

Just as *Audio Infos* UK went to print, Jaspreet Bahra was also announced as the overall winner of European Audiologist of the Year. Congratulations to Jaspreet.

YOUNG LONDON Audiologist wins award



Jaspreet Bahra from Harley Street Hearing, London, is the 2013 UK Audiologist of the Year.

Jaspreet Bahra, BSc (Hons) Audiology, RHAD, a senior audiologist at Harley Street Hearing in London, has been announced as the 2013 UK Audiologist of the Year. Jaspreet is the youngest winner to-date and the first audiology graduate to receive the accolade.

Jaspreet Bahra was delighted when she was told the news that she had won the Audiologist of the Year competition in the UK, "When I heard I had won such a prestigious award I was delighted. As an Audiologist you always try to help patients to the best of your ability. I felt both touched and honoured that my patient had taken the time to nominate me." After graduating with an honours degree in Audiology

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Photos: Harley Street Hearing

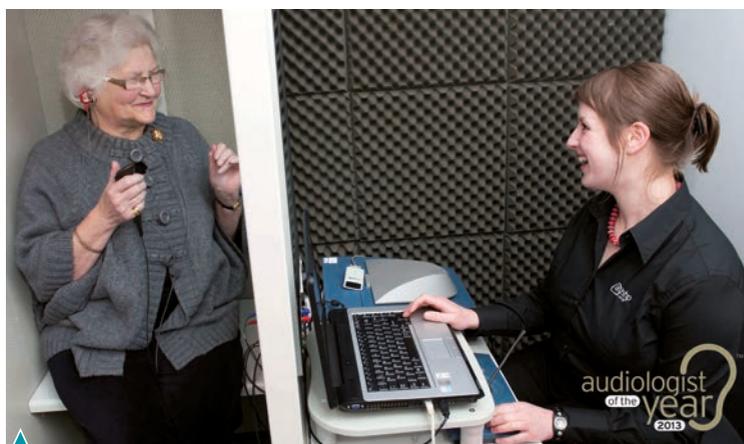
from University College, London in 2007, Jaspreet spent two years working for a well-known national hearing aid company before joining Harley Street Hearing in 2009. "I have been with Harley Street Hearing for four years now and I love it," Miss Bahra said, "Over the years there is so much I have learned and still continue to learn. It feels great to be part of the Harley Street Hearing team." Jaspreet's main area of interest is hearing instrument technology and she runs Harley Street Hearing's successful Lyric invisible hearing programme.

A key member of the team

Harley Street Hearing was established in Harley Street, London 26 years ago by Geraldine Daly. Since then,

The Judging Panel

An independent panel of professionals from the industry vote for the winning audiologist of the year. A shortlist of nominations, with all names removed, is assessed against criteria set by Rayovac, with points awarded across five areas of expertise. This year's panel was Tom Davison, Senior Chief Audiologist at the Freeman Hospital in Newcastle, Alan Torbet, CEO of BSHAA, Gill Lacey from Hearing Dogs for the Deaf and Victoria Adshead, Chief Editor Audio Infos UK.



The Audiologist of the Year competition is run in six European Countries, Ireland has been added to the competition this year.

the business has grown immensely and now has Paul Checkley as Clinical Director and a team of audiologists, a practice manager, marketing support and office staff. Paul Checkley also made the final shortlist of nominees but was pipped at the post by Jaspreet! Checkley said of his colleague, "When Jas joined us she was full of enthusiasm and keen to broaden her knowledge. She has since become a key member of the team who is liked by both her colleagues and her patients. I am delighted that she has received this recognition; she deserves it." The Audiologist of the Year competition, now in its sixth year, is run in partnership between Rayovac and Audio Infos Magazine and looks to celebrate the exceptional work of audiologists across Europe. Once again an independent judging process, which included a panel of the UK's industry professionals, took place during the summer months, to whittle down the nominees to determine the UK winner. Focusing on the dedication, commitment, knowledge and levels of care demonstrated by the audiologist, the judging panel had to grade the final shortlist of nine candidates on five different areas of expertise.

Commitment to her patients

Jaspreet was nominated by 29-year-old solicitor, Warren Stapley, whose inspiring story helped the judging panel make the decision to award her the UK's top hearing professional. The judges were greatly impressed by Jaspreet's dedication to her patient's well-being and commitment to ensuring Warren received state-of-the-art devices that have helped enhance his life in every aspect. Stapley's nomination ensured Jaspreet stood out from a record number of nominations this year. Alan Torbet, CEO of BSHAA and a member of the judging panel said, "I am delighted to have been involved in this year's Audiologist of the Year competition. This year has been a particularly strong year for entries and it truly is heart-warming to see the ways in which hearing professionals really can make such a difference to their patient's lives. Mr. Stapley's story shows the level of service he received from his

audiologist Ms. Bahra, and it is so inspiring to see that her support has helped him achieve his full potential making such a difference to his life."

After suffering from hearing loss since he was just six years old, Mr. Stapley explained how since meeting Jaspreet, his confidence has soared, with the new hearing aid devices he has been fitted with, making a real difference to his life. Supported by Jaspreet, Warren has faced up to the challenges of working in a competitive law environment whilst living with severe hearing loss. He was recently elected to the Executive Committee of the Lawyers with Disabilities Division, a division of the Law Society which seeks to widen access to the legal profession by creating a level playing field for talented disabled professionals and he credits a great part of his success to the invaluable support received from Jaspreet. In his nomination for Ms. Bahra, Warren said: "I have never known, nor even heard of, any audiologist being so committed to a patient that they would arrange appointments for the hours that Jaspreet does, even when it has meant rearranging their own annual leave. I cannot stress enough, having arranged for my primary care to be under Jaspreet and Harley Street Hearing, the difference this has made to my working

6 Countries

The national winners from six European countries go head-to-head to claim the title of European Audiologist of the Year. For the first time this year, Ireland has joined the competition.

Highly Commended

Audiologists who made the final shortlist and therefore receive special commendations in the competition are:

Robert Beiny	The Hearing Healthcare Practice
Kevan Bailey	FC Milnes
Amanda Brady	ABC Hearing Ltd
Shona Jackson	House of Hearing
Paul Checkley	Harley Street Hearing
Kamran Farooq Mahroof	Formerly of Queen Elizabeth Hospital
Alan Walshaw	Airedale Hospital
Jenny Beever	Hidden Hearing



Jaspreet's support of her patient has made a real difference to his life.

“AUDIOLOGIST TO THE STARS”

The company that Jaspreet works for has been established in Harley Street for the past 26 years. The majority of their patients come to 129 Harley Street by referral from General Practitioners and Ear, Nose and Throat Consultants across the UK. A high proportion of clients come to the clinic through recommendations from other patients. The partners in the business, Paul Checkley and Geraldine Daly’s opinion is often sought by hearing aid manufacturers when first trialling new products in the UK, all aspects of the media including many documentaries relating to hearing and many celebrities, professional musicians and DJ’s who see HSH as their first port of call for all aspects of hearing protection. Geraldine Daly has been described by The Sunday Times newspaper as “audiologist to the stars” as she provides advice on hearing protection to a host of well-known names in the music industry through the Musicians Hearing Services side of the business. Coldplay, The Script, Alt-J, Plan B, Karen Hardy, The Royal Opera House and numerous West End Musicals are amongst a host of well-known bands, DJ’s, performers, sound engineers, TV presenters and professionals who use the services of Harley Street Hearing.



Paul Checkley, Jaspreet’s colleague, also made the shortlist for the award.

and personal life. I firmly believe that Jaspreet is unique amongst her peers, a true professional who deserves to not only be nominated for, but to win this prestigious award in recognition of her outstanding contribution to both patient care and her field as a whole.”

Going “Above and beyond”

Paula Brinson-Pyke, Marketing Director at Rayovac, said, “Every year, Audiologist of the Year showcases some wonderful examples of professionalism, patience and kindness; it’s about finding people that go above and beyond the call of duty and really make a difference to their patient’s lives. The announcement of the country winners is one of the highlights of the year for Rayovac and after six years, the competition is growing stronger than ever.

“Audiologist of the Year is independently judged so when the announcements are made it’s a great surprise to all the Rayovac team and a particularly exciting one. I’m so proud to be a part of this fantastic award and look forward to discovering who will win the overall prize of Audiologist of the Year, due to be announced at this year’s Evening of Excellence.”

Judging is now underway to find the overall winning audiologist, as the country winners go head to head to become Europe’s top audiologist. The overall winning audiologist will win the prestigious title of Audiologist of the Year and receive a cash prize and they will be



129 Harley Street, home of Harley Street Hearing and the 2013 UK Audiologist of the Year.

presented with their award and prize at the annual Evening of Excellence this October. Jaspreet will be representing the UK at the Rayovac event, hoping to win the European title, she said, “I can’t wait to go to the Evening of Excellence, although the first thing that came into my head was, “what am I going to wear!””

Video

The video of the Evening of Excellence is available on www.audiology-worldnews.com



COUNTRY WINNERS

Hearing aid wearers have until July each year to nominate their dispenser for the award. Then an independent panel of judges in each country votes in August for their audiologist of the year.

EUROPEAN WINNER

Once the country winners have been chosen all of the independent judges across the six nations are asked to vote again to decide who the European champion will be. The winner is announced in October at the EUHA Congress.

SOCIAL MEDIA

To find out who is crowned this year’s overall winner of Audiologist of the Year, visit www.audiologistoftheyear.eu or find Rayovac on Twitter @HearwithRayovac or HearingwithRayovac on Facebook