



# CELEBRATING EXCELLENCE

BSHAA  
CONGRESS 16  
NOTTINGHAM  
13-14th MAY

## Final Programme

East Midlands Conference Centre, Nottingham

### Thursday May 12th

8.30 p.m.

**Gallery Bar, Orchard Hotel, President's Reception by pre-booked ticket only.**

### Friday May 13<sup>th</sup>

08.30

**Outside Exhibition hall – please note delegates will not be allowed access to the exhibition until after the formal opening.**

Formal opening of the exhibition by Peter Sydserff, BSHAA President followed by Congress Breakfast in the Exhibition Area (**by ticket only, MUST be pre booked**).

10.00

**Your Conference Facilitator  
Rachel Sloane**

Rachel will be keeping the event running smoothly and helping you get the best from the speakers.

10.05

**The President's opening address  
Peter Sydserff, RHAD, President of BSHAA**

10.15

**Keynote Address: Tackling hearing loss – a view from  
Westminster**

**Lilian Greenwood, MP for Nottingham South and member of  
the All Party Parliamentary Group on Deafness**

Ten million people in Britain today are living with a hearing loss and with an ageing population that number will rise in the years ahead. Too often people delay seeking help or don't receive the help they need and there's increasing recognition that this not only has a devastating impact their quality of life – affecting relationships, employment and health - but also creates a real cost to our economy and our society. Lilian will set out some of the issues that politicians are discussing as they consider

deafness and hearing loss and some of the current challenges facing policy makers.

**10.30**

### **Capitalising on professional excellence**

#### **Prof David Welbourn, BSHAA Chief Executive**

As Chief Executive of the Society, David will be continuing to develop the themes of professionalism and excellence that have been the hallmarks of the leadership he has sought to bring to the Society on behalf of its members and all their clients. In the face of all the turbulence of new technology, growing client expectation, and burgeoning demand, it becomes increasingly important and more challenging to strengthen the collective voice of audiology. How does this affect the interdependence between the Society and its members?

**10.55**

#### **Dr Piers Dawes, Lecturer in Audiology, Manchester Centre for Audiology and Deafness (ManCAD) and Chair of the BSA Cognition and Hearing Special Interest Group**

Piers will review the evidence for an association between hearing loss, cognitive decline and dementia with reference to two recent studies: 1. An examination of the impact of hearing aid use on cognition in the UK using the very large UK Biobank data set (n=164,000) and 2. The impact of hearing aids on cognition and dementia measured over 15 years in older adults in US Epidemiology of Hearing Loss Study. He will conclude with an overview of the new multi-centre European SENSE-Cog study examining hearing and vision impairment in relation to cognitive well-being.

**11.40**

### **A cognitive model of tinnitus**

#### **Dr Laurence McKenna, Royal National Throat Nose & Ear Hospital**

Understanding why some people are distressed by their tinnitus while others are not remains a central challenge for tinnitus researchers and clinicians. This model gives a critical role to cognition in creating and maintaining tinnitus related distress. Cognition that has an anxious or depressed theme is seen as leading to arousal and mood changes, to selective attention, to cognitive inefficiency and possibly to distorted perception of tinnitus. Changes in behavior that result from these processes maintain the unhelpful cognitive perspective and so maintain the distress. This perspective can explain not only a failure of habituation but also sensitization to tinnitus. The research supporting this central role of cognition will be reviewed and treatment implications considered.

**12.20 – 14.15**

Lunch

14.15

## **What of the Future – The deaf leading the deaf?**

### **Dr Peter Cochrane OBE**

Predicting the capabilities and availability of technologies 15 - 20 years out is surprisingly simple, but beyond that we are mostly guessing. The far greater challenge is predicting what people will do with it! They always surprise us with unintended applications realised with novel combinations of hardware, software, networks and devices. So recent 'bottom up' advances in human interfaces prompt us to look at what is happening in the sphere of the deaf, mute and blind. We conclude that sensor technologies, computing power and Artificial Intelligence are going to make a radical impact beyond the hearing aid and white cane!

15.15

## **Breakout Groups**

A)

### **Innovation, Technology & The Future of Hearing Aid Provision**

#### **Geoff Cooling**

Technology is moving at an exhilarating rate across many fields, not least within the Audiology sphere. Attitudes to and even regulation of hearing aids may be changing as a consequence. What could the future hold and how can we as a profession guide and shape that future?

B)

### **In denial? Alter their reality.**

#### **Curtis Alcock, Hearing Aid Audiologist**

So you tell a prospective client their hearing's down—and they say there's nothing wrong with their hearing. You say they need hearing technology—and they say "they'll think about it". How do we persuade someone otherwise? As the 6-year-old philosopher Calvin once said to his imaginary tiger friend: "It's not denial. I'm just very selective about the reality I accept." Because what we believe is "denial" is often simply a different reality. And if we could somehow change that reality, the denial disappears. So in less than 30 minutes we're going to learn to do just that.

C)

### **An educational and regulatory perspective on CPD for Hearing Aid Audiologists**

#### **Jay Jindal, BSHAA's Education and Professional Development Consultant.**

In this session, the delegates will learn what are the principle constituents of a CPD plan and how to record and present this information. The session will not only help delegates in continued compliance with BSHAA/HPCP CPD requirements but will also aim to prepare them for a potential HCPC CPD audit. Delegates will be able to get first-hand information from example records that have been recently audited by HCPC, offering the real world understanding of the CPD requirement. Annual CPD planning and self-appraisal will be covered to discuss how to get maximum value from the educational activities.

D)

## **Getting savvy with social media**

### **Jamie Summerfield, Social Media Consultant.**

Whatever the size of your business, social media should be a key part of your marketing strategy. Make no mistake, your current and future customers are using Facebook, Twitter, Instagram and more, so connecting with them there makes good business sense. But how do you go about it? How can you use social media to connect and engage with your customers? Jamie will provide an overview of the key platforms and share best practice, tips and some winning techniques that you can take away and put into practice immediately.

## **15.50 Refreshments – Exhibition Hall**

## **16.20 Exploring risks in professional practise and how to address them**

### **Anna Van der Gaag, Visiting Professor of Ethics and Regulation, University of Surrey**

Public expectations of professionals in all contexts are changing as the digital world expands and access to information becomes more and more widespread. This talk will explore how these changes are influencing the nature of professionalism and where and how professionals can prevent issues from escalating into complaints. Drawing on research and practical examples to illustrate and illuminate the nature of risk in professional practise, this talk aims to provide material that hearing aid practitioners can use in their day to day work

## **17.00 Understanding the world about us Olwyn Morris of Hear Aid**

Olwyn Morris has worked in a clinic in the town of Cusco, in Peru, bringing hear help to children with hearing loss and is now in Australia to work and fundraise for and promote Hear Aid for the second part of her project back in South America.

Conference and Exhibition Close

## **17.30**

19.30 - Gala Dinner Drinks Reception, Ballroom Ante-Room, Crowne Plaza Hotel, Nottingham City Centre followed by dinner at 20.00: Theme – Stars.

Please note that there will be coaches to take you from the Orchard Hotel, at the East Midlands Conference Centre, to the Crowne Plaza but you must book in advance and have a ticket.

19.00 – Orchard Hotel to Crowne Plaza

10.30 – Crowne Plaza to Orchard Hotel

12 Midnight – Crowne Plaza to Orchard Hotel.

**Saturday May 13<sup>th</sup>**

**09.00 Exhibition Breakfast in the Exhibition Hall**

**09.00 Gala Dinner photographs on screen in the auditorium**

**10.00 Rachel Sloane**

**10.10 What about the Patient?**

**Paul Breckell, CEO Action on Hearing Loss and Lorraine Gailey, CEO Hearing Link**

Paul and Lorraine will look at the wider issues that affect the life of people with a hearing loss, outside their experience of having a hearing aid fitted. Paul will share insights from Action on Hearing Loss' research Hearing Matters to give a wider insight to the challenges for people with a hearing loss in 2016. Lorraine will talk about the importance of aftercare and the role that the voluntary sector can play to support people once they have had a hearing aid fitted.

**10.50 Considerations for music listening through modern hearing aids**

**Jason A. Galster, Ph.D., FAAA, CCC-A, Senior. Manager of Audiology Research, Starkey Hearing Technologies, USA.**

Recommendations for music listening through hearing aids are often based on individual observations or false assumptions about dated hearing aid technology. In this session we will assemble a series of acoustically and perceptually founded considerations for improving music listening through hearing aids. Contrasts will be made between the acoustics of speech and music to provide a foundational understanding of why prescription for these signals might be different. Hearing aid components regarded as limitations during music listening will be highlighted in the context of music reproduction and perceptual data related to music listening will be reviewed for several listening modes (live sound field, recorded sound field, and wirelessly streamed).

**11.30 Breakout Groups (See yesterday's agenda for full details)**

A) **Technology – Geoff Cooling**

B) **In denial? Alter their reality - Curtis Alcock**

C) **Continuing Professional Development – Jay Jindal**

D) **Getting savvy with social media – Jamie Summerfield**

**12.10 Lunch**

**13.30 Earwax Management**

**Mr S Darius Rejali – MB ChB, BSc, FRCS(CSiG), FRCS (Oto), FRCS (ORL), ENT Consultant Surgeon/Clearwax Consultant Ear**

**Surgeon at University Hospital Coventry and the Midland Ear and Balance Institute Solihull. Mr Rejali is also a Director of Clearwax Ltd, an on-line portal for ear care practitioners and organises a training course for endoscopic ear care.**

The talk will review the various methods of earwax management with emphasis on the new technique of endoscopic earwax management. Videos demonstrating endoscopic earwax management will be shown.

**14.05**

### **Do cognitive assessments belong in the audiology clinic?**

**Jason Galster**

We have grown accustomed to patients with hearing loss showing great variability in hearing aid outcomes. Cognitive ability is regarded as a factor that accounts for a significant proportion of the observed variability. In order to better understand these relationships, we completed a retrospective analysis of hearing aid and patient factors and their relationships to global scores on the Montreal Cognitive Assessment (MoCA).

The results of this study point toward an opportunity in which measures of cognitive ability might be used to predict a patient's performance in challenging listening situations or guide communication strategies. From these observations, a series of recommendations will be made to modify treatment strategies for the cognitively impaired patient.

**14.45**

### **Behavioural and influencing strategies**

**Steve Martin, co-author (with Robert Cialdini and Noah Goldstein) of "Yes!" and "The Small Big" will talk you through how small changes can spark big influence.**

Research by persuasion scientists has shown that in addition to the traditional tools of change like providing more information or offering larger incentives there is another way to successfully realise change. And that is to follow a set of behavioural principles that have been scientifically validated to influence people in effective, ethical and sustainable ways. Steve will introduce you to this science and demonstrate how following a specific set of rules will help you to become a more effective and successful influencer.

**15.15**

### **Visa Prize Presentation**

**15.30**

### **Conference Close**