

SETTING **THE** STANDARD  
congress  
2014





## **BSHAA Congress Programme Ricoh Arena Coventry 2014**

**BSHAA CPD Points – Reference: 8489**

**Day 1 a.m. – 3 points; p.m. 2 points**

**Day 2 a.m. – 3 points; p.m. 2 points**

Plus, for the exhibition, 1 point per 3 stands visited, with evidence – up to a maximum two points  
*for evidenced attendance at six or more exhibition stands.*

Therefore, a maximum of 12 BSHAA CPD points may be claimed.



### **Friday May 16th 2014 – A Day of Discovery Morning**

**8 a.m.-5.30 p.m. Exhibition**

**9 a.m. Your Conference Facilitator  
Matthew Davies**

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

**9.10 a.m. Welcome to the 2014 BSHAA Congress – Setting the standard of excellence  
in hearing care  
BSHAA President, Barry Downes**

The Congress theme might have a simple title but it connects strongly to the Society's vision agreed by your Council at the start of the year: BSHAA sets the standard of excellence in hearing care, encourages its development, and supports hearing care professionals wherever they practice. Simple to say but not easy to achieve: Barry will explain how this vision has influenced the content of this Congress and will be reflected in everything the Society does in the future.

**9.30 a.m. Wrestling with change  
Paul McGee**

In this interactive, inspiring and entertaining session, Paul will explore how his SUMO (Shut Up, Move On) principles can equip us to succeed in these challenging, changing times. You will learn how to develop 'Fruity Thinking' as you explore the importance of how your attitude impacts on your performance. You will also learn an important strategy for how to deal with setbacks and disappointments and develop perseverance and resilience. Finally, Paul will challenge us to realise the key to our success both personally and professionally is not only to 'Shut Up' but also to 'Move On' and take action.

**10.30 a.m. Tea and Coffee**



Paul McGee 

11.00 a.m.

**What facilitates and hinders patient-oriented audiological rehabilitation:  
A global survey****Professor Berth Danermark, Institute for Disability Research,  
Örebro University, Sweden**

Professionals working in the audiological field need to manage and negotiate change in their daily routines to navigate through ever shifting demands and requirements. Many of them have a desire to enhance patient care, but making an individual change in practice, such as implementing new tools, principles and methods (such as Ida tools) can be difficult. For example, changing habits can take the person out of his/her comfort zone, or may require attaining new knowledge. The overarching goal is to enhance the development of strategies and practical tools to overcome existing barriers to change and establish a patient-centred approach as a foundation in daily practice.

11.45 a.m.

**Evaluations that exceed client expectations and set realistic expectations  
Dr Juliëtte Sterkens, Audiologist, Hearing Loss Association of America**

Difficulty hearing in background noise is the primary complaint of most of new clients who seek our services as well as our existing patients looking for improvements in their amplification devices. Find out how you can make sure that your hearing aid fittings result in positive outcomes where patients become successful users. Learn about the red flags that lead to negative outcomes where hearing aids are not worn or worse yet, returned. This presentation will offer practical ways how you can get a true understanding of your clients' hearing and communication difficulties and provide a more engaging, memorable experience for your client.

*Dr Juliëtte Sterkens*12.30-2.30 p.m. **Lunch and Exhibition**

# day of discovery



## Friday May 16th 2014 – A Day of Discovery Afternoon

2.30 p.m.

### **Tinnitus and dizziness: When to seek medical input (TBC)**

**Mr Don McFerran FRCS, Consultant ENT Surgeon, Colchester Hospital University Foundation Trust**

Why are tinnitus and vertigo referable? Some forms of tinnitus and balance problems need a medical opinion but how can audiology professionals be certain that their decisions about whether to refer or not are serving patients' best interests. It means asking the right questions of patients and correctly interpreting their responses as well as taking into account audiometric and other test results.

3.15 p.m.

### **Breakout Sessions**

#### **1: Networking with Confidence – Matthew Davies**

Most of us enjoy meeting new people but hesitate about the process, especially at something like a business networking event. You may worry about aimlessly wandering around the room, unable to break into a group and ending up feeling like the last one to be picked for the sports team. Or you're concerned that once you've met someone, the conversation will quickly dry up and be replaced by an awkward, deathly silence. Join Matthew Davies to discover effective and practical strategies to positively handle business networking events. The whole point of networking is to build relationships and to gather around you a genuine group of professionals, who you can learn from, trust and perhaps do business with.

#### **2: Technology will give patients control of their hearing aids – Geoff Cooling**

Both the profession of audiology and the provision of hearing aids have and are still undergoing exceptional change. The questions that we most need answered are what will the future hold for us and how can you secure yours? Geoff will take his audience on a journey that both investigates the possibilities and answers the questions.

#### **3: BSHAA Clinical Ear Care Training. The benefits for your professional and business practice – Victoria Dixon BSc, RHAD, FSHAA and Paul Scigala BSc (Hons), RHAD, FSHAA**

BSHAA has been providing high quality Clinical Ear Care (CEC) training since 2010 and has taught more than 58 members of the Society. BSHAA's CEC trainers, Victoria Dixon and Paul Scigala, will provide an overview of the CEC training programme and the skills that are taught and assessed, leading to formal BSHAA certification as an approved Clinical Ear Care Practitioner. An important part of this session will be about how BSHAA CEC training raises professional status and standing in the community as well as being a business benefit.



Victoria Dixon



**4: Sales lead generation – Peter Sydserff, Product Manager, Hidden Hearing**

Ask any dispenser what is one of the biggest challenges they face and they'll almost always say finding enough people to make an appointment for a hearing test. Not surprising when you consider that we deliver a service that so many people need and fewer want. In his 20 years in the profession Peter Sydserff has been a dispenser, a marketer and a manager and in this session he'll share some of his thinking about lead generation and encourage his audience to realise that THEY have many of the solutions to the age-old problem of "bums on seats". Peter would ask you to come to the session having already thought about what works and what doesn't. Consider whether you have got what you wanted from traditional forms of marketing (press and direct mail) and whether you have fully explored possibilities of generating leads from online. Finally; are you making the most of what you already have, i.e. your existing customers?

**4.00 p.m. Tea and coffee**

**4.30 p.m. Functional Issues in Cognition and Audition  
Dr Douglas Beck, Director of Professional Relations, Oticon, USA**

In 2014, patients often seek easy, pragmatic and directly applicable solutions for their hearing healthcare issues. To provide effective management and rehabilitation solutions, professionals need to continually question, re-evaluate and improve our daily protocols, to meet the patient where they are, and to provide maximal and consistent outcomes – founded on evidence. In this presentation, we'll review issues in diagnostics (audiogram dilemmas, word recognition scores, speech in noise issues and more), as well as reviewing the importance of providing a higher level of speech detail to the brain (not just loudness!) to listening ease through modern amplification and we'll explore the benefits of "personalization".



**5.15 p.m. Close**

**7.30 p.m. Gala Dinner, Drinks Reception:  
The Reception Area, Hilton Hotel Coventry**

**8 p.m. Gala Dinner, Moulin Rouge Cabaret and Dance:  
Minster Suite, Hilton Hotel Coventry**

Dr Douglas Beck

# a day of fulfillm



## Saturday May 17th 2014 – A Day of Fulfilment Morning

8 a.m.-3.30 p.m. **Exhibition**

8 a.m.-9.30 a.m. **Gala Dinner pictures in the Auditorium**

9.30 a.m. **Your Conference Facilitator**  
**Matthew Davies**

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

9.35 a.m. **How personalising rehabilitation plans creates better outcomes**  
**Dr Helen Pryce, University of Bristol**

'No decisions about me, without me' is a cornerstone pledge of the Health service reforms in England. Patients' decision making is receiving more attention than ever before. This presentation describes what shared decision-making is and what it requires from patients and their service providers. It will highlight the risks of 'silent misdiagnosis' and the importance deciding action based on both process and outcome. We will consider why shared decision-making is important especially for enhancing the professional-patient relationship and to raise patient confidence without creating unrealistic expectations. The role of the Individual Management/Rehabilitation Plan (IM/RP) and how it is best devised.



Dr Helen Pryce

10.20 a.m. **Old technology, old attitudes**  
**Hearing aids can't always deliver: Unleashing the power of the loop**  
**Dr Juliëtte Sterkens, Audiologist and Hearing Loop Advocate, Hearing Loss Association of America**

The technology behind hearing loops is simple, yet the effect of hearing loops on hearing aid users can be profound. It is hard to imagine anything that can be more beneficial and joyful for hearing aid users. The benefits of loops are also significant for the providers who fit hearing aids. Loops give our patients unprecedented access to direct speech in the hearing aid simply at the touch of a button, without additional equipment in places where hearing aids alone cannot be expected to do the job. Loops double the usefulness of hearing aids and thus greatly improve patient satisfaction. Hearing loop initiatives are now happening around the USA, spearheaded by educated consumers who know about telecoils and the difference loops and telecoils can make in their lives and supported by hearing care practitioners who recognize the marketing benefits of a looped community. The speaker will share what is involved to start an effective hearing loop campaign in your community and explain how current hearing aid users can be turned into torchbearers for the technology and your practice.



11.00 a.m. **Tea and Coffee**

11.30 a.m.

**Why 20th century loop technology remains relevant in the 21st century****Dave King, User Experience Manager, Hearing Link**

It's hard to believe that the induction loop has been around for more than 75 years, ever since Joseph Poliakoff filed for a patent in this country for an Induction Loop Hearing Assistance System. That was in 1937, four years after Joseph's London-based company, the Multitone Electric Company, had produced its first hearing aid. Now with the advent of Bluetooth and wireless technology, the trusted induction loop has been written off more times than England's cricket team, as an outdated science which is fast approaching its sell-by date. Or is it? Hearing Link has been forging ahead with its "Let's Loop the UK", putting hearing loops and telecoils top of the agenda for the UK's two million hearing aid wearers. Hearing loop provision in the UK is poor, but as Hearing Link's campaign develops, so demand is likely to increase for more hearing aids to be fitted with telecoils. You may not agree, but this presentation tells you why you write off induction loops at your peril.

12.15 p.m.

**The technology you fit may be great – but is it going to be used to its potential?****Dr Sue Archbold, CEO, The Ear Foundation, Nottingham**

The importance of professional support after the fitting of hearing aids cannot be emphasised enough. How can individual needs for such support be assessed and what are the consequences of either insufficient support or a lack of personalisation for post-fitting care.

1 p.m.-3.30 p.m. **Exhibition (Closes 3.30 p.m.)****Saturday May 17th 2014 – A Day of Fulfilment Afternoon**

2 p.m.

**Music, Audiology and Brains****Dr Douglas Beck, Director of Professional Relations, Oticon, USA**

Music and speech are very different sound signals and unfortunately, as hearing healthcare professionals, we are not very well versed in the differences. In this presentation, we'll address how the brain responds to music, how the ear responds to music (what the ear hears and what the audiogram implies!) and we'll address the most important concerns of addressing amplification for the professional musician.

2.50 p.m.

**Music and the Deaf – A performance****Paul Whittaker OBE, Artistic Director of Music and the Deaf with The Handy Voices Choir, Huddersfield**

Dr Paul Whittaker has been deaf all his life but is an accomplished musician, and as Artistic Director for Music and the Deaf is responsible for the creative and artistic development of the charity. For the past 4 years he has been very involved in Sing Up, encouraging people to both sing and sign and creating signed song resources. He joins us with members of The Handy Voices Choir which is made up of deaf and hearing people who both sing and sign – an important and unique concept that is the real foundation of the group.

*The Handy Voices Choir*

3.30 p.m.

**Presentation of BSHAA VISA awards****Barry Downes, President**

3.40 p.m.

**Conference close****Matthew Davies**