

I want to share with you all my closing words from today's BAA Conference as a way of introducing myself as President.

The thing I always love about conference is that every one of you has had a unique experience during these two days. You have chosen which main sessions to attend, which exhibitors to visit and even who you want to converse with. In the evenings you chose your entertainment and level of participation in that. As a small part of the programme team I hope each of you has found the content you wanted, at the level you needed to improve your knowledge and skills to better serve your patients.

As the new President of BAA I would like to tell you a little about my background and how my different experiences can help me bring a different Perspective on our profession.

I am the first Hearing Therapist to lead BAA, and for me that is a great honour. Hearing Therapy is a profession that looks at the unique in detail and uses that to build our strategy. We look for the skills within our patients that will help them in their rehabilitation to the challenges they face.

I think as a wider Audiology Professional Body it is now time for BAA to focus on the unique.

You have heard throughout conference how technology is changing the way we and our patients interact with it. We shouldn't be concerned by those changes. Each time we evaluate a potential change we should ask, what value could that bring to a patient sat in front of me?

Our patients need, expect and deserve a professional high quality outcome to their interactions with you. The way we deliver that may change as technology changes but the principal should always be a quality outcome for the unique individual accessing your service.

You, as Audiology professionals are best placed to define the standards you want for your patients in the future. BAA can only ever be as good as you, I urge you to get involved in the teams, the publications, the consultations the meetings and of course the conference.

I want to say to you that over the next 2 years I will focus on quality outcomes for our patients with you.

As a professional body, BAA must work with other organisations to keep our patients needs high on the agenda in policy making, funding and quality standard discussions.

Wendy Farrington Chadd the BAA CEO will work at a strategic level with our hearing loss alliance partners to promote the interests of the Audiology Professionals that make up our membership.

I've been an Audiology professional all my working life, those that know me will tell you I am passionate about my profession. I don't care how the patient sat in front of me accessed my services I care that they leave me with a good clinical outcome. In this aspect of my professional life I am not unique. I don't want to be unique I want each and every member of BAA to feel how I do about their patients.

There will be days, and I certainly will have them over the next years when I wonder if that is possible anymore in times of cost cutting and budget constraints but at the end of those days I'm going to remember your faces today, and know that I stand shoulder to shoulder with you all, looking for ways of maintaining our professional standards and the quality outcomes our patients deserve.

I've had a varied career and in some respects that does make me unique, as a BAA President, I hope I can show that the patient is key to BAA and the standard of care not who employs you currently.

I believe that our free at the point of delivery NHS Services are second to none and I will continue to passionately fight for those service standards throughout my presidency.

I'm excited to have over half the BAA Board as new members this year, I will miss some very experienced colleagues but the fresh energy and ideas will come together quickly in these experienced professionals to deliver our agenda this year.

I need to say thank you to a few people before I close Conference. I want to thank people who I consider my mentors and sounding boards. I'm starting with one you will not expect. A few of you may know an audiologist at Bradford Royal Infirmary named Liz Hemingway. Many years ago when I was a student Audiologist Liz was the ultimate teacher, she was organised, that never rubbed off, but she taught me how to coach, how to learn and what it means to have high Clinical standards. I am quietly grateful to Liz for that early grounding in patient care.

In a commercial environment taking on roles such as BAA President need support from your company. I want to thank my MD, Roger Lewin for allowing me the opportunity at work to take on the BAA Presidency wholeheartedly and I'm also thanking Paul Lamb my boss for supporting me, but I think I need to thank Paul in advance for the amount of extra work he will be taking on to cover for me.

Both Paul and Roger are passionate and caring Audiology professionals and their opinions I hold in high regard.

My final thank you has to go to all the previous BAA Presidents who have supported me on Board and who will hopefully continue to support me in my Presidency.

I look forward to serving you, the BAA members over the next year and I hope I will lead our professional body well.

It's time to close this year's fantastic conference and say that I'm looking forward to the next twelve months working with you all.

I hope to see you in Liverpool in 2018.