

**PALTmed Texas Geriatrics Annual Conference 2025: *GERIATRICS: A Capitol Idea***  
**Session Objectives and Speaker Bio(s)**

**Speaker(s): Maryann Flores Zurrica, Au.D, CCC-A and Terry Zwolan, Phd, CCC-A**

**Title: *Bridging the Gap: Why Hearing Health Matters in Primary Care***

Friday, August 1 from 3:15 pm to 4:15 pm

**Objectives:**

1. Overview of the prevalence and ramification of hearing loss, including general information about types of hearing loss, treatment options, and ramifications of not treating hearing loss.
2. Resources to support providers as they assist patients to seek identification and treatment.
3. Effective and simple procedures for screening patients for hearing loss - what's available and what provides value.
4. Simple tricks for improving communication with patients who have a hearing loss

**Maryann Flores Zurrica, Au. D., CCC-A**, is a licensed audiologist who works at the Cochlear Hearing Center in Houston, Texas. Dr. Flores Zurrica earned her Doctor of Audiology (Au. D) from the University of Texas at Austin in 2019 and has been with the Cochlear Hearing Center since 2020. Originally from Mexico, she is fluent in both English and Spanish, enabling her to provide comprehensive bilingual care for both adult and pediatric patients. Her clinical expertise focuses on the evaluation and treatment of hearing loss, including implantable hearing solutions (bone conduction hearing devices and cochlear implants).

**Terry Zwolan, Ph.D.** is an audiologist and Director of the Cochlear Hearing Centers located in Houston and San Antonio, Texas. Prior to joining the Cochlear Hearing Centers, Dr. Zwolan was Director of the Cochlear Implant Program at the University of Michigan from 1990-2021 and is Professor Emerita in the Department of Otolaryngology – Head and Neck Surgery. She is a co-founder and past member of the Board of Directors of the American Cochlear Implant (ACI) Alliance. She has published close to 100 peer-reviewed articles related to hearing loss in various medical journals, has written several book chapters related to hearing loss, and has given numerous national and international presentations.