


  
**Hearing Concern LINK**

At the end of the day,  
 it's the people that matter!


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 Ear Foundation & UKCoD  
 London, 4 March 2010



Advances in technology offer massive *potential* for excellent outcomes in hearing performance



- Do these advances always result in better hearing?
- Does better hearing always result in better communication & adjustment?

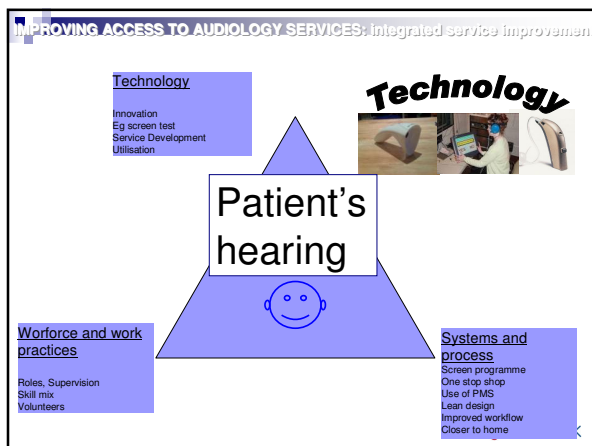
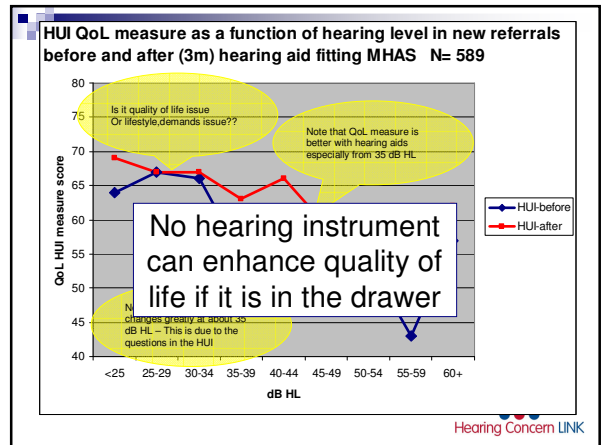


## Hearing & communication

Sadly, the answer is 'no'....


- Better hearing comes from good technology PLUS good use of that technology
- Better hearing is neither necessary nor sufficient for good communication






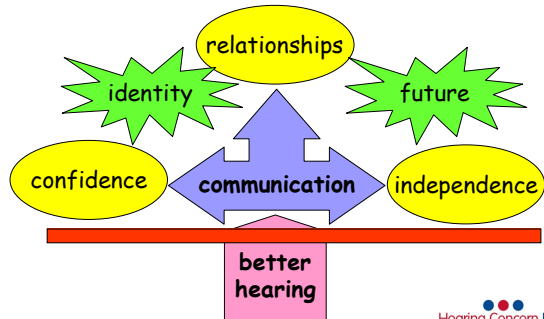
## How are decisions made about what is available in NHS?

- Technology 50% (or 40%)
- Price 40% (or 50%)
- Patient and carer input 10%





What do we want from hearing technology  
– and why?



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**TODAY'S RISK:** technology seen as 'the answer',  
instead of an essential but not sufficient part of  
the whole answer

- Unrealistic patient expectations
- Restricted clinician perspectives
- Neglect of rehabilitation,
  - aural training,
  - psychosocial adjustment,
  - communication strategies,
  - ie how to use technology to maximum extent

Focus on the person's **hearing**, rather than their  
ability & confidence when **communicating** within  
their world

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If we forget to focus on the person  
(rather than on their ears),  
we will fail to derive  
maximum benefit  
from today's technology

[www.hearingconcernlink.org](http://www.hearingconcernlink.org)

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