

BAA President Blog –9th February 2026

Everywhere we look, we are encouraged to improve efficiency, reduce waste, and, essentially, be more productive. Whether that is as simple as clearing out your desk, striving to live your perfect Pareto-principled life, reducing waiting times, carrying out a six-sigma review, or working out how to deliver a service with less staff, less money and more people to see. Just over a month into the year, one thing that has struck me from the variety of meetings I have attended is that, as a profession, we still have work to do to achieve this on a larger scale.

There is significant duplication across groups, countries, regions, companies, and professional bodies as they all work hard to future-proof Audiology. This raises an important question — why does this happen?

For a profession so closely connected to enabling communication, we sometimes struggle to achieve this effectively amongst ourselves. It can feel as though not only do we not always know what others are doing, but even when we do, we can feel strongly that our own approach is the right one. Despite my dislike of farming analogies, we can still find ourselves working within silos. In some areas, there also remains a lack of trust between different providers, and this does not appear to be improving. Ultimately, this does not serve the public as well as it could.

We all want to demonstrate the value of our work, often sharing achievements, initiatives and successes across social media and professional platforms. While this reflects genuine passion and commitment across the profession, it can sometimes give the impression of many voices speaking loudly but not always moving forward collectively.

Individually, none of us will be the sole answer to the future of Audiology.

Together, however, we have real potential to achieve meaningful and lasting change.

Towards the end of last year, BAA, BSA, BSHAA and AIHHP agreed to progress discussions around developing a College of Audiology. It is essential that we now consult with our respective memberships to ensure this continues to reflect the profession's wishes. From there, we can engage with wider stakeholders and begin the work required to make this a reality.

It took several years for BAA to form from its three predecessor bodies, so creating a College that functions effectively will take time. However, in my view, it is a step that we must begin to take. Placing people who need Audiology services at the centre of everything we do, ensuring equitable access to high-quality care regardless of where or how they enter services, should remain our shared priority.

By sharing good practice, strengthening our collective voice, influencing those who commission and fund services, and assuring the quality of care we provide, working together gives us a far greater opportunity to improve outcomes than working alone.

With best wishes,

Claire Benton
BAA President

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

Interested in joining a committee? Complete this, please: [Expression of Interest form](#)
Read our [Joining a BAA Committee Policy](#)