

## 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





Specialist HCS workforce committed to caring for patients

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



Specialist HCS workforce committed to caring for patients

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

#### WEAKNESSES

Inconsistent scientific leadership & understanding of what that means in HCS

Variation in engagement and networking

Lack of offers of placenents 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 perspectiv & same old practice rather than on bigger pic or what patients & public actually need- Fear of change!

Weaknesses in QA & governance uncovered

Audiology service SWOT analysis



Specialist HCS workforce committed to caring for patients

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

#### **WEAKNESSES**

Inconsistent scientific leadership & understanding of what that means in HCS

Variation in engagement and networking

Lack of offers of placenents 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 perspectiv & same old practice rather than on bigger pic or what patients & public actually need- Fear of change!

Weaknesses in QA & governance uncovered

# Audiology service SWOT analysis

#### 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



Specialist HCS workforce committed to caring for patients

Relatively strong voice (eg via HSC leads in CSO office, prof bodys

Peer support & sharing of resource

#### WEAKNESSES

Variable leadership & inconsistent scientific leadershi

р

Lack of capacity and focus on waiting lists rather than quality and innovation

Can be focussed on own practice /POV & not on bigger pic or what patients & public need

Weaknesses in QA & governance uncovered Fear of change

# Audiology service SWOT analysis

#### **OPPORTUNITIES**

New government with focus on tackling NHS issues- potential to influence

Visibility of Audiology in trusts & ICBs/ HBs has increased via Audiology reviews and regional work; CSO & CQC letters

NHSE national work programmes; CSO HCS strategy and regional support; increased recognition of HCS; formal networks; Scottish Audiology Review Implementation group: Welsh Audiology board; N.Ireland paed quality work at early stage

Opportunities for innovation- eg NHS Elect

#### **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!



