

Policy priorities

for 2026 to 2030

We are the association for primary care audiology providers in the UK. We exist to improve ear and hearing care for all and work with the NHS, health and social care bodies and policymakers to make this happen.

Our mission

Unaddressed hearing loss affects millions and has a significant impact on an individual's health and wellbeing and their ability to remain connected to their family, friends and community. Our mission is to improve access to ear and hearing care by putting it on a par with eye care in the national, political and health service consciousness. We champion primary care audiology as the first point of access for ear and hearing care needs.

Our vision

Our vision for primary care audiology is described in our publication: 'Primary care audiology – accessible ear and hearing care for all'.

Our policy priorities are to:



MAKE IT MATTER

by raising the profile of ear and hearing health



MAKE IT WORK

by promoting audiology as a primary care service



MAKE IT SECURE

by protecting patient access to ear and hearing care

We will have been successful when:

Ear and hearing health are priorities on government and health service agendas.

Patients can access audiology as a primary care service, with access to hospital care only when needed.

Patients can access high quality primary care audiology while the sector scales to meet increased demand.

To achieve this, we will:

Build awareness of the impact and inequalities of unaddressed ear conditions and hearing loss and the urgent need for action.

Advocate for the essential role of ear and hearing care in addressing population health needs.

Present primary care audiology as the first point of contact for ear and hearing care, regardless of funding route.

Develop and promote frameworks that help stakeholders make the most of primary care audiology.

Strengthen clinical governance, proactive risk management and CPD to safeguard the quality and standing of the sector.

Tackle misinformation about primary care audiology when it arises.

Delivering our priorities

To deliver our priorities, our work will include both planned activities and work that arises during each year, for example supporting our members to respond to stakeholder initiatives. Our core activities include:

- Horizon scanning to identify and address risks and opportunities for the sector
- Influencing policy by engaging with stakeholders and responding to consultations
- Undertaking research and policy analysis to generate insight, using this to develop assets that support our members
- Collaborating with sector partners on our shared priorities
- Communicating our work to members, sector partners, stakeholders and the public.

