

Annual General Meeting & Professional Development Day Registration Form

Please reserve me place(s) at the BSHAA Seminar on Saturday, 14th November 2015.

Members £70.00 / Non-Members £110.00 / Associate Student Member £35.00

Prices are per person and are inclusive of VAT. They cover the seminar, lunch and refreshments. If you require a vegetarian meal or have any special needs please advise. Please send a SAE if a VAT invoice is required (no other receipt will be issued).

Cheques payable to BSHAA (Note the cost of the Professional Development Day and travelling costs may be deductible from personal or business tax).

Name	BSHAA Membership No	Cost £
		Total £

Business Name
Address
Postcode
Telephone
Email

NOTE: No refunds will be given if notice of cancellation is received within 10 days of the seminar.

Please return the completed form together with your cheque payable to BSHAA by 8th November 2015 to:
Linda Peel, BSHAA, Vernon Cottage, Pershall, Eccleshall, Staffs ST21 6NE

EMAIL ADDRESS WILL BE USED TO NOTIFY YOU OF IMPORTANT BSHAA UPDATES.

www.bshaa.com/site/events
**SAVE TIME
BOOK
ONLINE**

BSHAA AGM &

Development Day

November 14th 2015

Entering the future with Quality Hearing Healthcare



9.30am to 5.30pm

East Midlands Conference Centre
University Park, University of Nottingham
NG7 2RJ

Just £70.00
INC VAT

Includes

- PARKING
- REFRESHMENTS
- LUNCH

5 BSHAA CPD POINTS

Full programme inside →



For directions to East Midlands Conference Centre see:

<http://www.deverevenues.co.uk/en/venues/east-midlands-conference-centre-orchard-hotel/emcc-directions/>

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Saturday 14th November 2015 • 9.30am to 5.30pm

5 BSHAA CPD Points (*Course Reference Code 8631*)

Programme

Entering the future with **quality hearing healthcare**

09.30-10.00 Registration and coffee

10.00-10.40 AGM with Treasurer's account

10.40-11.00 Update from BSHAA President

11.00 -11.20 Update from BSHAA CEO

11.20-11.40 Coffee and Registration for non-BSHAA members

11.40-12.00 BAA President and Vice President

12.00-13.00 Thinking beyond the audiogram!

Dr Priya Singh, Director of Education, UCL Ear Institute

The ability to distinguish the direction of sounds is a remarkable feat of our ears working in unison. In addition to sound localisation however, spatial hearing also plays an important role in word recognition and hearing speech in complex environments. A recap of how we localise, including the neural mechanisms underlying spatial hearing will be discussed. A review of the literature with respect to how spatial hearing is affected by amplification will be briefly covered. This talk is intended to stimulate thinking and discussion on amplification and tools we could use or need to help improve outcomes in patients. In particular, the use, pitfalls and benefits of speech in noise testing will be discussed.

13.00-14.00 Lunch

14.00-14.20 Capitalising on the quality not quantity!

David Peel, MBA, MCIM, Chartered Marketer, Peel Media Marketing Ltd

In his talk, David will offer a brief guide to increasing footfall by making your practice more visible in your community.

14.20-14.40 Constructing a hearing aid fitting – Part I

Eclecticism in diagnostic Otoscopy

Dr Jay Jindal Au.D., BSHAA

Jay will discuss both common and uncommon medical problems that can be identified via Otoscopy – not only as a precursor to hearing aid fitting but also helping you to decide about making a referral on the basis of what you see in the ear. Importance of good practice in otoscopy and micro-otoscopy with respect to aural care will also be briefly discussed.

14.40-15.00 Constructing a hearing aid fitting – Part II

The art of selecting earmould and shells

Sue Falkingham, Audiologist and Hearing Therapist

Earmould technology is under utilised and commonly selected by habit, rather than thought of as part of the overall fitting procedure. This presentation will challenge your habits and look at the way technology helps you tailor your earmould selections, to add value and benefit to your hearing instrument systems.

15.00-15.50 Constructing a hearing aid fitting – Part III

Tailor-made approach to fitting: appraisal of digital technology and verification techniques

Matt Murray, Audiologist and Post Graduate Researcher at Southampton University

Matt will discuss in detail some recent research into the performance of patients in difficult situations and how this might influence our amplification strategy. He will also explain the benefits and differences between verification and validation of the aids performance.

15.50 -16.10 Coffee

16.10-16.40 Moving beyond the correction of hearing – Part I

Listening strategies for aural rehabilitation

Sue Falkingham, Audiologist and Hearing Therapist

We all think listening is easy, but as part of our professional interaction we must think and reflect on how important listening skills are, to engage with our customers. Today we will consider how RHADs might set out to improve their listening skills and why this may add value to their service.

16.40-17.20 Moving beyond the correction of hearing – Part II

Hearing and cognition: Cognitive effects on speech perception and how these might be addressed

Dr Mel M Ferguson, PhD. NIHR Nottingham Hearing Biomedical Research Unit, Nottingham

Listeners vary in their ability to understand speech in noisy environments. Hearing sensitivity can only partly explain these results, and cognition has emerged as a key concept. Although cognition relates to speech perception, the exact nature of the relationship remains to be fully understood. Dr Ferguson's unit examined this in a study of 44 adults aged 50-74 years with mild SNHL who participated in an auditory training study. As a result of the findings she will argue that training is most effective when it develops the executive skills required for listening. Clinical implications are that training interventions that target cognitive skills embedded within auditory tasks are most likely to offer generalised benefits to the real-world listening abilities of people with hearing loss.

17.20-17.30 Concluding remarks and delegate feedback

