

Communications Committee Projects

2014 Update

Peter Sydserff

Vice President

Who are the Committee?

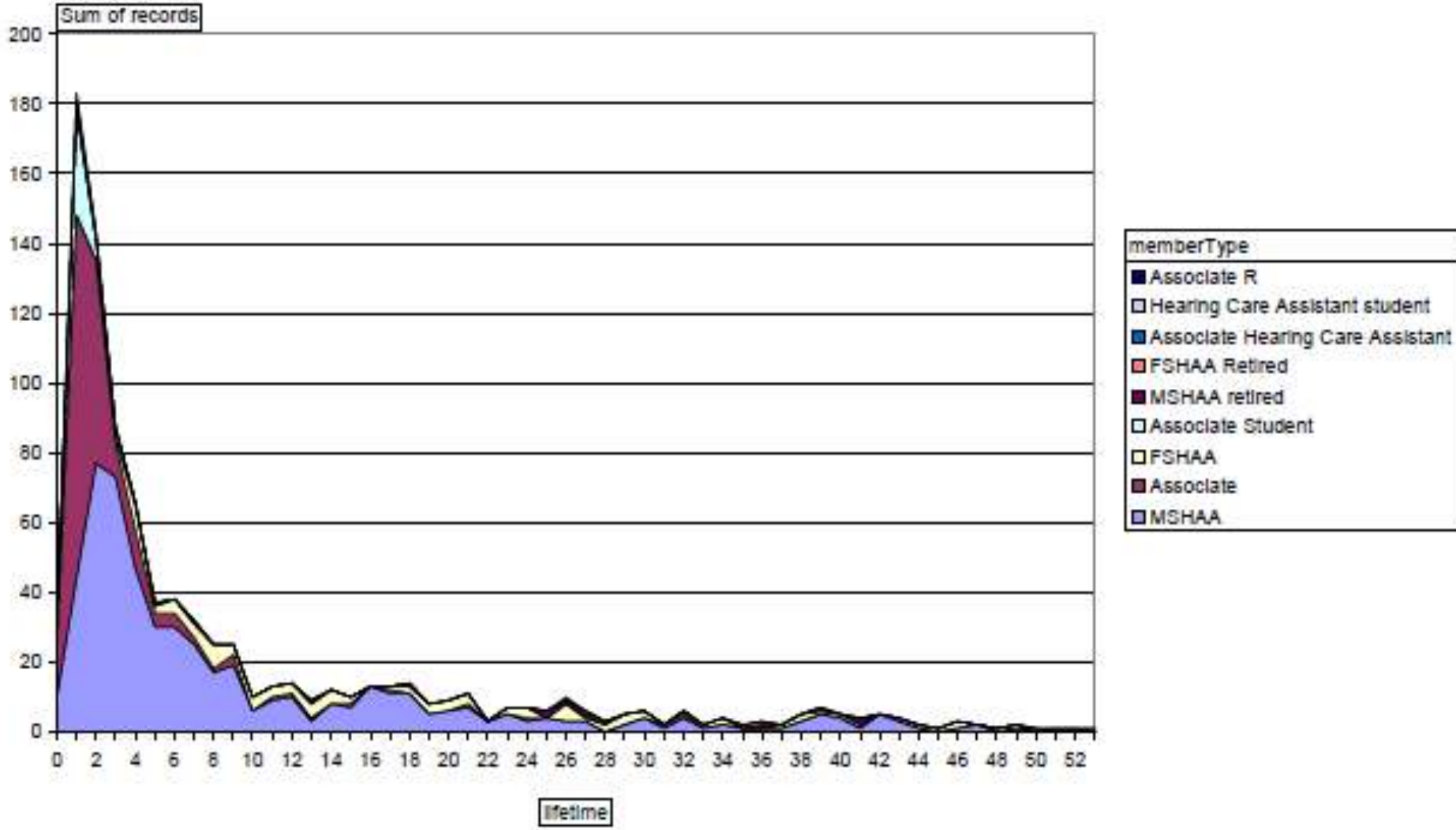
- Chair
- Committee
- Paid Officer
- President & Chief Exec



What have we been up to?

- Member Retention & Recruitment
- BSHAA People
- Website
- Social Media
- Manage communications across all BSHAA interests





Looking ahead

- Membership of the future?
 - Students
 - NHS staff
- Market developments
 - AQP
 - Change
- How does BSHAA remain relevant?



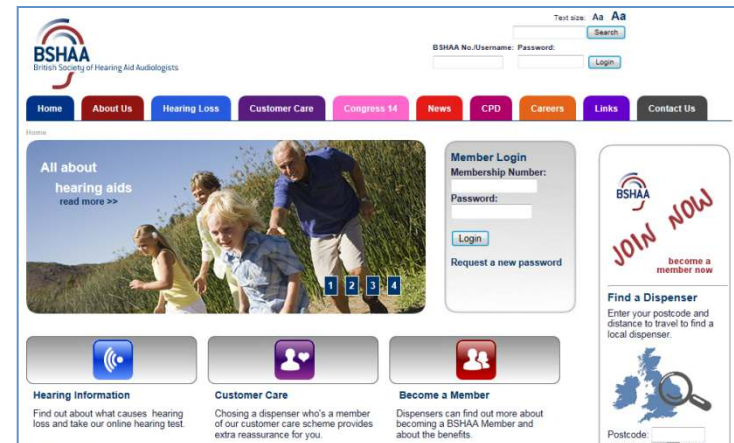
Employed & Self Employed

- Both perceptions exist
- Both groups have different needs
- Both are represented on Council
- We should all have the same goal...



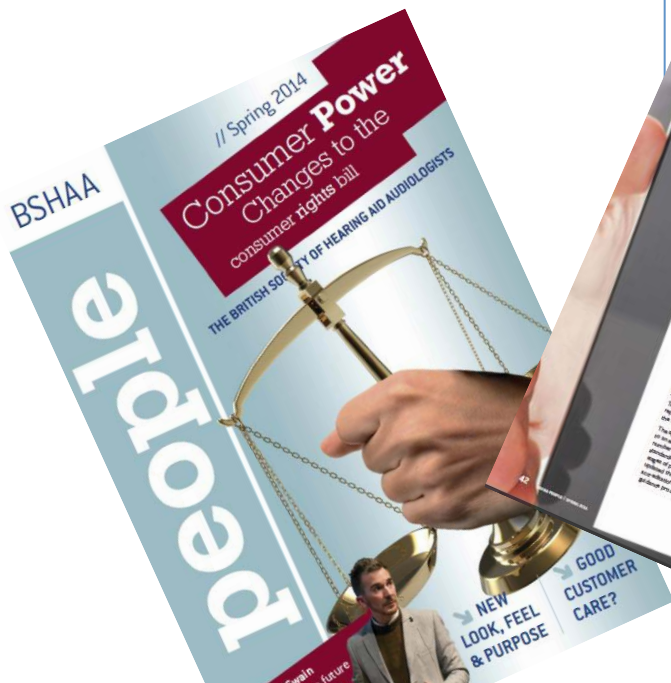
New Website

- Current site launched 2011
- Online tools improve all the time
- Website will increasingly be at the centre of many BSHAA activities



BSHAA People

- Formerly BSHAA News
- Rebrand
- Member focussed
- Integrate with website



// industry // product // people
News

Age UK Hearing Aids on TV

Age UK Hearing Aids - a partnership forged just a year ago between Age UK and UK HearingCare - has begun television advertising to promote its hearing care services.

The advert narrated by Leslie and Larry Lamb, features a hearing aid box in the palm of a hand, and has opened into the ear to highlight how easy, discreet and comfortable the hearing aids are.

World's first around the frame which are then recessed into the ear so they become more subtle with the hearing aid. Demonstrating how hearing can be improved with a hearing aid.

Audiology Scotland rolls out quality improvement tool

An IT based quality audit and improvement tool has been rolled out across NHS Scotland's audiology services as part of a nationwide improvement process. The Tawell system is being used to support an annual process of self-assessment and peer-review, with clinicians from all 14 health boards logging on to the web-based solution to score service performance against a set of benchmark quality standards. The software then uses the data to generate reports which are used to inform local actions.

The availability of nationwide data is a huge advantage as it provides a clear picture of where a group across the country is at the point of a failure. The data is clearly ranked and areas where improvement is needed, as well as highlighting examples of good practice.

Tawell is produced by a national health software house EdinTech, and has been designed with input from clinicians.

HEARING AID SALES UP 4% IN THE RETAIL SECTOR

There's been a big increase in hearing instrument sales according to the latest figures released by the British Hearing Aid Manufacturers Association (BSHAA)

Overall sales went up by 4% in 2012 compared with the previous year with independent retail sales rising by 4%.

The news comes from Tony Green Salmons, Secretary of BSHAA, which has an end of its many activities the task of tracking hearing aid sales in the UK.

The figures show that during 2012 a total of 1.67 million units were sold compared with 1.22 million the previous year. By far the biggest increase was in the public provision with 1.24 million instruments compared with 1.01 million in 2011. The figures demonstrate the huge volume of units, the UK market continues to be one of the largest in the world.

LAST QUARTER FIGURES

Total sales for the quarter ending December 31st 2012 were 56,623 units which represented a 4% increase over the previous quarter in 2012, and a 2.1% increase on the same quarter in 2011 (Oct to Dec 2011).

Tony Green Salmons says:

"The market continues to hold up well and there are now 10 consecutive quarters which have seen volumes of over 30,000 units. Our clients continue to prefer high-TE and BIC technology in similar quantities. However you can see an early movement in lower BIC technology.

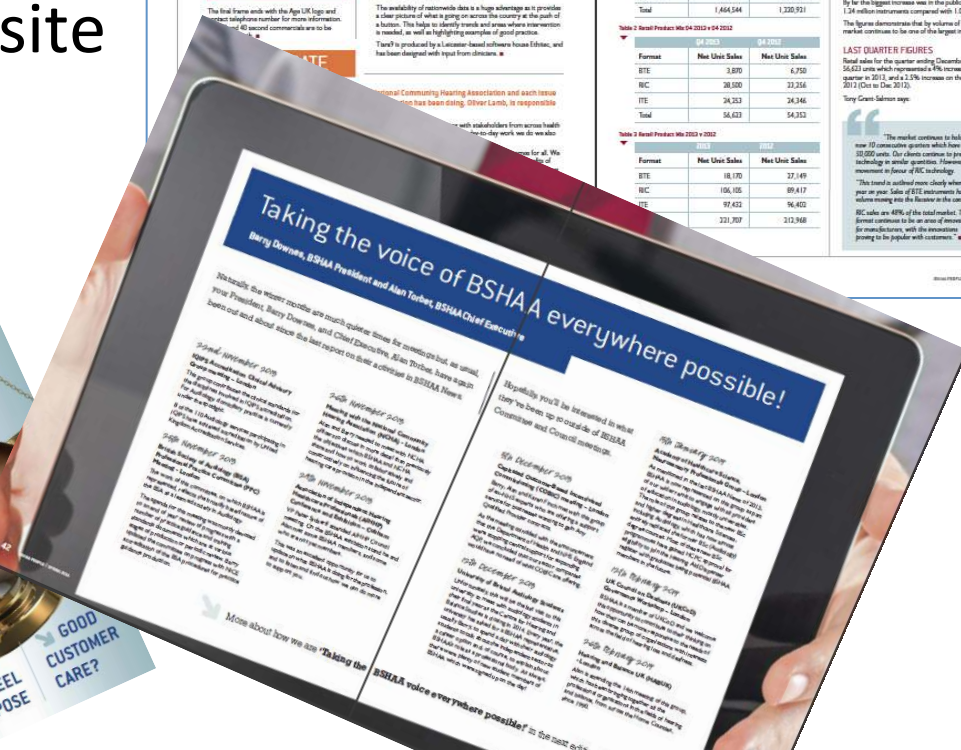
"This trend is not as clear as you look at the change year on year. Sales of BIC instruments have fallen, with the volume moving into the BSHAA and the usual segment.

BIC sales are 48% of the total market. This product segment continues to be an area of innovation for manufacturers, with the innovations proving to be popular with customers."

	2011	2012
Format	Net Unit Sales	Net Unit Sales
Public Provision	1,242,827	1,207,952
Retail sales	221,707	212,568
Total	1,464,534	1,220,521

	Q4 2011	Q4 2012
Format	Net Unit Sales	Net Unit Sales
BTE	3,870	6,750
BIC	28,500	23,216
ITE	24,263	24,346
Total	56,633	54,312

	2011	2012
Format	Net Unit Sales	Net Unit Sales
BTE	48,170	37,149
BIC	156,135	99,417
ITE	92,452	96,452
Total	221,707	212,568



Stakeholders

- Who are they?
- You
- Public
- Other organizations
- Press
- Government
- Etc...
- Why?



Summary/Questions?

- We're busy!
- What can you do?
 - Colleagues
 - Conferences
 - Development days
 - Council
 - Committees



End.

Comments to
marketing@BSHAA.co.uk

New Members

