

# Guidelines for The ASHA Approved CE Provider Insignia

## What is the ASHA Approved CE Provider Insignia?

The ASHA Approved CE Provider Insignia, designed in 2011, is a recognizable image ASHA Approved CE Providers can use to promote their status as organizations authorized to offer programs for ASHA Continuing Education Units (CEUs). The Insignia is flexible, easy to use, and legible: It is available in a range of sizes and meets the requirements of a variety of media formats. The Insignia includes language identifying the user as an “American Speech-Language-Hearing Association CE Approved Provider.”

## How can the Insignia be used?

The use of the Insignia is optional. It cannot be used in the same way as, or in place of, the required Brand Block. The Insignia also cannot be used in conjunction with the Brand Block. The Provider is required to use the Brand Block—customized with the Provider’s name—on its primary course promotional materials.

The Insignia can be used in general or corporate promotional pieces to denote that the organization is an ASHA Approved CE Provider. These pieces may be published on the organization’s website and in print advertisements or informational brochures. The Insignia is not customized for individual Providers; however, it is a proprietary insignia reserved for use by ASHA Approved CE Providers only. **There is no additional sentence or accompanying text that is used with the Insignia.**

## How can a Provider get the Insignia?

The Insignia is available (in jpeg, gif, pdf, and eps formats) on a CD and through a website download. The insignia image should be used as it appears on the CD; the image should not be altered (e.g., cropped, distorted, or supplemented with additional text). The Provider can use either a black and white version of the Insignia or a PMS 634 U color version. No other color can be used.

## Who can answer questions or provide a copy of the Insignia?

Contact your Provider Manager.

Approved Providers will protect the integrity of the ASHA Approved CE Provider Insignia by adhering to these Guidelines. The Insignia is to be used by ASHA Approved CE Providers only. It is not to be shared with other organizations affiliated with the Provider or in conjunction with cooperative CE course promotional materials.

### Insignia



### Black only Insignia



# Proper Appearance of the Insignia

## Color Insignia

Symbol color PMS 634 U • CMYK 100c0m0y40k  
• RGB 0r117g149b, type black



## Insignia printed with black ink

When color is not available  
the Insignia prints black



Minimum size no smaller than 0.5"

## Insignia sample on backgrounds



## Improper Appearance of the Insignia



Insignia color has been  
changed



Insignia dimensions has been altered



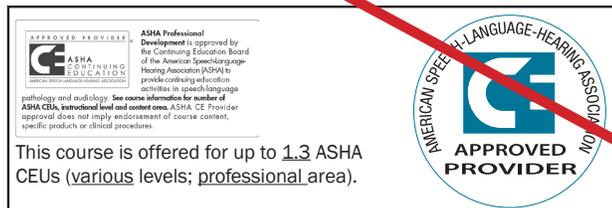
Insignia has been reversed



Insignia is smaller than 0.5"

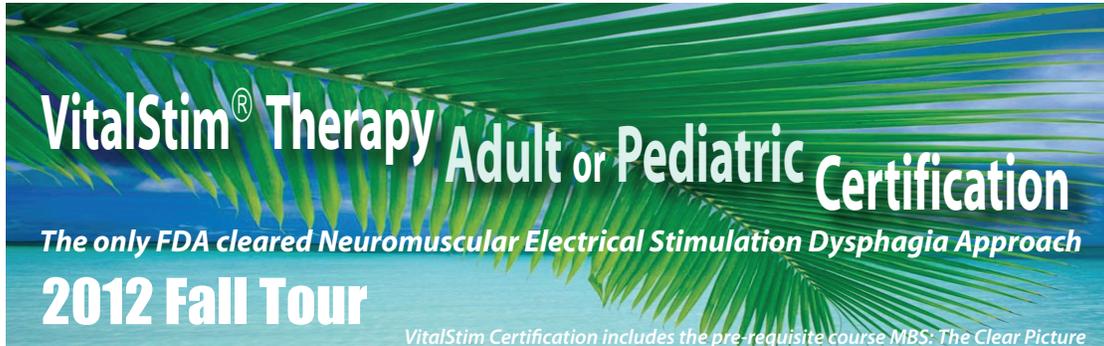


This course is offered for 1.2 CEUs  
(Advanced level; Professional area)



# Samples of Proper Appearance

PRINT ADVERTISEMENT



This dynamic and innovative program is revolutionizing dysphagia therapy! Speech-Language Pathologists and Occupational Therapists will bring their facilities to a state-of-the-art-level with certification from this course. VitalStim® Therapy is the only FDA cleared treatment approach that successfully combines Neuromuscular Electrical Stimulation and traditional dysphagia techniques. This energetic certification course will focus on topics such as muscle physiology, kinesiology of the swallowing mechanism and on pathological swallowing mechanisms and processes. [The Pediatric Certification course will focus on topics such as muscle physiology and kinesiology of the swallowing mechanism as it changes across infancy through childhood.] The basic principles and concepts of neuromuscular electrical stimulation will be taught and the VitalStim® Therapy protocol will be extensively reviewed and practiced. The participants will receive one-on-one attention from two instructors, a certified SLP and a PT. Through extensive hands-on labs; attendees will apply the theory of neuromuscular electrical stimulation to the treatment of dysphagia [or Pediatric dysphagia].. This exclusive program will provide participants with the building blocks to implement a successful VitalStim® Therapy program and will add value to therapists, facilities, and most of all patient care!

**\$475 Super Group**  
**\$575 Large Group**  
**\$675 Small Group**  
**\$775 Individual**

**CEUs:**  
**1.6 Live Course**  
**1.2 Online Prerequisite**  
**2.8 CEUs TOTAL**  
**(28 Contact Hrs)**

**C A L E N D A R** 2012 Fall All courses are Sa/Su unless otherwise indicated.

| VitalStim Therapy Certification Course |           | Adult Focus       |                   |
|--|-----------|-------------------|-------------------|
| Atlanta, GA                            | JUL 28-29 | Indianapolis, IN  | SEP 29-30         |
| Houston, TX                            | AUG 04-05 | San Francisco, CA | OCT 06-07         |
| Little Rock, AR                        | AUG 04-05 | Orlando, FL       | OCT 13-14         |
| Nashville, TN                          | AUG 18-19 | Newark, NJ        | OCT 25-26 (Th/Fr) |
| Denver, CO                             | SEP 08-09 | Columbus, OH      | OCT 27-28         |
| Kansas City, MO                        | SEP 08-09 | Boston, MA        | NOV 03-04         |
| Philadelphia, PA                       | SEP 15-16 | Charlotte, NC     | NOV 03-04         |
| Chicago, IL                            | SEP 22-23 | Birmingham, AL    | NOV 10-11         |
| Dallas, TX                             | SEP 22-23 | Oklahoma City, OK | DEC 01-02         |
| Pensacola, FL                          | SEP 29-30 | Jackson, MS       | DEC 01-02         |

Successful course completion of the pre-requisite online *MBS: The Clear Picture* and the 2-day *VitalStim® Therapy Certification Course* will certify the participant to utilize VitalStim® technology in the treatment of dysphagia.

Already certified?  
 Newly certified?  
 See other side for "taking your VitalStim Certification to the next level!"

| VitalStim Therapy Certification Course |                                       | Pediatric Focus         |  |
|--|---------------------------------------|-------------------------|--|
| Pittsburg, PA                          | AUG 18-19                             |                         |  |
| Las Vegas, NV                          | OCT "TBD" - Vacation Get-Away Package | (call CIAO for details) |  |

Visit our website or call CIAO for registration information.



www.ciaoseminars.com



1-888-909-CIAO (2426)

# Samples of Proper Appearance

## PRINT ADVERTISEMENT TWO PAGE SPREAD



Passy-Muir, Inc. - Summer 2012

### NVCC Instructors Propel Understanding of Ventilator Application of the Valve

By Linda Dean, RRT, Clinical Specialist, Passy-Muir, Inc.



Historically speaking, goals, indications, guidelines and benefits of deflating the cuff on the tracheostomy tube during mechanical ventilation to allow the patient to use a Passy-Muir® valve are not well understood, and are not practiced with any standardization in the critical care environment. It is well known that home care ventilators can be easily adjusted to accommodate the speaking valve; however, there is a lack of written manufacturer protocols for ventilator application.

Understanding the compatibility of commonly used ventilators with the speaking valve is important for clinicians working with the ventilator patient population, therefore, the respiratory therapy program instructors at Northern Virginia Community College (NVCC) recently conducted bench testing in their clinical laboratory with several brands of ventilators in order to determine which ventilators were the most compatible for inline Passy-Muir Valve use. Using a simulation mannequin, they tested critical care, sub-acute care, and home care ventilators to determine which brands, modes and alarm packages demonstrated the optimum compatibility and safety for use with the Passy-Muir Valve. They tested six ventilators to study the:

- Performance of the ventilator when a Passy-Muir® Valve is placed in the circuit
- Modes of ventilation most compatible with in-line valve use
- Models of ventilators that have the ability to time limit and/or flow terminate pressure support (PS) breaths during valve use
- Alternative alarms to optimize patient safety in the absence of direct exhaled tidal volume monitoring

The ventilators tested all functioned acceptably with the Passy-Muir Valve in line with the circuit with certain restrictions on the mode selected and alarm settings. The NVCC instructors plan on publishing this study very soon and an abstract on their research is being considered for the AARC Congress 2012.



Instructor at the Northern Virginia Community College (NVCC) uses a simulation manikin to test the performance of the Passy-Muir Valve in-line with a ventilator.



Donna Freeman, Kathy Grillicot (Program Director) and Terri Clark from NVCC

**NOVA** Northern Virginia Community College

### Four NEW Self-Study Webinars



If you missed the live event webinars in May presented by an exceptional group of guest speakers, the webinars will be available as self-study courses starting in July 2012.

"Thank you for the webinar. It was very helpful. I appreciate your time and effort and incorporating the knowledge of different speakers. I have told all my SLP friends about how helpful your webinars are and how easy they are to access."

"It was a fantastic presentation and I am anxious to incorporate some of the approaches/techniques into my sessions!"

### Our New Self-Study Webinars!



#### Early Intervention for the Ventilated ICU Patient: Use it or Lose it!

Presented by Lori Burkhead-Morgan, PhD, CCC-SLP  
University of Georgia, GA



#### Developing a Passy-Muir Valve Protocol in the NICU

Melanie Stevens, MS, CCC-SLP, Jennifer Finch, MA, CCC-SLP,  
Erin Wishloff, BS, RRT-NPS, Leslie Justice, RN, MS, CPN  
Nationwide Children's Hospital, Columbus, OH



#### Passy-Muir® Valve: Keeping It On and Therapeutic Steps to Follow

Presented by Katy Peck, MA, CCC-SLP, CBIS  
Children's Hospital of Los Angeles



#### Baby Trachs: Passy-Muir Valve in the NICU to Optimize Swallowing and Feeding

Catherine S. Shaker, MS, CCC-SLP, BRS-S  
Cari L. Mutnick, MA, CCC-SLP  
Florida Hospital for Children, Orlando, FL



Visit our website: [www.passy-muir.com/ceu](http://www.passy-muir.com/ceu) for course descriptions and additional information.

## EXHIBIT TABLE /BOOTH

