



**Minutes of the Council meeting of the British Society of Hearing Aid Audiologists Limited  
30 Euston Square, London**

**Thursday 6<sup>th</sup> April 2017**

**Present:** D Foley (DF) (Chair)  
Prof. D Welbourn (DW) (CEO)  
S Godkin (SG)  
P Nand (PN)  
A Coulter (AC)  
I Croft (IC)  
R Garcia-Medina (RG)  
P Harrison (PH)

**In Attendance:** Dr. J Jindal (JJ)  
K Girling (KG)  
J Summerfield (JS)

**17-01-1a**            **Apologies**            S Vokes (SV)  
P Sydserff (PSy)  
B Perkin (BP)  
N Raithatha (NR)  
S Edmunds (SE)  
R Kewney (RK)  
T Rainer (TR)  
A Pugh (AP)

**17-04-1b**            **Members Contact Details and Conflict of Interest**

(DF) reminded Council members of the need to declare any conflict of interest or change of circumstance that may have arisen since the last Council meeting. (DF) also asked Council to inform of any change of contact details, none were declared. (JJ) and (PH) informed Council they had a slight change of circumstances and would complete a declaration of interest form.

**17-04-1c**            (KG) to update BSHAA Council meeting attendance record with details of all present. Attention was drawn to the commitment Council members agreed to regarding the attendance of Council meetings and Council members were urged to fulfil that commitment in regard to future meetings.

**17-04-2**            **Review Agenda**

(DF) asked Council if there were any items for consideration under AOB. No further subjects were added to the agenda.

**17-04-3 Minutes of previous meeting**

Minutes from Council meeting on 19<sup>th</sup> January 2017 were noted and approved.

**17-04-4 Actions arising**

Council reviewed Appendix B with progress of actions noted.

**17-04-AP1 (KG) to re-circulate to Council document ‘Council and Committee Meetings’**

(JJ) updated Council on the society’s storage needs informing that costs cannot be assessed at present due to the volume of storage required being unknown. (PN) identified the need for BSHAA to evaluate what information is stored and its usefulness to the Society. (DW) confirmed the need to devise a policy for document retention.

**17-04-AP2 (JJ) (JS) and (DW) to develop a policy for document retention.**

An update was given to Council on the BSHAA’s Got Talent element of Congress 2017, highlighting the low number of participants received for the event. (DF) (SG) and (IC) volunteered to be judges.

**17-04-AP3 (ALL) to encourage entries to BSHAA’s Got Talent and to send in details of people who wish to participate to the events team at EBS.**

**17-04-5 Perspectives**

**A. Chief Executive Report**

The Chief Executive Report (Appendix C) was noted and approved.

(DW) highlighted the requirement for a representative from BSHAA to attend the Hearing and Deafness Alliance meeting to be held on the 25<sup>th</sup> April 2017 during his absence.

**17-04-AP4 (DW) to contact (PSy) with regard to representing BSHAA at the forthcoming meeting of the Hearing and Deafness Alliance meeting to be held on the 25<sup>th</sup> April 2017**

(DW) drew attention to his experience of having a hearing test and wearing hearing aids, commenting this was a valuable excise and informative experience.

**17-04-6 Strategy and Policy**

**A. Feedback from the Strategy Day**

(DW) referred to Appendix D in particular the subject of the difference between a Professional Body and a Membership Organisation, highlighting BSHAA’s position of providing leadership and following the will of the membership. He identified this position should be developed by communicating with members on the Society’s activities and achievements.

Council debated the role of a HAD and how it had developed from a person who dispenses hearing aids to a hearing health care provider, covering a range of enhanced practices.

**17-04-AP5 (PN) to share a document with Council members developed within his company and applied to his practice on what people should expect from wearing aids.**

(DW) confirmed the Customer Care Committee is working on a document 'Consumer Guide to Hearing Aids' with the intention for it to be launched at Congress 2017

(DW) informed Council of his attendance of a recent AIHPP meeting where he shared information gained from the BSHAA Strategy Day, which was well received by the association.

He informed Council that the HCPC will possibly be reviewing, later in 2017, the protected role of a HAD, the regulation of clinical professionals and who should be covered by the regulations. The HCPC have indicated they are open to be influenced by BSHAA and any documents or case studies they may have to submit on the subject.

(DW) drew attention to the element of extended practice within this review and his meetings with the Chief Scientific Officer of NHS England on the topic of reviewing medicine prescribing, he informed Council this subject will not be included in the next round for consideration, but BSHAA will continue lobbying NHS England and NHS Scotland in the future.

**17-04-AP6 (DF) and (PSy) to confer on how to consult with NHS Scotland on the review of clinical roles.**

**B. On-line sales.**

(DF) asked Council members to declare any conflict of interest regarding the subject of supplying hearing aids within the UK without a face to face consultation. Council accepted explanations given. Council debating the subject in light of recent incidents being brought to the attention of BSHAA.

Jill Humphreys is acting as investigating officer for the current investigation and will provide information to a disciplinary panel, comprising of (PSy) Chair, (IC), (TR) and (SV) who will remain independent of the process in case of an appeal. Jill Humphreys has contacted the members in question, requesting a response by 6th April 2017. Council expressed a desire to complete the disciplinary process by Congress 2017.

BSHAA Council briefly discussed models of on-line sales, recognising that sales which do not involve a local audiologist need to be considered differently from those where a local audiologist is providing clinical elements of the intervention. Council agreed that members who are HCPC registrants (or who are otherwise permitted to dispense Hearing Aids) should not supply for retail sale within the UK, any instruments which are designed or intended to be prescribed following a face to face consultation, on any other basis, and that the review panel should consider this element carefully. However, BSHAA Council recognises there may be a different position for charitable recycling and/or overseas supply of hearing instruments. BSHAA will take this into further consideration. *{Note – should an appeal need to be considered, the President's independence was not compromised by this discussion, as she was not present for this discussion, nor were the notes circulated prior to the deadline}*

Council discussed the subject charging for hearing tests and who owns the audiogram, which raised the topic of data protection. Council felt this would be a useful discussion to share with members.

**17-04-AP7 (IC) to write an article for BSHAA People on data protection and charging for hearing tests.**

**C. Audiology Roles:- apprenticeships, HCAs and the protected function – update and discussion.**

(DW) gave Council an update of the current situation regarding the legal advice to be sought by BSHAA regarding the role of HCAs stating the questions to be asked had been prepared and are due to be presented to the legal representative.

(DW) informed Council that an apprenticeships scheme had been accepted for approval in principal by the QMU and is to be discussed further at their meeting on 26<sup>th</sup> April 2017

**17-04-7 Governance**

**A. Review of Council member commitment**

(DW) confirmed that Appendix E was not presented to Council. He commented to all present that attendance of committee meetings were low, more so for WebEx than face to face meeting. (DF) suggested the attendance records for committees should be reviewed.

**17-04-AP8 (KG) to supply the records of past committee attendance to (DW) to enable him to produce an appendix for the next Council meeting.**

**B. Actions and decisions taken since last meeting**

(DW) referend to Appendix F confirming the decision had been made for Congress 2018 to be in the traditional congress style format.

**17-04-8 Finance**

**A. Finance report and budgets**

(DW) referred to Appendix G1 and G2 giving an overview of the current financial position of the Society, he drew attention to the considerable reduction made on outstanding debt to the Society, commending EBS for their efforts. He also drew attention to fees collected from membership being £17K over budget. He informed Council that the Congress Committee and the events team at EBS are continuing to keep a firm check on the finances/budgets of the forthcoming Congress.

**B. Contract progress – Senior/Website**

(DW) gave an overview to Council of a recent meeting with Senior Internet, confirming the relationship between them and BSHAA had improved in recent months. He informed Council of new amendments made to the site, commenting that the responsiveness of Senior Internet has greatly improved, with further amendments in development for the future.

**17-04-9 Sub Committees & Working groups**

**A. Congress Report**

(DW) referred to Appendix H1, H2 and H3 giving Council an overview of the current arrangements for Congress, confirming the exhibitor numbers are now close to budget

with the expectation on being on target in the near future. He also confirmed delegate numbers are on a par with last year and poster sublimations were significantly up on last year.

Slides were shown to Council members containing choices of delegate bags to gain opinions on the style of bag for Congress 2017, two were identified as favourites with the final decision to be made after viewing the samples.

**17-04-AP9 EBS to obtain samples of the two bags identified as being the most popular choice.**

**Congress 2018**

Council studied the proposals contained in Appendix H4, after considering cost, location and facilities, two venues were selected for a site visit, the Hilton Birmingham Metropole and the Ricoh Arena Coventry with the desire of involve BIHMA in the decision making process.

**B. Arrangements for the BSHAA exhibition stand at Congress**

(DW) confirmed that Appendix I had not been presented to Council and that a Council member's rota for Congress 2017 will be discussed at the Congress meeting on 7<sup>th</sup> April 2017. The rota will be distributed to Council in due course. Tasks to be included on the rota will be 'manning BSHAA's exhibition stand during the breakout sessions' and 'buddying the guest speakers'. (DW) asked for information to be displayed on the stand to engage/share with members to include posters of the society current activities.

**17-04-AP10 (ALL) to send ideas to (JS) and advise of any volunteers to man the exhibition stand, involving 'Meet the Expert' and 'BSHAA People' sessions where members would book a time slot.**

**C. Communications**

(JS) thanked everyone for the help he had been given during his first few months with the Society, confirming his priority had been Congress and BSHAA People. He informed Council that the next deadline for BSHAA People copy is the 17<sup>th</sup> May 2017 which will be the post Congress edition and would welcome any input/ideas for articles.

He also confirmed the members email campaign for the early bird deadline for Congress had been successful, with a surge of bookings received around the deadline date. He gave details of the marketing plan, targeting all members who have not yet registered for the event, including social media and website updates to arise awareness.

**17-04-AP11 (JS) to set up a [congress@bshaa.com](mailto:congress@bshaa.com) email address for use in marketing Congress**

*Post meeting note:- after discussions with the events team at EBS it was decided that this would be confusing to members and it was agreed to use the [events@bshaa.com](mailto:events@bshaa.com) address for Congress marketing purposes.*

**D. Customer Services Committee report**

(DF) referred to Appendix J, a draft reported from the Customer Service Committee meeting held on the 20<sup>th</sup> March 2017. He informed Council that the updated copy of the Consumer Guide will be on the BSHAA website by 10<sup>th</sup> April 2017 which could be made available on the BSHAA Congress exhibition stand.

### **E. Membership Committee.**

(DW) informed Council that (SE) had obtained information on an engagement scheme which Council agreed was worth exploring for future additional benefits for membership, whilst being mindful of the cost to the society.

The date of the next Membership Committee meeting was confirmed as 8<sup>th</sup> June 2017 in London.

(KG) presented to Council a list of new membership applications. All were approved.

### **F. Delivery Committee Report**

(AC) referred to Appendix P concerning the last PDC meeting held by Webinar where Congress and regional events were discussed. He requested help from Council members with regard to hosting the regional events in September and November 2017. (JJ) informed Council that recent Webinars were well supported, with 91 people registered for the 'Individualising the Hearing Device Prescription' by Karrie Recker on 2<sup>nd</sup> March 2017 and 67 registrants for 'Marketing your Hearing Practice using Purple Cows in a Blue Ocean' by Matt Perry on 4<sup>th</sup> April 2017. He confirmed all Webinars are available on the member's area of the website.

### **G. Professional Standards Committee**

(AC) confirmed the last Professional Standards meeting was small but productive, with progress being made on Code of Conduct, review of HCPC standards of proficiency and Fellowship. The HCA guidance review is on hold waiting the results of legal advice being sort. It was the intention for a paper containing a list of bullet points for the Code of Conduct review to be presented to Council by (DW) which will now be done at a later date. (AC) also confirmed the review of the Good Practice Guidance, which would be broken down in to chapters, with Onward Referral Criteria to be the first chapter to be reviewed.

(JJ) informed Council that the method of allocating CPD points for Webinars is still to be finalised.

## **17-04-10 External relationships**

### **A. AEA**

(DW) referred to Appendix L2/3/4 confirming that the fee of £3500 for joining the AEA was based on the UK population and that BSHAA Observer Membership status is coming to an end and the Society will need to decide if it is to be converted to Full Membership. He referred to an earlier proposal that BSHAA could join with other British hearing associations devising a joint membership of AEA, enabling access to documents of the AEA without attending meetings. Council agreed to BSHAA's joint involvement, with a £1500 limit to the financial commitment.

## **17-04-DP1 BSHAA to commit to a possible joint membership of the AEA with other British hearing associations, limiting the financial commitment to £1500**

### **B. Hearing Alliance and the Commissioning framework**

(DW) informed Council there was no update from the Hearing Alliance.

### **C. Changes to IQIPS**

(DW) referred to Appendix M1 and M2 confirming that the introductory stage of the process of raising standards in physiological services had been completed and was now moving into an operational phase, which Council noted.

**17-04-11 Agreed items brought forward (AOB)**

(IC) brought to the attention of Council the need to appoint a Vice President in January 2018 and suggested that (DF) would make a good candidate for the position, considering the wealth of knowledge and experience he has gain during his service to the Society. (SG) agreed with the suggestion.

(DW) welcomed the timely reminder to consider nominations for VP, but reminded Council that since the change in the Articles of Association the Vice President is no longer appointed by Council, but elected by members from those whose names have been put forward in the ballot.

**17-04-12 Review of meeting**

(DF) gave a review of the meeting and thanked Council members for their contribution.

**17-04-13 Date of next Council Meeting**

Next Council meeting will be held in Birmingham on the 6th July 2017 at 11am, venue to be confirmed.

*Post meeting note - it has been confirmed that a meeting room at Boots Training Centre is available for BSHAA's use, details will be circulated in due course.*

**There being no further business the Chair declared the meeting closed.**

A record of the decision points are detailed below:-

*17-04-DP1 BSHAA to commit to a possible joint membership of the AEA with other British hearing associations, limiting the financial commitment to £1500*