 Martha Mullins-Callender Award are due December 31. Letters of nomination and support must contain the author’s name, title, relationship to the nominee, address and telephone number or email address. See the website (www.cdfvirginia.org) for details. Please take time to consider nominating someone. This is a wonderful way to honor a deserving colleague, mentor or friend. Nominations should be directed to:

Pat T. Dewey
3929 Grove Tavern Lane
Powhatan, VA 23139
pdlifeet@aol.com

**Auction 2016**

It is not too early to be thinking about the next CDF Auction. We accept donations of items such as gift baskets, gift certificates, professional materials, jewelry and toys. The Silent and Live Auctions will be held on Thursday, March 26, during the SHAV Conference. This will be another milestone for CDF … the 30th year of the auction. Fredia Helbert, auction chair, and the trustees are planning some new things for this event. Also, during the auction there will be time for attendees to remember and honor Dr. Rita Purcell-Robertson.

Pat T. Dewey

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**Keep Your Information Up-To-Date!**

Visit the SHAV website (www.shav.org) and make sure your SHAV membership information is up-to-date. Log on to the Member Center of the website, enter your Last Name and your Member Number. Once submitted, you are able to edit your account information, such as mailing address, email address, professional information and more.

The Member Center also gives you access to renew your membership, print your membership card, register for an event, search for a member, access member-only resources and read the SHAV-a-Gram.

Don’t forget to join the listserv to receive up-to-the-minute news!

Log on today!
Foundation Facts

Meet the Scholars: Once again, CDF has the honor of introducing, via personal interview, its two annual scholarship recipients. Here, in their own thoughtful words, are Erin Griffin of the University of Virginia and Claire Bridgeforth of James Madison University.

FF: What does receiving this scholarship mean to you?

Erin: Rita Purcell-Robertson was an inspirational woman who dedicated her life to assisting others within the field of speech-language pathology. I am grateful and humbled to be named as the recipient of the scholarship that was created in her honor. This scholarship has provided me with the means to conclude my journey through graduate school with a clear focus on my academics and clinical experience. Dr. Purcell-Robertson was an influential role model and, like her, I hope always to provide the most comprehensive and innovative care possible to my clients and patients and to remain knowledgeable about current best practices for each individual. Rita Purcell-Robertson was intent on preparing the next generation of speech-language pathologists, and I intend to do everything in my power to be the student and clinician that she hoped her students would one day become.

Claire: I feel very honored and privileged to have received the David Narburgh scholarship for the 2015-2016 academic year. This scholarship brings me one step closer to achieving my goal of not only becoming a pediatric speech-language pathologist but also a life-long learner in the field. It provides me with the opportunity to fully concentrate on my studies and gives me a sense of accomplishment in thinking of all that I have achieved thus far. I am sincerely grateful to the Communication Disorders Foundation of Virginia for the confidence they have bestowed in my clinical potential and for their generous financial support in making my dreams into a reality.

FF: Of the many clinical and research advances you have learned about in your graduate education program, which are especially interesting to you? How might they impact the future of our field?

Erin: Within the realm of dysphagia, new technology and clinical research are constantly being introduced to improve the patient’s level of safety and efficiency. When performing an MBSS or a FEES, I have seen how technology can assist our needs to observe minute details within the laryngeal area to accurately detect any abnormalities. I have also seen remarkable treatment techniques such as Thermal Tactile Stimulation, used to improve the timeliness of the pharyngeal trigger. These methods have allowed speech-language pathologists to be more scientific and precise in their evaluations and treatment sessions. As this technology becomes more advanced, we will undoubtedly see more impressive patient outcomes.

Claire: Twenty-five years from now, I expect technological advances such as AAC devices and other electronic therapy resources to engage my clients and students in novel, innovative ways. I think shifts in service delivery methods will accompany these advancements, and speech-language pathologists will have to effectively respond to such changes. In an era of unprecedented innovation, I will constantly be adjusting and reflecting on my own practices for the duration of my career.

FF: How do you foresee technology and research developments affecting your life as a clinician, teacher or researcher 25 years from now?

Erin: In 25 years, I believe that there will be remarkable developments that will provide a more standardized method of treatment among clinicians. Technology will give us the ability to detect laryngeal abnormalities with more distinct detail, bedside tests will detect microaspirations, and we will have discovered less invasive ways to provide nutrients to patients in a safer manner without the risk of aspiration. These developments will allow patients to feel safer when seeking medical assistance, and give clinicians more scientific tools to provide the best patient care.

Claire: Twenty-five years from now, I expect technological advances such as AAC devices and other electronic therapy resources to engage my clients and students in novel, innovative ways. I think shifts in service delivery methods will accompany these advancements, and speech-language pathologists will have to effectively respond to such changes. In an era of unprecedented innovation, I will constantly be adjusting and reflecting on my own practices for the duration of my career.

FF: Thank you for so eloquently capturing in words a glimpse of our profession’s present and future. Your considerable knowledge is evident, your vision reassuring. Scholarship supporters will be pleased to know that the field is going to be guided by such capable hands for many years to come.

Judith Rassi
ACE Award Recipients

The following ASHA members from Virginia are ACE recipients for the time period of January-March 2015. These individuals have met the requirements for the Award for Continuing Education (ACE) by accumulating 7.0 ASHA CEUs (70 contact hours) in three years. Congratulations to all!

Laura Arcena  
Lisa Bare  
Ryan Broyles  
Sandra Burford  
Angelia Coggin*  
Melissa Fleming  
Lisa Garrett*  
Christine Glowatsky  
Faith Haughey  
Mari Hayashi  
Suzanne Hogan  
Nikki Hunjan  
Lynda Lunday  
Sally Mahmoud  
Stephanie Meyer  
Katlin Moyer*  
Jungkyung Julie Mun  
Lori Orchard-Hays  
Juliann Perez  
Karen Perry  
Summer Redwine Hines  
Tiffany Rhodees  
Karen Southers  

*Current SHAV Member

Help Needed with Prince George County Toddler Fair

Prince George County will be conducting their Second Annual Toddler Fair on April 9, 2016, to connect with the community and identify those children in need of services. SHAV participated last year, and it was quite a success! There were more than 41 communication screenings and 30 hearing screenings completed at the fair. Of those, 10 children were discovered to be in need of further evaluation. This is a wonderful opportunity to give back to the community and assure that children get necessary services as early as possible. Graduate students, this is also a great way for you to earn those much coveted screening hours. Stay tuned for more details! Please contact the SHAV Office at shavoffice@shav.org if you are interested in this volunteer opportunity.

Darlene D. Robke, MS, CCC-SLP  
VP for Governmental & Professional Affairs and President-Elect
Members are encouraged to submit items for consideration and publication in the SHAV-a-Gram newsletter.
If you have a story, announcement or event you would like to place in the SHAV-a-Gram, please send your information to:

Renee Garrett
SHAV VP for Public Relations and Communication
vppublicrelationsshav@yahoo.com

Submission Deadlines

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