



President's Update, Heads of Service Day

Main aims of today:

- Update re UK picture
- Chance to network & support each other
- Develop a shared understanding for priorities for your services & BAA

“Rules of engagement”:

- *Psychological safety*
- Everyone is respected & has a voice
- Please contribute constructively
- Take responsibility for our services and what we need to do collectively



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Established training routes

Some voices trying to advocate and influence (eg via HSC leads in CSO office, professional bodies, third sector..)

Peer support & sharing of resource

Audiology service SWOT analysis



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WEAKNESSES

Inconsistent scientific leadership & understanding of what that means in HCS

Variation in engagement and networking

Lack of offers of placements and limited expressions of interests in own trainees (PTP, STP & HSST)

Focus on activity & waiting lists not quality and innovation

Can be focussed on own perspective & same old practice rather than on bigger pic or what patients & public actually need- Fear of change!

Weaknesses in QA & governance uncovered

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THREATS

Appetite to tackle waiting lists using private sector

Competing with other health priorities for resources

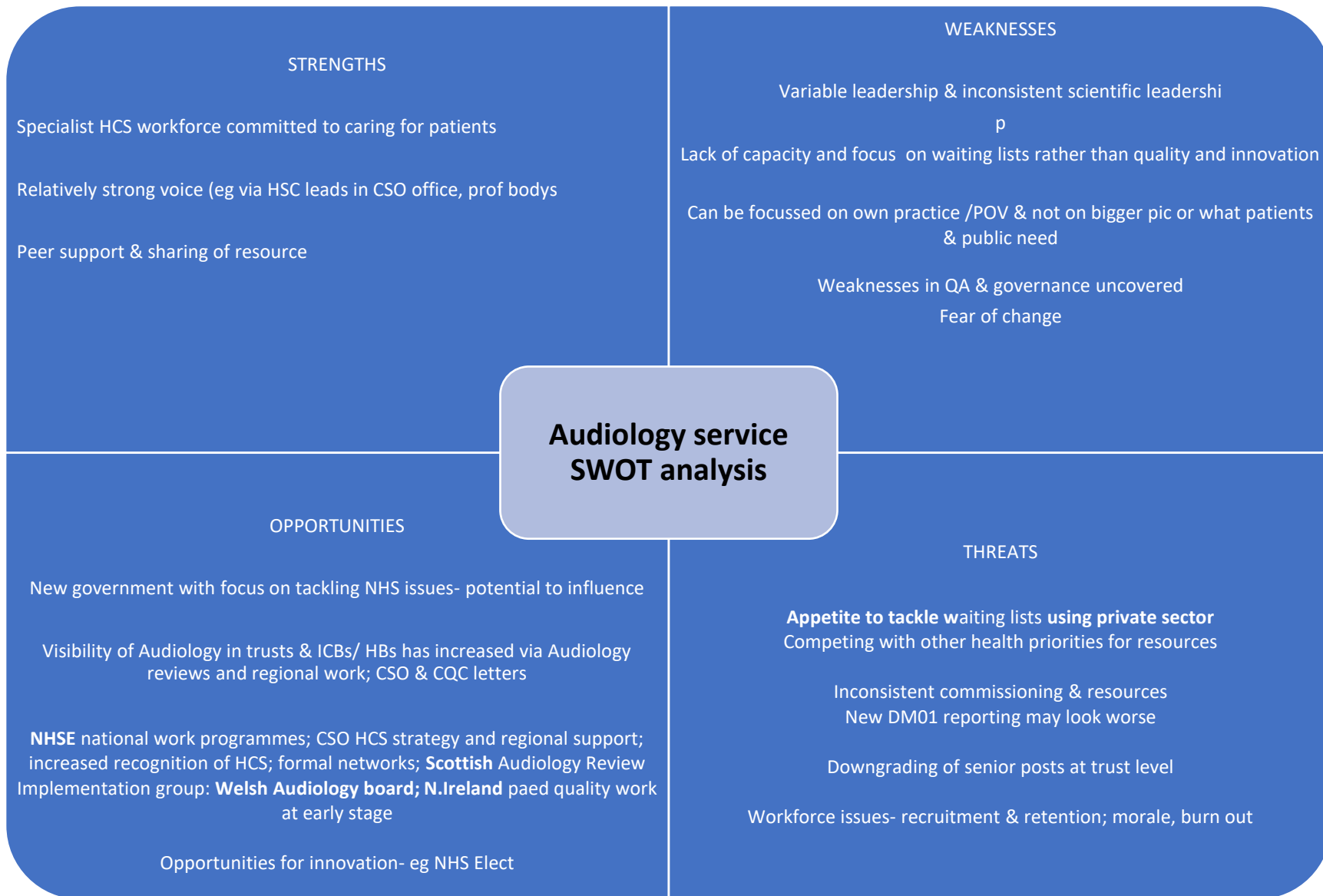
Inconsistent commissioning & resources

New DM01 reporting may look worse

Downgrading of senior posts at trust level

Workforce issues- recruitment & retention; morale, burn out





Better understanding enables us to plan and take action

We have more evidence than ever before re services and issues:

- NHSE stocktake
- England- regional quality desktop review & visits
- Scottish Review
- Wales QA
- Third sector reports
 - RNID: wax survey, *It does matter* campaign, surveyre access to service
 - NDCS: Listen UP, Deaf Child Today survey

“What are BAA doing about it?”

- Collaborating with NHS work as professional body and responding to consultations
- Quality standards, scope of practice, and draft position statement
- Maintaining relationships with senior NHS leadership
- Building alliances and collaborating with other professional bodies
- Instrumental in strategic reset of Hearing and Deafness Alliance
- Providing CPD for the profession
- Support & resources for QI, calibration, service resources etc, quality standards and joint guidance
- Stepped in with resilience workshops for audiologists from incident sites
- Commitment to keep members informed

Call to action – evolve to survive!

