

Welcome to this week's edition of BAA Horizon, bringing you updates, opportunities, news, and information from across the field of audiology.

If you have any information that you would like to be included in a future edition of Horizon, please contact admin@baaudiology.org

BAA News:

- **Comments required on BAA Direct Referral Criteria**

BAA have already had comments on the new Direct Referral Criteria that were released two weeks ago but we would still love more comment before the closing date of **29th April 2016**.

The Service Quality Committee has been working on drafting new guidance for Direct Referrals. The aim has been to produce updated guidance with a clearer evidence base. The decision has been made to create two separate documents, so that GPs will only need to familiarise themselves with the guidance which is relevant to them. We wanted to acknowledge and encourage the use of innovative audiology-led pathways, while making it clear which adults do require a medical opinion, and why. We welcome your comments on the criteria we have chosen and whether we have succeeded in writing documents which are applicable to your service.

Have your say on the draft referral criteria by completing the feedback forms and emailing to sqc@baaudiology.org. All information is on: <http://www.baaudiology.org/indexphpnews/news-home/comment-needed-new-direct-referral-criteria/>

- **Ear Foundation Adult Screening Report Launched.**

On 17th March 2016, The Ear Foundation, along with Action on Hearing Loss, launched their report 'Adult Screening: Can we afford to wait any longer' in Westminster Central Hall. Prior to the report launch, a conference was held which was very well received and attended by NHS England and along with Action on Hearing Loss, together we are pushing for adult hearing screening to be introduced. The report will give you the up-to-date information about adult hearing screening and why the campaign needs your support.

The new report can be downloaded from <http://www.earfoundation.org.uk/news/articles/522>

- **NICE guideline on hearing loss draft for consultation by 26th April 2016**

The draft scope for this NICE guideline is now out for consultation. We hope that BAA Members will submit comments on the draft scope; it is a valuable opportunity to ensure that the guideline considers issues important to our members. The following link contains the documents, background papers and instructions on how to comment; your organisation needs to be registered to make comments on this important document: <https://www.nice.org.uk/guidance/indevelopment/GID-CGWAVE0833/consultation/html-content>

- **NICE Recruitment**

NICE are currently recruiting for professional and lay members for the NICE Hearing loss (adult onset) guideline.

Full information about the roles, including how to apply, can be found at the links below:

Professional members: <https://www.nice.org.uk/get-involved/join-a-committee/professional-member-hlqc>

Lay members: <https://www.nice.org.uk/get-involved/join-a-committee/hearing-loss-gc-laymember>

The deadline for applications is **5pm, Tuesday 26 April 2016**.

- **Excellence in audiology teaching recognised in the Guardian University Awards, 2016**

This year, the audiology team at De Montfort University were runners up in the category for Teaching Excellence. The audiology team and Action Deafness collaborated with local charities and healthcare providers to deliver a Free Hearing Screening initiative in Leicester city centre, as part of the DMU Square Mile project.

DMU Audiology undergraduate students are given first-hand experience screening the hearing of members of the community in 'pop-up' clinics in pharmacies, community centres and free shop spaces. Several of the areas that the students were sent to had a high degree of social deprivation and included a significant ethnic mix. Not only were the students developing their audiology skills but they were developing their awareness of social issues and their communication skills. The scheme promoted student mentoring and peer support. More details of the awards are here:

<http://www.theguardian.com/higher-education-network/2016/mar/17/teaching-excellence-category-awards-winner-and-runners-up>

- **Service provision for children with down syndrome and hearing loss: a survey of practice**

Amanda Hall, a Clinical Scientist (Audiology) at Children's Hearing Centre, Bristol, is conducting a short survey to investigate the range of audiology service models and treatments offered and provided to children with down syndrome and hearing loss. Full details of how to respond are on the BAA website at: <http://www.baaudiology.org/indexphpnews/news-home/service-provision-children-down-syndrome-and-hearing-loss-survey-practice/>

BAA Meetings:

- **BAA Meetings – all meetings can be found on the events pages of the BAA website:**

<http://www.baaudiology.org/events>

[BAA Student Conference](#), 8th April 2016

[Yorkshire Regional Study Day](#), 20th April 2016

[BAA South East Branch Regional Study Day](#), 3rd June 2016

General Meetings:

- **BSA Annual Conference, 25 – 27 April 2016, Coventry**

Day 1 will focus on basic science, with a morning of dedicated poster time – something that has been highly valued by many of the basic scientists over the years. The basic science day then leads into days 2 and 3 that cover translational and clinical science. We are delighted to announce that the programme has been awarded the following CPD credits from BSHAA: Day 1 = 7, Day 2 = 6, Day 3 = 6, from BAA: 12. The programme has been updated and is available on the conference webpages: www.eventsforce.net/bsa2016

Social Media News:

- **After the Easter Bank Holiday, there was a discussion of Bank Holiday Audiology Provision on the Facebook Group** and if a hearing aid breakdown was classed as an emergency.
- **Links are often recommended on the BAA Facebook Group and this month we had one to the Canadian Audiologist Magazine:** <http://www.canadianaudiologist.ca/current/>
- **The team at Audiology on the Isle of Man have proudly told us they will be launching Self Referral for Audiology in April** – read the local press release here: <https://www.gov.im/news/2016/mar/23/self-referral-for-hearing-assessments-and-hearing-aids-to-launch-in-april/>
- **Policy on lost hearing aids has been shared from the Facebook Group to individuals following that thread by email.**
- **On Twitter, we shared the news that the BTA Plugems campaign is now 6 months old.** Great campaigning for social noise exposure awareness going on search #plugem for the latest news on their celebrity endorsements.
- **The BAA student team attended the Careers Big Bang Fair to talk to new potential audiologists** – great effort by the team in raising awareness on Twitter and Facebook.

Job Adverts:

- **Regional Sales Manager – Scotland**
IntriCon UK Ltd [trading as PC Werth], a subsidiary of IntriCon Corp, USA, are looking for suitably qualified sales people to join our sales team for our PC Werth & Kamplex product range of Kamplex Hearing aids, audiometric instruments, consumables and sundries.
Based in Scotland, the successful candidate's will be dealing with both NHS and private customers; you will be speaking to audiologists, ENT surgeons and hearing aid dispensers.
Your main role will be creating and developing relationships by identifying and following up sales opportunities and influencing potential customers in favour of our range of products. This is a field-based role working from home and requiring daily travel throughout Scotland and the Borders, including some overnight stays where necessary.
Applicants will need to demonstrate an interest in a career in sales and a good understanding of the demands of a sales position. A comprehensive sales training programme will be provided, as well as full product training on all aspects of our equipment range.
Ideally, as an audiologist although other suitable applicants will be considered, you will need to have effective communication skills and be self-motivated to work on their own initiative as well as in a team environment. You must possess a full UK driving licence and be comfortable with travelling daily throughout your territory and occasionally UK-wide.
Benefits of this Business Development role:
 - Excellent base salary based on experience and qualifications.
 - Company commission scheme
 - Company car, pension, laptop, mobile phone

If you are interested in joining one of the UK's leading full-service provider of audiology and hearing aid equipment, please send your CV together with details of your current salary to:

Stewart Howell – Head of Sales

Tel: 020 8772 2700

Mobile: 07770312148

Email: showell@pcwerth.co.uk

Web: www.pcwerth.co.uk

- **Regional Sales Manager – South West England**
IntriCon UK Ltd [trading as PC Werth], a subsidiary of IntriCon Corp, USA, are looking for suitably qualified sales people to join our sales team for our PC Werth & Kamplex product range of Kamplex Hearing aids, audiometric instruments, consumables and sundries.
Based in the South West of England, the successful candidates will be dealing with both NHS and private customers; you will be speaking to audiologists, ENT surgeons and hearing aid dispensers.
Your main role will be creating and developing relationships by identifying and following up sales opportunities and influencing potential customers in favour of our range of products. This is a field-based role working from home and requiring daily travel throughout South West of England and Wales, including some overnight stays where necessary.
Applicants will need to demonstrate an interest in a career in sales and a good understanding of the demands of a sales position. A comprehensive sales training programme will be provided, as well as full product training on all aspects of our equipment range.
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