



SATURDAY 8 SEPTEMBER

BSHAA

PROFESSIONAL DEVELOPMENT DAY

Up to
19 CPD
points



WHEN: SATURDAY, 8th SEPTEMBER 2018

WHERE: Central London (Near Liverpool Street)

Address: Etc.venues, Bishopsgate Court, 4-12 Norton Folgate, London E1 6DQ



08.30-
08.40

Registration for pre-event session (dementia awareness)

Event facilitator: Raul Medina-Garcia, BSHAA Council Member

08.40-
09.20

Optional pre-event session: Dementia Friends information session

Nori Graham, vice president of the National Alzheimer's Society

Nori Graham is a Dementia Friend Champion for the Alzheimer's Society. She is Vice President and former chair of the National Alzheimer's Society and Alzheimer's Disease International. She is Emeritus Consultant in Old Age Psychiatry, Royal Free Hospital, London

The session will consist of activities and discussion. The session aims to (1) improve participants understanding of dementia through just five key messages. (2) turn the new understanding into action (3) make participants a Dementia Friend

09.00-
09.20

Main event registration and welcome

09.20-09.50	<p>BSHAA update and event introduction</p>
09.50-10.15	<p>Clinically available outcome measures <i>Rory Kewney, BSHAA Council member and director of Transform Hearing</i></p> <p><i>Rory Kewney is a qualified and registered Audiologist. He has been a BSHAA Council Member for three years, and is an active member of Professional Development and Standards Committee. With over 20 years of experience in all aspects of hearing care. Rory has lectured in Audiology at Anglia Ruskin University, was the Clinical Director for a national health care company and is now using his skills, knowledge and expertise to help the local people of Macclesfield and surrounding areas make the most of their hearing.</i></p> <p>Hearing assessment and probe microphone measurements define the needs of your client whilst outcome measures can define the desires. In this talk, we will investigate various clinically available outcome measures and will focus on one in particular to elaborate on its clinical and commercial benefits.</p>
10.15-10.55	<p>Assessment methods for tinnitus <i>Dr Hashir Aazh, Head of Tinnitus & Hyperacusis Therapy Specialist Clinic, The Royal Surrey County Hospital NHS Foundation Trust</i></p> <p><i>Over the last 10 years, Hashir has developed and managed several NHS tinnitus and hyperacusis services in London and Surrey. He has written over 20 scientific papers in the field of Audiology. Hashir is the course director for the tinnitus and hyperacusis therapy master classes at Guildford (UK), Zurich (Switzerland), Amsterdam (Netherlands), and Copenhagen (Denmark). He recently organised a highly regarded specialist training course for audiologists, otolaryngologists, psychiatrists and psychologists in Melbourne (Australia) on tinnitus and hyperacusis rehabilitation.</i></p> <p>The aim of this presentation is to summarise and discuss the outcomes of several research studies conducted in 2017 at Tinnitus & Hyperacusis Therapy Specialist Clinic (THTSC), Guildford, which are essential to be implemented in day-to-day clinical practice. The key topics which will be discussed comprise: (1) avoiding discomfort during PTA and ULLs, (2) relevance and applicability of psychological questionnaires to patients seeking help for tinnitus and/or hyperacusis, (3) tinnitus and hyperacusis in elderly, (4) diagnosis of hyperacusis, (5) characteristics of severe hyperacusis, and (6) suicidal and self-harm ideations among patients seeking help for tinnitus and/or hyperacusis.</p>
10.55-11.15	<p>Coffee break, exhibition, and networking opportunity</p>
11.15-11.55	<p>Are binaural fittings always better than monoaural? <i>Dr Jay Jindal, Consultant audiologist and professional development specialist</i></p> <p><i>Jay has a BSc degree in audiology and speech therapy from a premier Indian</i></p>

Institute, which he followed up with a doctorate degree in audiology via Nova Southeastern University of Florida. He has been working in NHS and private audiology sectors in UK for more than 14 years. He is BSHAA's professional development specialist. He is also a member of HCPC's Fitness-To-Practice panel. Jay is involved with professional guidance group of BSA. His clinical practice in Kent and London, is a mix of diagnostics and rehabilitation service. He has special interest in auditory processing issues, paediatric audiology, and vestibular function.

If you are reading this document, it is no news to you that nature has helped us to develop an acute hearing sense by maximally utilising the binaural processing of sounds. Two ears are generally better than one. Therefore, the conventional audiology wisdom is that if the hearing is affected on both sides, binaural hearing instruments should be offered. However, in this talk, we will refer to several situations and discuss one in particular, where monaural fitting might be a better option for your client than having two instruments.

11.55-
12.35

Hearing aids for music: Using new research outcomes to optimise hearing aid fittings for music

Dr Harriet Crook, Ph.D., Lead healthcare scientist, Sheffield Teaching Hospital NHS Foundation Trust

Dr Harriet Crook is Lead Clinical Scientist for Complex Hearing Loss at Sheffield Teaching Hospitals NHS Trust and the Trust's Organisational Lead for Healthcare Science. She has worked as a Clinical Scientist in the NHS since 2003 across Adult Rehabilitation, Auditory Processing Disorders and Cochlear Implants. She completed a PhD in Auditory Neuropsychology of music Cognition (Sheffield University), after which she trained as a clinical scientist with an M.Sc. in Audiological Science.

She has been actively involved in Audiology training for many years including the role of Director of Education for the British Academy of Audiology, 2014-2017. Dr Crook is actively engaged in funded research and holds collaborations with the Departments of Music, Computer Science and Human Communication Sciences at the University of Sheffield and with the School of Music at the University of Leeds in addition to a current Arts Council project for music workshops with hearing aid users at STH NHS trust. Her research explores Auditory streaming, Auditory processing in Cochlear Implant users and music listening with implants and hearing aids.

Dr Crook will discuss the findings of the three-year AHRC research project on hearing aids for music and how these can be applied in the clinic to improve hearing aid fittings. This will include discussion of main difficulties reported, positive outcomes with music, understanding knowledge gaps between Audiologists and Musicians and resources available to develop skills, terminology and understanding of music for Audiologists.

12.35-
13.35

Lunch, exhibition, and networking opportunity

Optional lunchtime workshop (12.35-12.50) by Paul Lamb, Starkey Hearing Technology: What does the current & future technology of hearing Care look like? This session will discuss the advantages of today's hearing aid technology and what benefits could we see in the future to benefit not only the service user but also their family members or carers.

<p>13.35-13.45</p>	<p>Open entry presentation: Work behind the scenes: Actin(g) on Impulse <i>Dr Sylvia Kewish, Ph.D.</i></p> <p><i>Dr Sylvia Kewish obtained her FdSc in Hearing Aid Audiology with distinction from DMU in 2011. Prior to her career in audiology, she gained her BSc, MSc and PhD degrees in biology and specialised in stress physiology research. She is clinic manager and clinical audiologist for The Tinnitus Clinic in several locations where she provides tinnitus/hyperacusis treatments, adult auditory rehabilitation and hearing protection.</i></p> <p>This short presentation will cover subcellular aspects of organisation, formation, self-renewal of stereocilia of cochlear hair cells and importance of actin and actin-related proteins in this process. Stereocilia are mechanosensitive organelles of the sensory hair cells of the inner ear organised in a staircase pattern and can detect nanometre-scale displacements via mechanically-gated potassium ion channels at their tips. Their architecture, formation and function are supported by a rigid, dense core of actin filaments which undergoes continuous treadmill-like turnover. The functionality of stereocilia depends also on actin-crosslinking proteins (espin, fascin-2) and unconventional myosins. Mutations in their genes can result in progressive deafness due to shortened stereocilia development, their progressive disorganisation and/or increased fusion.</p>
<p>13.45-14.05</p>	<p>Otitis Externa: an audiological perspective <i>Miss Michaella Cameron, ENT Registrar, Royal National Nose, Throat and Ears Hospital, London</i></p> <p><i>Miss Cameron is an ENT registrar who currently works at the Royal National Nose, Throat and Ears Hospital. She has commenced her training with an otology focus and has a keen interest in teaching. Her recent academic achievement is providing significant contribution towards an upcoming national revision booklet for medical students.</i></p> <p>Otitis externa is an infective condition which affects the outer ear canal. It typically presents as otalgia with canal oedema. Differentiating between this condition and other differentials for otalgia is important. Modifying the predisposing risk factors may involve both ENT input and audiological support. This presentations updates on the management.</p>
<p>14.05-14.15</p>	<p>Manufacturer technology session I: Hear better - Live better <i>Paul Lamb, Starkey Hearing Technology, UK</i></p> <p>At Starkey Hearing Technologies the focus is not just on manufacturing hearing solutions. From our UK based headquarters, Starkey are in the business of connecting people and changing lives with the belief that being able to hear the world and the people around us is as essential to the human experience as breathing. Through the passion of our people, innovative products and services and tireless commitment to delivering better hearing, Starkey Hearing Technologies are helping millions of individuals hear better and live better. This brief talk will outline our key unique values</p>
<p>14.15-1425</p>	<p>Manufacturer technology session II: Strengthening connections with new technology <i>Paul Daft, Managing Director, GN Hearing UK</i></p>

	<p>This session will look at the changing hearing care landscape due to new technology and patient mindsets. It will explore new opportunities and tools and will look at how these tools can help lead to greater and more effective communication and facilitate greater client satisfaction through a better hearing experience.</p>
<p>14.25-14.35</p>	<p>Manufacturer technology session III <i>Joshua Knight, Phonak</i></p> <p>Hear all about the award winning Phonak Virto B-Titanium; the revolutionary ITE hearing aid that continues to push the boundaries of technological innovation and design. This latest version integrates a new titanium fitting tool which allows audiologists to create highly accurate impressions and for the hearing aid to be made even more discreet.</p>
<p>14.35-14.45</p>	<p>Manufacturer technology sessions: Q&A</p>
<p>14.45-15.30</p>	<p>Clinical red flags in the adult population <i>Mr David Golding Wood, ENT Consultant, Princess Royal NHS Hospitals</i></p> <p><i>Mr Golding-Wood has a general training in ENT surgery based in London with a fellowship in the USA in Neuro-Otology. He was appointed to Bromley Hospitals in 1995, and has continued his particular interests in ear disease, nasal problems, snoring management and paediatric ENT. He has expertise in surgery for chronic ear disease with Laser assistance. He has been Clinical Lead in ENT & Head and Neck Surgery 2007-2013 in the local trust and MAC chairman of Chelsfield Park Hospital 2004-2006.</i></p> <p>Audiology is an essential support to the modern otologist. We have shared responsibilities and will approach common problems with different perspectives. We shall examine common symptoms and signs with recommendations for suitable referral, urgency and treatment options in broad terms.</p>
<p>15.30-15.50</p>	<p>Coffee break, exhibition, and networking opportunity</p>
<p>15.50-16.50</p>	<p>- VIDEO LINK -</p> <p>Psychological tools for facilitating client adherence to a hearing healthcare plan: A pragmatic, hands on approach <i>Dr Michael A Harvey, Ph.D, ABPP, clinical psychologist (Massachusetts) and trainer on hearing-related mental health issues</i></p> <p><i>Michael A. Harvey, PhD, ABPP, provides training and consultation on mental health issues having to do with hearing loss, including consultation and training for audiologists regarding motivational interviewing and the psychological aspects of patient care. As a Clinical Psychologist, he has a private practice in Framingham, Mass. and was a consultant faculty at Salus University, where he taught online courses relating to the psychosocial aspects of hearing loss. He has published over 50 articles in the field and his latest books are Listen with the Heart: Relationships and Hearing Loss and The Odyssey of Hearing Loss: Tales of Triumph.</i></p>

	<p>Persons with hearing loss often request hearing aids but don't want them. This presentation elucidates psychological tools for audiologists to facilitate a successful hearing healthcare plan. These include motivational Interviewing, a protocol that increases patients' intrinsic motivation and detoxifies ambivalence about change; tools to lessen "traumatic transference," adverse emotions and shame that are inevitably triggered by an office visit; and "circular questioning," a tool to navigate how relevant family members affect patient adherence to your recommendations. These psychological tools can be appropriately utilized in a manner that will not "open up a can of worms" and derail the office visit.</p>
<p>16.50-17.30</p>	<p>Interactive session: How to create a fabulous customer experience using storytelling <i>Ann Booth Clibborn, story coach and TV producer</i></p> <p><i>Ann spent her early TV career making primetime features shows for the BBC and Channel 4, including the ground-breaking Changing Rooms, and the notorious You Are What You Eat. Then in 2011 Ann set up Storycoach to pursue a new mission – to unlock the natural storytelling skills of professionals outside of the television industry, because she realised that in every discipline, once a person has the skills to engage an audience, they are much more likely to succeed in their objective. Ann works with clients to help them to understand their own story and their audiences more clearly, so they can create communication and experiences which engage and inspire action. Her clients are as varied as the stories they have to tell and include London Overground Rail, EDF Energy, Harlequin Publishing, Imperial College and Sauce Communications. She continues to work as a script consultant for Discovery UK.</i></p> <p>A story is one of oldest forms of communication in the world and it is still one of the most successful, because a story is perfectly designed to engage an audience and keep their attention.</p> <p>When we tell a story, we filter the detail to make listening effortless for our audience, we give them the context they need to make sense of what they are hearing and we use techniques to make our story more memorable.</p> <p>By taking a good look at how we do this instinctively when we tell a story could we use the same principles to construct an experience which feels equally tailored and relevant to our audience, the customer?</p> <p>This session aims to help you start to use your instinctive story telling skills more consciously and explore how they might help you create a more 'perfectly designed' experience for the customer.</p>
<p>17.30-17.45</p>	<p>Reflections and feedback</p>
<p>17.45</p>	<p>Close</p>