



COCHLEAR IMPLANT CHAMPION NEWS

AUGUST 2023

“ WELCOME TO ISSUE 2

We're delighted to bring you the second issue of the CI Champions newsletter. A reminder that our aim with these newsletters is to help us communicate news and updates from both the CI Champions committee and the CI manufacturers to you, the Champions and Mentors! Please let us know if there is anything you would like to see included in future issues.

INTRODUCTION TRAINING

Acting on feedback that we have received, we have developed a mandatory introductory presentation for all new CI Champions to watch. If you haven't seen this already, you can watch it on the BAA website. (add actual link when uploaded).

ROLE OF THE CHAMPION AND MENTOR

New documents have been produced providing more detailed information on the role of the Champion and Mentor. Also additional ideas of what to do in your protected admin time per week. These can be found alongside multiple resources on the [CI Champions webpage](#).

CI CHAMPIONS SCHEME, A MENTOR'S PERSPECTIVE

Did you read the BAA article written by Petrina Checkland, Midlands Hearing Implant Programme CI Mentor, on her experience as a CI Mentor and the brilliant work she has done engaging with her local Champions?

Check it out in the Summer 2023 issue of the BAA magazine [here: BAA Magazine - British Academy of Audiology |British Academy of Audiology \(baaudiology.org\)](#)



The Cochlear Implant Champion Scheme A Mentor's Perspective

Cochlear implants can change lives; we are the gatekeepers.

There are more gates and hurdles on the road to a cochlear implant (CI) than the referral alone - but if they are not offered the referral, a patient is denied the opportunity to travel the road. Audiologists and Hearing Therapists can identify CI candidates, then counsel, motivate and empower them to consider CI referrals better than anyone.

Champions and Mentors: The national CI Champion Scheme initiative was launched in 2019 by the British Cochlear Implant Group (BCIG) and the British Academy of Audiology (BAA) jointly. For those who are unfamiliar with the scheme, it aims for all CI eligible candidates to be identified, well-informed about CI and offered a timely CI referral using a named

CI champion in each Audiology department. The other component to the scheme is a named CI mentor from each implant centre to support the referring sites' champions in their region.

This article is a mentor's account of the CI Champion Scheme process undertaken at the adult Midlands Hearing Implant Programme (MHIP) and is written from a CI mentor's perspective. The following contains my own interpretation and suggestions based on the learnings so far.

What does the data say?

Trends in total adult CI referrals into MHIP were heavily impacted by the COVID-19 pandemic in 2020 and 2021 (figure 1). Excluding those two calendar years, we can compare post-pandemic external

referrals into MHIP by the top 11 referring sites in 2022 and year-to-date 2023 to pre-pandemic (and pre-Champion Scheme) 2019 levels (figure 2).

The Midlands adult CI champions (figure 2, labelled and outlined in green) can say with pride that they are increasing their sites' referrals: at the time of writing in May 2023, two champion sites (H and K in the figure) have referred more in the first five months of this year than they did in the entirety of 2022.

Breaking down the data by champion sites versus non-champion sites (figure 3), illustrates why the total number of referrals into MHIP in 2022 was not significantly higher than in pre-pandemic 2019. The total 48% increase in referrals by engaged champion sites was mitigated by a total decrease of 32% in referrals from sites, with limited engagement to the scheme.

Furthermore, CI referrals from Ear, Nose and Throat (ENT) into our

After investing over two years into the CI Champion Scheme, the question remained: Why hadn't adult CI referrals increased above pre-pandemic levels? (figure 1)

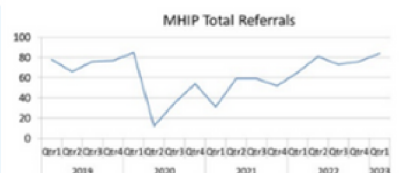


Figure 1



COCHLEAR IMPLANT CHAMPION NEWS

DO YOU STRUGGLE TO KNOW WHO TO REFER? DO YOU FORGET THE CRITERIA?

A new resource has been developed! This tool is designed as a guide for referring clinicians who see adult patients in the UK. It will show when an audiogram falls within the basic referral criteria, but also gives additional guidance on when a speech test would be a particularly useful addition in assessing candidacy prior to referral. This is particularly relevant for borderline cases.

It also considers when someone with a mixed hearing loss may be suitable for CI vs when a bone anchored device may be better. It also has a handy set of frequently asked questions to accompany it. This is a valuable resource.

Please take a look at [CI Referral Tool \(audioali.github.io\)](http://audioali.github.io). Many thanks to the creators Alice Honour, Toby Crisford and David Honour.

BAA CONFERENCE 2023

We hope to see you all at BAA Conference 2023, where we will be raising awareness of the CI Champions scheme with all attendees! Check out the programme online here: [conference programme](#)

CI Referral Tool

This tool is intended as a guide for referring clinicians in the UK seeing adults and is based on the [BCIG guidance](#). Please note that patients with meningitis or sudden severe/profound losses should be referred on urgently. If you want further guidance on a particular case, contact your [local CI team](#).

Enter hearing test results below. If threshold not reached, type 'NR' in the appropriate box.

Hearing loss type:

	0.5 kHz	1 kHz	2 kHz	3 kHz	4 kHz
right ac	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
right bc	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
left ac	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
left bc	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

FAQ

Why can I not enter results at other frequencies?

Are BSL users suitable?

What age limit is there for CI surgery?

Are adults with complex needs suitable, for example dementia, learning disabilities or cognitive impairments?

SPREAD THE WORD AND GROW THE SCHEME

We are always keen to encourage more champions and mentors, so please speak to your friends and colleagues in different departments and help us spread the word.

TRAINING

AWARENESS

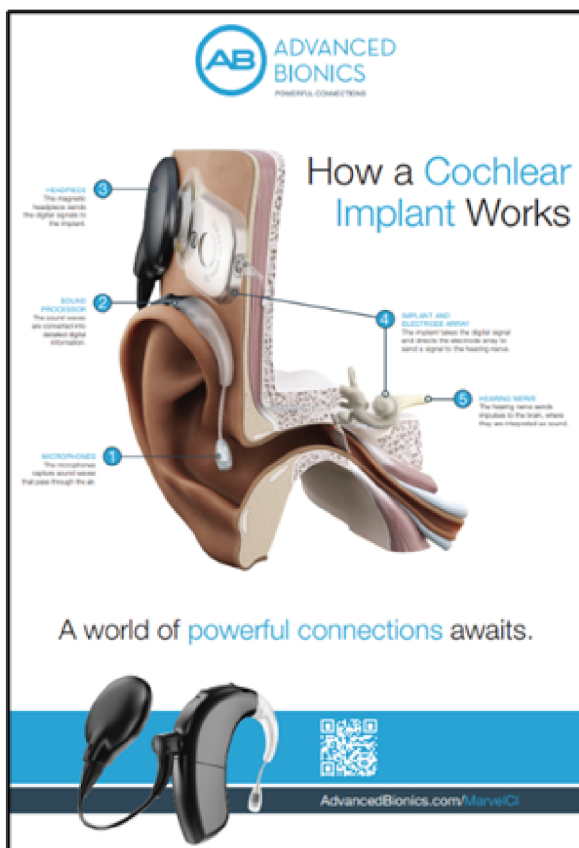
RESOURCES

Hello CI Champions,

Hope you're all well and enjoying your summer! Read on for a few updates from Advanced Bionics.

NEW: How a CI Works Poster

We are happy to share the new How a CI Works posters. This poster is an essential tool for those who want to learn more about how a cochlear implant and a sound processor work. It is designed to be visually engaging and informative, making it easy for anyone to understand the basics of how our Marvel CI products function. It includes illustrations and diagrams that illustrate the process of how sound is detected, transmitted to, and perceived by the brain through our devices.



You can download this poster from the CI peeps webpage or directly at this link: [How a CI Works](#)

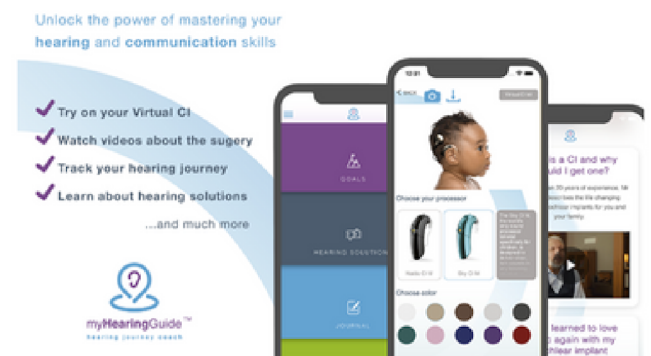
UPDATE: myHearingGuide App

We are excited to announce a major update to our myHearingGuide app. Our app already helps people choose the best hearing solution based on their needs and goals, and now we're taking it to the next level with these new features.

With this update, people considering a cochlear implant can

- Virtually try on a cochlear implant, save the picture to their device, and share their favourite look with family and friends.
- Explore the Sky and Naida CI Marvel processors using the virtual kit.
- Get answers to the most common questions about surgery for cochlear implants.
- Connect to people who will listen and support them and their loved ones on the journey to hearing.

Available on the App Store and Google Play.

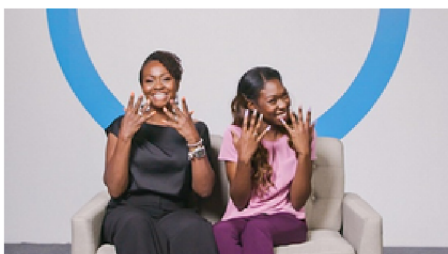


The Support & Community Team are here for you so if you need any support, don't hesitate to contact us at hear-uk@advancedbionics.com.

NEW: 'The Moment' Stories

We are very excited to share with you The Moment stories. These are real, emotional human stories, and have been created to highlight how our lives are enriched and fulfilled by deep and meaningful connections with those around us, and that sound enables those connections.

We warmly invite you to watch The Moment stories at www.advancedbionics.com/themoment.



Hear4Hearing

Summer 2023

Who are MED-EL?

MED-EL Medical Electronics, is a leader in implantable hearing solutions, driven by a mission to overcome hearing loss as a barrier to communication and quality of life.

The Austrian-based, privately owned business was co-founded by industry pioneers Ingeborg and Erwin Hochmair, whose ground-breaking research led to the development of the world's first micro-electronic multi-channel cochlear implant (CI), which was successfully implanted in 1977. To date, MED-EL has more than 2,600 employees from around 80 nations and 30 locations worldwide. MED-EL's hearing solutions include cochlear and middle ear implant systems, a combined electric acoustic stimulation hearing implant system, auditory brainstem implants as well as surgical and non-surgical bone conduction devices. [medel.com](https://www.medel.com)

What is the accreditation training course 'Beyond Hearing Aids' that MED-EL offer?

This training is particularly aimed at professionals who would like to develop their knowledge and confidence with MED-EL cochlear implants, processors, and counselling patients.

Participants will also be introduced to MED-EL's catalogue of support tools and the Hearpeers network. The course will be run regionally and is a mix of interactive activities, hands-on sessions, and informative presentations. At the end of the course, participants will receive a MED-EL accreditation certificate, together with a CI demo kit.


For further details, or to register your interest and reserve your place on a course, click the email below:

businessdevelopmentuk@medel.com

What would you like to hear more about from MED-EL?

To select your options

[Click HERE](#)

Why not try our podcast? 

Take an online course



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Cochlear CORNER

SUMMER 2023
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Achieve Anything

In May, London was the host city for the 'Achieve Anything' global summit, a partnership between the Cochlear Foundation and the Malala Fund raising awareness for better access to hearing healthcare and educational support for children with hearing loss around the world. The 5 young people pictured are all CI users and were selected as National Ambassadors from around the globe. They met with CI recipient and Nobel prize winner, Malala Yousafzai. The summit was an inspiration for young people with hearing loss to fulfil their potential. Read more here: <https://www.cochlearfoundation.org/achieve-anything-program>

Be a Wordy Winner

Can you find 9 audiology-related words and 3 acronyms? The first 5 of you to email us a photo of your correctly completed wordsearch will win one of our water bottles!

C	B	C	I	G	M	H	E	L	N	A	L
O	H	I	T	N	A	L	P	M	I	U	U
C	L	A	R	R	E	F	E	R	C	D	A
H	C	S	M	R	Z	H	E	N	E	I	J
L	W	S	Q	P	R	T	Y	U	I	O	Y
E	O	E	P	A	I	S	D	F	G	L	H
A	J	S	K	R	Z	O	X	C	V	O	B
R	N	S	C	M	Q	W	N	E	R	G	T
K	L	M	P	B	A	A	O	I	U	Y	Y
J	H	E	A	R	I	N	G	T	E	S	T
H	G	N	E	W	S	L	E	T	T	E	R
F	D	T	S	A	P	O	I	U	Y	T	R

Referral Research

We asked Dr Anne Small about Referral Research. Anne reports: 'We know that only a small proportion of adults who would benefit from a cochlear implant ever end up getting one, and this proportion is even smaller within our minority communities. Some exciting research is underway at the University of Cambridge, funded by Cochlear, investigating facilitators to cochlear implantation within the Pakistani and Bangladeshi communities. Let's hope this leads to many more implants for those who need them most.' Future updates in due course...



Anne Small (Cochlear UK Research Manager)



Questions or Comments

Drop us an email at UKLearnNow@cochlear.com



Meet Margaret

CI patients receive upgrades to their sound processor from their local CI centres. What difference do upgrades make to experienced wearers? We asked Margaret, from Edinburgh, about the experience: 'I was really looking forward to my upgrade to the Nucleus 8 and it certainly has been worth the wait. The sound that I get is much sharper and clearer. I am also so pleased that, when using the TV Streamer, speech and music is so much clearer. With being smaller and lighter, it is very comfortable to wear.' Did you know that our volunteers are available to help at department refresher sessions and to support your patients? Email to find out more.

Thirst for Knowledge?

Continue the good work for your CPD by completing the 20min interactive modules on Cochlear Academy - 3 on cochlear implants and 2 on bone conduction. Anyone who emails us to say they have completed all 5 modules will have their thirst for knowledge rewarded with this insulated bottle, perfect for hot/cold drinks at work and on the go (while stocks last)! Check out all the resources on Cochlear Academy for your patients - such as this Waiting Room poster which you can download, or request copies via UKLearnNow@cochlear.com



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