



Having Conversations That Matter

CI Champions / BCIG 2025

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Social

Technical

Emotional



Conversations...

...are necessary

...can be difficult

...should be collaborative (to avoid ableism)

...require candour (as well as duty of care)

...can cause unconscious avoidance



Drivers for community enhancement

- By 2030, adult onset hearing loss will be top 10 disease burden in UK (WHO). The psychological impact on this cannot be underestimated. A failure to act by 2050 will be costly in terms of health and well being of those affected.
- Counselling and psychological support to be considered (CIICA Living Guidelines, Consensus Recommendation 7)
- An estimated 1.2 million adults in the UK have hearing loss severe enough that they would not be able to hear most conversational speech (RNID)
- Studies indicate that there is a link between hearing disorders and cognitive impairment (Bisogno, A et al, 2021)
- Those with hearing loss face a high level of discrimination, which means reduced opportunities (NHS England, 2017).
- 89% reported significant social and personal problems as most common impacts of hearing loss (ClearLiving, 2020)
- 58% reported that their relationships had suffered as a result of their hearing loss with many reporting their partners had left them (ClearLiving, 2020)

What people are saying...

Family experience of therapy (n=46)

- 87% had not been offered therapeutic counselling.
- For those who received therapeutic counselling, 100% found it beneficial.
- For those who did NOT receive therapeutic counselling, 92.5% thought it would have been useful had they been offered it.

Focus group with TODS and EdAuds (n=16)

- 75% = there is a definite a need for the provision of therapeutic counselling.
- 25% = there is nowhere for families I support to go to for therapeutic counselling.
- 88% expressed an interest in learning counselling skills to better support others.

TODS at IAD Liverpool (n=11)

- 100% believed that families they were support could benefit from therapeutic counselling.
- 91% expressed an interest in learning counselling skills to better support others.

BeHeard

by MED-EL



Group Counselling



1-2-1 Counselling



Professionals



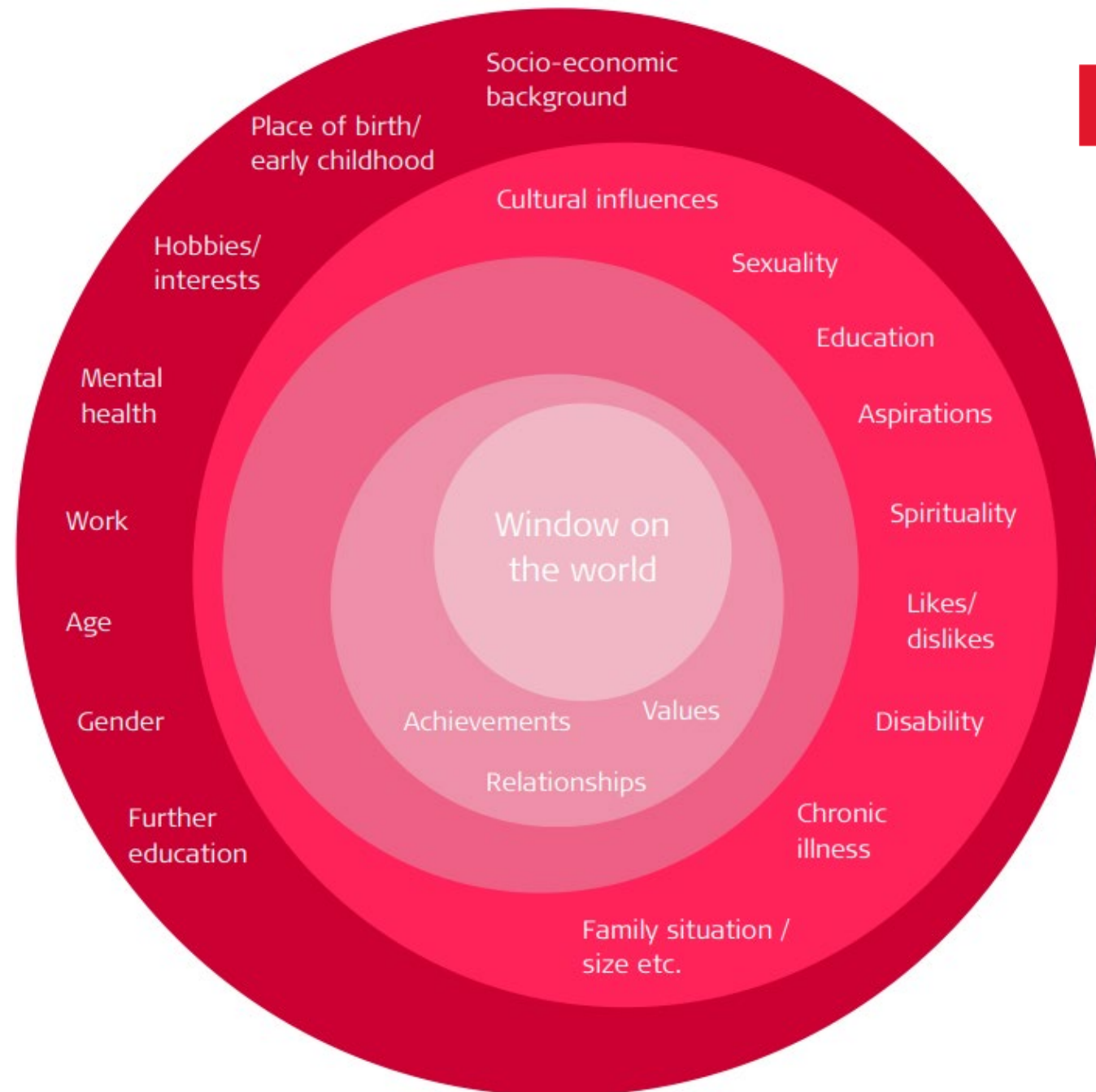
MED-EL Users

A photograph of two individuals in a conversation, overlaid with a semi-transparent red filter. The person on the left is seen from the side, wearing a red sweater. The person on the right is a Black woman with her hair in a bun, wearing a striped sweater and a blue lanyard with 'STAFF' written on it. She is holding a pair of glasses. The background is a blurred indoor setting.

Back to having
those
conversations

Context really
is everything

Frame of Reference



Frame of Reference Model
Jacqui & Aaron Schiff, 1975

A Good Place To Start

3 Magic questions

What do
you know?

What would
you like to
know?

What kind of
support do
you think
would help?



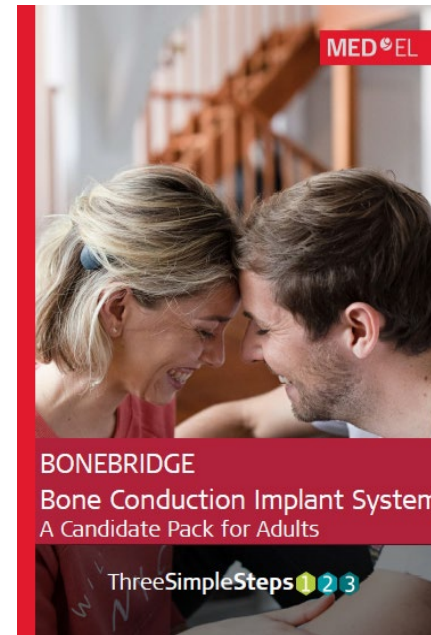
hear peers?



**A community and support network for
hearing implant users, potential users
and their family members**

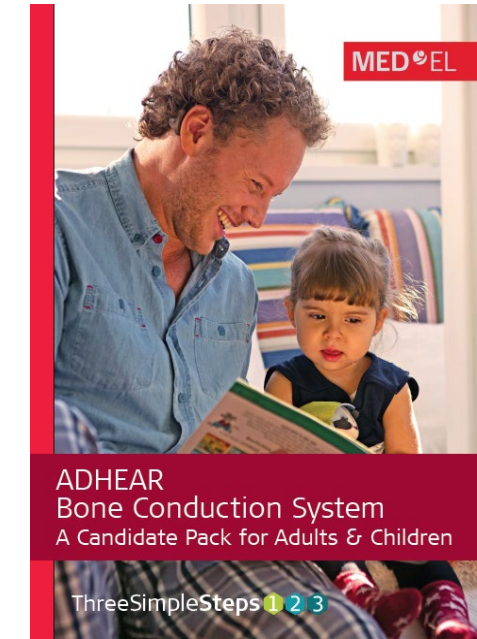
hearpeers.medel.com/en_gb





ThreeSimpleSteps 1 2 3

Candidate Brochures



Here to Help



Nicola Pestana
Hearpeers Manager, UK & Ireland



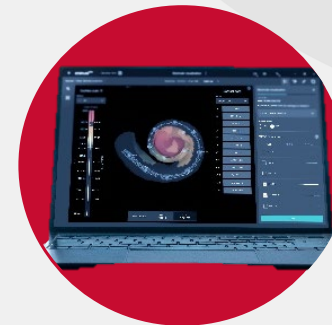
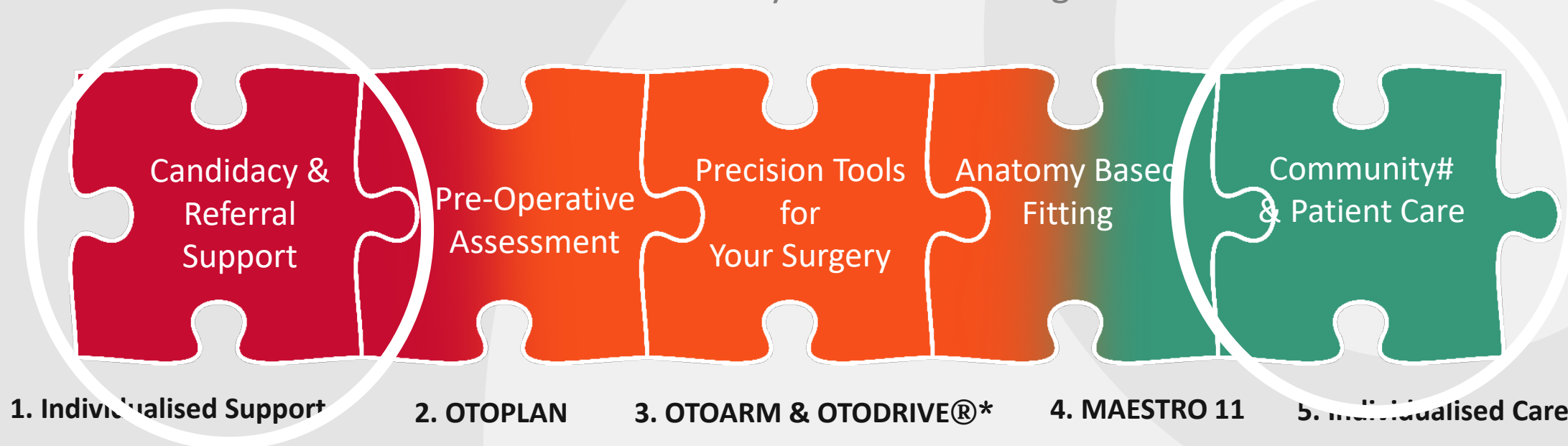
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MED-EL's Cochlear Implant Eco-System

The Patient Centred Pathway For Best Hearing Outcomes



*OTODRIVE is a product of CASCINATION AG developed in close collaboration with MED-EL. CASCINATION AG is the legal manufacturer of OTODRIVE. MED-EL is the exclusive distributor of OTODRIVE. For compatible devices, refer to the relevant instructions for use. All devices are sold separately.

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