

BAA President Blog – 3rd March 2025

This week marks the start of the HCPC's CPD week. It is also World Hearing Day today. So take this as a sign that the universe suggests it is a good time to top up your CPD on all things audiology-related. While you are here reading this, why not have a good root through the BAA website and find all our resources that can support you in your hunt for top quality CPD. We've got webinars and recordings aplenty. There are regional meetings and magazines galore. You want audit tools? We've got twenty (ish). But who cares? No big deal...you want more?

In the next couple of months, BAA will launch a new e-learning platform. This is a totally new style for us. There will be easily accessible modules on a range of subjects. The modules will cover basic clinical topics, more specialised areas, and leadership and quality topics. Each module has clear learning objectives, and after completing a short online learning check, you receive a certificate for your CPD records. The BAA Learning Hub is on its way.

You may have seen Apple's software update launch for its AirPods, which allows them to test your hearing and then offer amplification. In principle, the BAA is not alarmed by the announcement by the Department of Health and Social Care that over-the-counter devices (OTCs) are now 'allowed' in the UK. It is important to note that no legislation has been changed – this has already been possible, and other devices have been available. With the Health Secretary Wes Streeting pushing this as the solution to the unmet need for undiagnosed or managed hearing loss, we have some reservations. It is great that hearing is getting a lot of focus, and for many, trying such OTC devices is part of a journey to getting a hearing aid. However, we know that in the age range such technology is aimed at, many reasons for hearing loss need a medical review. So we want assurances that anyone identifying a loss via this route is safe. We also want to ensure that those who commission audiology services don't think this is a reason to stop funding NHS care for mild to moderate hearing loss.

Most importantly, we know that the key to successful rehabilitation for adults with hearing loss is you – the Audiologist. We will be promoting this, showing the benefits of audiologist-led care. However, you need to do your part, too. Highlight the quality of your services, measure it, reinforce it, and maintain it. The adult quality standard will soon be published – audit yourself against these, send that information to your commissioners, and develop action plans to improve your scores. Top up your CPD so you know what good looks like.

We endeavour to be more transparent with many aspects of the work we undertake on your behalf. One way we will do this is by sharing some insight into the meetings we are invited to participate in. You can read about a few of these meetings from the last couple of weeks here: [BAA Board Meetings](#)

As always, you can contact me or any of our board directors here: admin@baaudiology.org

Take care

Claire

BAA President

Interested in joining a committee? Complete this please: [Expression of Interest form](#)

Read our [Joining a BAA Committee Policy](#)