



BRITISH ACADEMY
OF AUDIOLOGY

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Let's talk about
practical solutions to
impossible problems



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We can't hide from the
position Audiology in
the UK is in....







Election promises

- Cutting waiting times
- Easy win – independent providers



A vision for change should address

- What problem you're trying to solve
- How this will make employees' jobs easier
- What the end state actually looks like



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Considering new approaches

Quality vs Quantity

Where is the line?



Efficiencies highlighted by you in the BAA webinar

BROAD PRINCIPLES

Allocating ENT
cover through a
traffic light
system

Flexing capacity
depending on
priority waiting
lists

Partial booking to
reduce DNAs

Remote work for
follow ups

Group work

- Tinnitus
- Hearing Aid Fittings
- Hearing Aid reviews

Opt in
appointments
(safeguards in
place)

Split appts across
reassessments /
DRs / fittings /
balance / tinnitus

Trailing
automated
audiometry

Use of
rechargeable aids

Quality vs
quantity e.g. no
REMs to reduce
time

Working with
volunteers

All hands on deck
days

Efficiencies highlighted by you in BAA the webinar

BOOKING DIFFERENTLY

ENT booked audios /
intermittently booking
Audiology pts throughout
ENT time

All in one reassessments /
vetting full reassessments vs
no IMP approach for those in
regular contact with the
service

Shorter appointment times

Phone triage for:

- Repairs / postal / drop off repairs
- Hearing Therapy
- DR history and then assess and fit
- ENT referred patients
- Balance & tinnitus

Booked repairs with B2s
only / Drop in repair
sessions

Block weeks / Reserving
slots

Efficiencies highlighted by you in the BAA webinar

ADMIN FIXES



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Triage time spent on
vetting referrals
making positive
difference / cleansing
waiting lists

Admin processes
mapped and
duplications removed

Clinics booked in
quiet room

Use of letter
templates

Ear scanners
meaning lower grades
can scan more
complex ears

Web based
consumables

Bringing in chargers
for lost hearing aids
to deter this activity

Reminders of
appointments by text
or phone (for repeat
offenders)

Signposting to app
support to free up
Audiology time

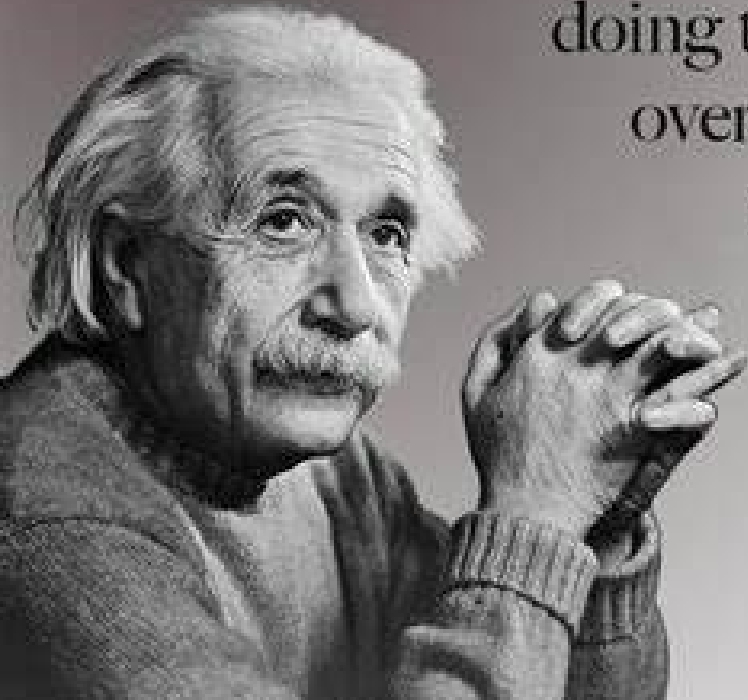


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There is no magic pill!

- We all know this deep down
- If there was, then we would be using it by now





INSANITY:
doing the same thing over and
over again and expecting
different results.

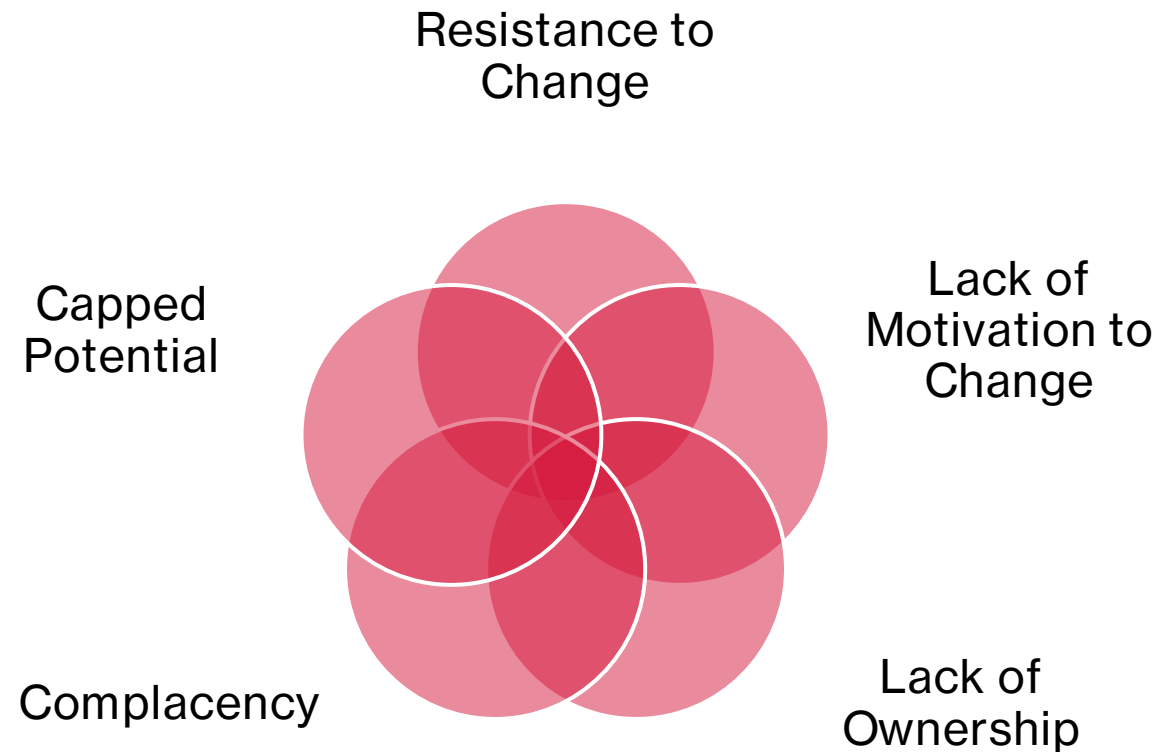
- Albert Einstein

We must innovate to survive

- We need to do more than move to phone reviews
- We need to think bigger
- That's hard when we are in the job day to day



5 Challenges of Managing Culture Change



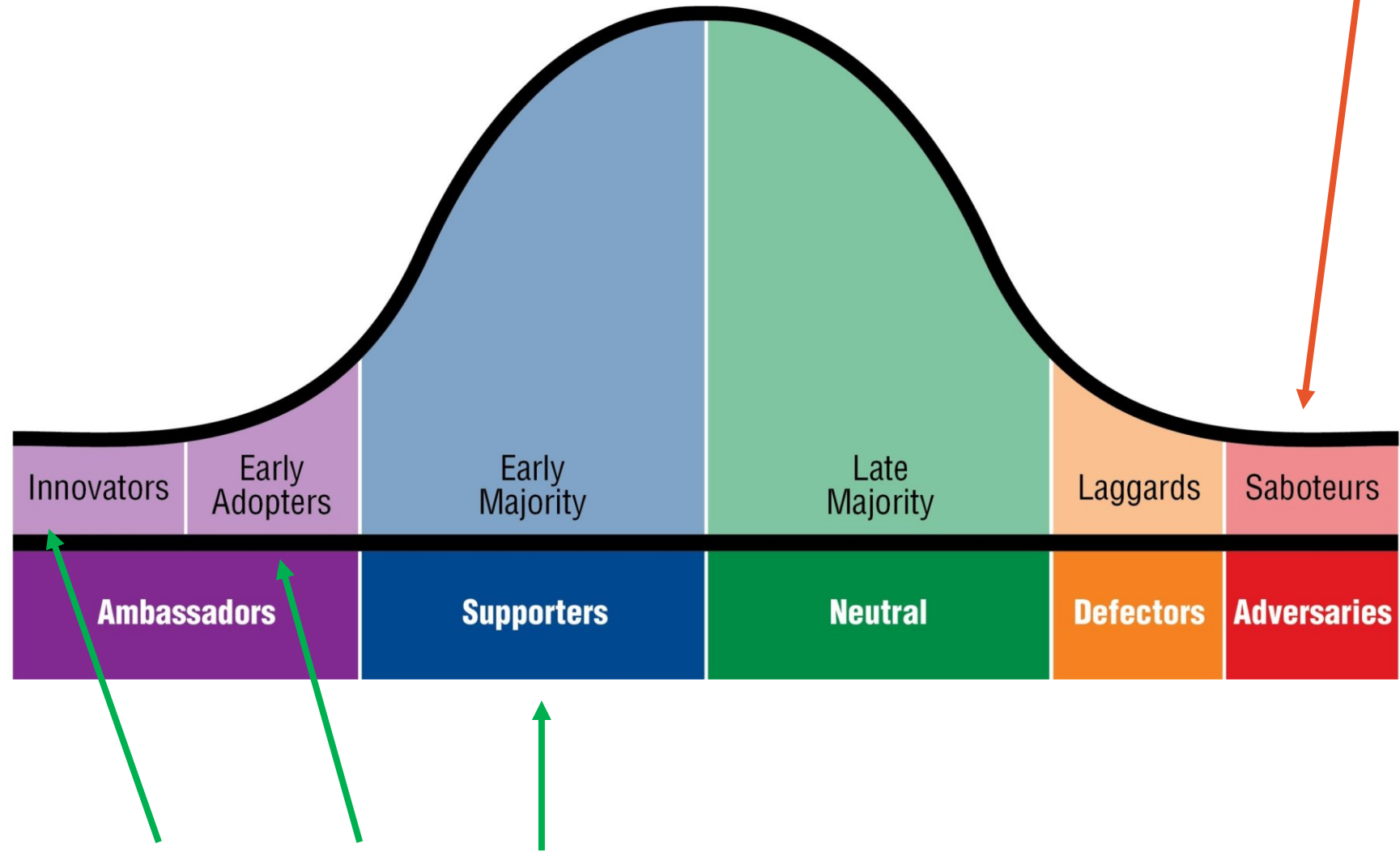


It's vital to take the team with you when changing the culture of how you work

- Frame the issue and the onwards vision
- Collaborate with those at the coal face who can often produce solutions we can't – create safe spaces for discussions
- Focus on developing new ways of the “way things are done around here”
- Demonstrate in action – lead with the new culture
- Don't let things slide
- Communicate well
- (Ideally) make gradual changes
- Celebrate small wins



Don't let resistors wear you down



Work with people who believe in your vision



Little things add up

Sometimes every 15 minutes on your rota makes a difference to the bigger picture



TEMPORARY

Change can be
temporal

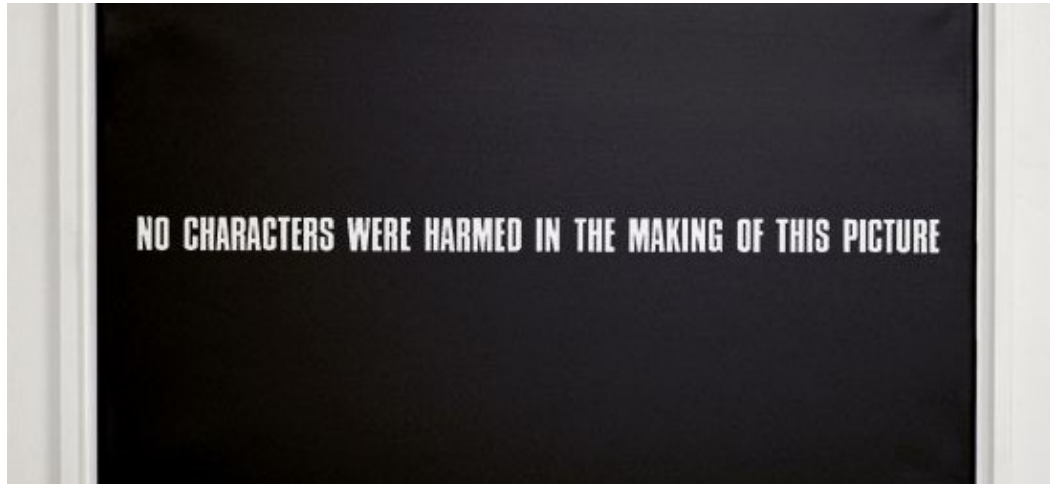
Making short term changes
to benefit the long-term
picture



This is an ongoing process with multiple approaches

- The only way to attack all the issues entangling Audiology is to take many options
- Measure progress and make new changes





Low touch /
innovations for the
right patients can
make a difference

- It should be about patient choice
- For some patients, the quicker or innovative options can give them good outcomes
- For others they would rather wait and have 1:1 'standard' care

Examples

