

Occupational profile: A Hearing Aid Audiologist (HAA) is an autonomous, clinical healthcare professional who operates in a person-centred environment. HAAs are registered with the Health and Care Professions Council (HCPC) under the protected title and protected function of Hearing Aid Dispenser (HAD). HAAs use a combination of physiological measurement science, amplification technology and rehabilitative counselling skills in providing a range of hearing healthcare services, including the retail sale of hearing instruments and accessories. They assess, appraise, interpret and prioritise information to inform person-centric programmes. They recommend interventions to help people affected by ear health and hearing issues, supporting their communication and participation in everyday life. HAAs see communication as essential to health and wellbeing, advising people how to maintain independence and social interaction. HAAs support hearing health by planning and delivering adult audiology services, including for those considered vulnerable. HAAs identify when medical opinion is required and refer appropriately. Access to services can be via self-referral or other referral routes. HAAs work collaboratively within their practice and contribute to the smooth running of audiology services. HAAs work in a range of organisations, or can be self-employed, and have transferable clinical and commercial skills to work across private, public and voluntary sectors.

Responsibilities and day to day duties of the role:

- Manage and prioritise a caseload of adult service users in a variety of settings, including the service user's home, taking account of current safeguarding guidelines.
- Keep accurate and complete records of all interactions with service users, compliant with current guidelines.
- Assess, interpret and explain the results of the hearing assessment.
- Identify when an onward referral is required, according to current guidelines and refer accordingly.
- Provide information and advice to enable service users to make informed choices about their hearing health.
- Discuss the benefits agreeing the most appropriate hearing technology and devices to suit patient's clinical, physical, lifestyle and financial needs.
- Develop personalised care plans, including the recommendation, advice and support on appropriate interventions, technology and rehabilitation.
- Deliver personalised care plans including the fitting, programming, verification and instruction on the use and maintenance of the hearing technology provided.
- Provide ongoing aftercare and rehabilitative service to optimise outcomes.
- Comply with regulatory standards and observe professional guidance.
- Monitoring your key performance indicators in line with your organisation's values, behaviours and objectives.
- Supporting colleagues, including future entrants to the profession.
- Reflect on day to day experience to inform continuing professional development (CPD) needs.

Qualification requirements: Apprentices will be required to complete an HCPC-approved education programme to provide eligibility to apply for registration and will need to meet the entry requirements for their chosen programme and meet the standards required for HCPC registration. Details of these can be found at www.hcpc-uk.org.

	You will be able to:	You will know and understand:
Hearing Aid Audiologist values and behaviours	<ul style="list-style-type: none"> Act in accordance with the ethics, values and behaviours that underpin your registration as a HAD. Take a person-centric approach to your practice. Fulfil all legal, regulatory and professional standards. Demonstrate an inclusive, culturally aware approach to your practice. 	<ul style="list-style-type: none"> The HCPC Standards for your role, codes of practice and conduct as described by the regulatory and professional bodies validating their relevance to your role. Data Protection, Diversity, Safeguarding and other legislation, explaining their relevance to your role. Escalation duties and procedures.
Hearing Aid Audiologist Continuing Professional Development	<ul style="list-style-type: none"> Engage in peer review. Evaluate developments in audiology practice, models of service delivery and supporting evidence base. Critically reflect on your practice, building a portfolio of continuing professional development. Apply and implement your learning to extend your scope of practice. Contribute to the development of the profession to the wider good. 	<ul style="list-style-type: none"> How to access and evaluate structured and unstructured learning opportunities to develop your skills and knowledge. How to share information, findings and ideas through a range of media and to different audiences. The value of self - reflection and peer review in helping to maintain, develop and support evidence-based practice to ensure the quality and safety of service user care.
Hearing Aid Audiologist Person Centred Care and Clinical Practice	<ul style="list-style-type: none"> Examine the outer ear and, with relevant history, recommending the most appropriate actions. Conduct a range of hearing assessments. Interpret, evaluate and discuss results to agree appropriate interventions as part of a personalised care plan. Prescribe, fit and programme the most appropriate hearing technology and devices from a diverse range, to suit clinical, physical, lifestyle and financial needs. Verify, validate and troubleshoot to optimise outcomes. Adhere to all health and safety requirements and maintain safe working practices and environments. 	<ul style="list-style-type: none"> The anatomy, physiology and pathology of the auditory and associated systems including the effects of relevant medical and pharmacological treatments. How to process onward referral. How to integrate and apply procedures that meet the British Society of Audiology (BSA), British Society of Hearing Aid Audiologists (BSHAA) and British Academy of Audiology (BAA) practice guidance. The importance of involving communication partners in a personalised care plan. Hearing aid technology, assessing features and evaluating the application of prescription formulae.

Level: 5	Duration: Typically, 18-24 months	Review: After 3 years	Ref:	Page: 2 of 3
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	<ul style="list-style-type: none"> • Work in the best interest of service users, protecting their confidentiality, privacy and safety including record-keeping, assessing capacity for informed consent /decision-making and prioritising safeguarding responsibilities. • Choose and carry out appropriate ear wax removal techniques, safely and effectively. 	<ul style="list-style-type: none"> • Outcome measures, accepted tolerances and the application of accessories and other assistive listening devices. • Ear wax removal techniques, when to cease or change procedure and appropriate escalation procedures • The relevance of support and information from other professionals or voluntary organisations for the delivery of effective, high quality care. • The relevance and impact of cognitive health.
<p>Hearing Aid Audiologist Sales and Business Aspects</p>	<ul style="list-style-type: none"> • Explain the features and benefits of different hearing technology levels and how these offer advantages in language easily understood by a service user. • Explain different opportunities to develop additional business via promotion, education and networking. • Deliver high quality customer service, assess and handle service user feedback. • Appraise the role within a dynamic market place. • Evaluate and use a range of communication media. • Use key performance indicators to judge your performance. • Apply effective time management to optimise workload, productivity and performance. • Manage all administrative procedures and requirements of your organisation. 	<ul style="list-style-type: none"> • Purpose and structure of appointment types • Different roles involved in service delivery • Psychological models of the motivation of service users. • Patient management and CRM systems • Public sector contracting and commissioning models and exclusion criteria. • Organisations relevant to your role. • Concepts of marketing and media. • Range of hearing protection and accessories. • Key Performance Indicators. • Your organisation’s operating procedures and policies. • Relevant consumer legislation. • The strategies to manage work life balance.