



Tinnitus Week

Research
Launch Event
4 February 2025

Programme





Welcome to our first in-person event in a few years, and what an event to be back with!

Our report 'Ringing the alarm: The tinnitus care crisis' is the focal point for our event and we look forward to discussing some of the key points with you.

People with tinnitus deserve better. As a relatively new CEO joining an organisation with a tremendous history of leading developments since the late 1970s, I sense the opportunity that we now have to galvanise our sector, to collaborate, and to create a new future for care, support and research into tinnitus.

Formerly as the British Tinnitus Association (BTA), now Tinnitus UK, we have always sought to collaborate and work with like-minded people and organisations to further the understanding and knowledge base for tinnitus, and we are privileged and delighted to count so many of the world's leading authorities on the subject as our supporters and colleagues.

This event brings together friends and colleagues - people and organisations committed and passionate about providing the best care and support possible to people with tinnitus. Today, fantastic speakers and world experts will provide incredible learning opportunities, and help inspire the research community to explore and build our understanding of this awful condition.

The change we are calling for, outlined in more detail in our new 10-year strategic plan, is in part summarised by the calls to action in our report:

- Full implementation of the NICE guidelines for tinnitus
- Standardised (and brilliant) CPD for professionals
- Enhanced university curricula
- More frequent and faster referrals to sources of immediate support.

Together, we can create the systemic changes required to improve patient outcomes, provide better support to people, reduce healthcare burden, and ensure that no one faces tinnitus alone.

Because people with tinnitus deserve better.

I look forward to meeting you,

Alex

WELCOME

AGENDA

1:00 PM Registration, Lunch, Exhibition & Networking

1:45 PM Welcome from Tinnitus UK
Alex Brooks-Johnson, CEO, Tinnitus UK

2:00 PM Launch of *Ringing the alarm: the tinnitus care crisis*
 Sonja will present key findings from her report, exposing the critical state of tinnitus care in the UK today. She examines the underlying causes and explores how, by working together, the hearing health industry can help improve tinnitus care for the 8 million people living with tinnitus in the UK today.

Sonja Jones, Senior Audiologist and lead author of the 'Ringing the alarm: the tinnitus care crisis' report

2:30 PM Excellence in care – delivering the best for people living with tinnitus
 What does excellence in tinnitus care look like? Our expert panel will discuss the 2020 Tinnitus NICE guidelines, best tinnitus practice in primary care services, and some of the latest tinnitus treatments being offered by private audiology clinics.

*Chair: Alex Brooks-Johnson, CEO, Tinnitus UK
 Dr Rakesh Chopra, GPwER, St Helens and Knowsley NHS Trust and Knowsley
 Caroline Hamilton-Murran, Clinical Audiologist & Tinnitus Specialist, Neuromod
 Sonja Jones, Senior Audiologist
 Mr Don McFerran, Consultant ENT Surgeon (Retd) and President of Tinnitus UK*

3:15 PM Break

3:45 PM Living well with tinnitus: My experience of excellent care
 Flight Lieutenant George Webster shares his personal journey overcoming sound sensitivity and intrusive tinnitus. Through early struggles, professional guidance, and eventual habituation, he discusses how effective treatment and patience can transform lives, offering hope to others facing similar challenges.

George Webster, RAF

4:15 PM What do tinnitus patients want? It's not what you think.
 This session considers upcoming tinnitus research from Leeds Trinity University. 358 tinnitus patients were asked about their first meeting with healthcare professionals about tinnitus and rated their healthcare satisfaction. A random selection (n=11) took part in extended interview about their healthcare experiences, and separate themes were constructed. Current dissatisfaction with the primary care pathway is high, but this also provides us with the opportunity to change little and properly enhance care and consideration of patients with tinnitus.

Dr James Jackson, Reader in Psychology, Leeds Trinity University and co-author of the 'Ringing the alarm: the tinnitus care crisis' report

4:55 PM Final thoughts and thanks

Alex Brooks-Johnson, CEO, Tinnitus UK

5:00 PM Drinks reception

7:00 PM End



SPEAKERS



SONJA JONES

Sonja is a highly accomplished Clinical Audiologist and Hearing Aid Dispenser with a wealth of experience across multiple sectors within the hearing healthcare industry.

She has worked as a Senior NHS Audiologist, working with both children and adults. She has also been at the forefront of hearing aid innovation where she has been a technical trainer and support audiologist for two leading hearing aid manufacturer, Starkey and Widex, across the UK and Ireland.

In 2018, Sonja founded her own private practice in Cardiff, where she continues to offer personalised care and innovative solutions for patients with hearing difficulties. Sonja is also a hearing health consultant for world famous orchestras and operas across the UK.



DR RAKESH CHOPRA

Dr Rakesh Chopra is a nationally recognised teacher of ENT in Primary Care. He is a GPwER for St Helens and Knowsley NHS Trust/Knowsley and South Lakes ENT Service.

Rakesh has over 35 years' experience in ENT of which 14 were in hospital-based ENT. For the last 20 years, Rakesh has been working as a GPwER. He has been extensively involved in developing and teaching ENT in General Practice.

His models and published pathways have gained wide appeal and have been used all over the country. He has conducted his 'ENT in Primary Care' course for the RCGP, Mersey deanery for 12 years, until the Covid pandemic.

Rakesh is also an ENT tutor and lectured for a number of recognised medical education providers including MediConf and for the Royal Society of Medicine GP Update for the last 3 years.

He has multiple international publications in ENT. He has been the referee for the ENT section for the Journal of the Royal Society for Promotion of Health.

He has a degree module in Allergy from the National Respiratory Training Centre. He has contributed articles for GP, PULSE, audiology magazines, and the BIDA Journal. He is involved in ENT triage in his region.

Rakesh has chaired the RCGP ODE ENT conference in August this year, for the 9th consecutive year. He is also a Visiting Lecturer in ENT at Edge Hill University. He has published three novels and is keenly interested in music and sports.



MR DON MCFERRAN

Don is an ENT Surgeon with a sub-specialty interest in otology and, in particular, tinnitus. After 37 years, he retired from clinical practice at the end of 2019 but retains teaching and research commitments. He has published widely on a diverse range of ENT topics and has co-authored two tinnitus books - one textbook for professionals and one self-help book for people with tinnitus and hyperacusis.



CAROLINE HAMILTON-MURRIN

Caroline Hamilton is a Clinical Audiologist & Tinnitus Specialist with a history of working across a range of sectors in a senior clinical & leadership capacity, including 12 years with Neuromod Devices.

Caroline is passionate about patient outcomes and providing products and services which improve the lives of tinnitus patients. She is skilled in clinical research and training, customer service coaching and retail as well as striving to ensure consistently high standards.

Caroline provides professional consultancy to clinicians and providers who wish to set up tinnitus clinics or require assistance managing tinnitus patients.



FLT LT GEORGE WEBSTER

Flight Lieutenant George Webster is a Chinook pilot on 28 Squadron, based at RAF Benson near Oxford. He first experienced sound sensitivity and tinnitus in 2016 during an instructors' course.

After a miserable first year with his career under threat, he had a major improvement when his sound sensitivity was resolved after two appointments with a Defence Audiologist.

This audiologist provided him with tinnitus retraining therapy for another 3 years which led to his reduction of, and habituation to, tinnitus.

George wrote an account of his tinnitus journey for his audiologist who advised him to share it with Tinnitus UK. The RAF has put his account on their website.

George is a keen squash player and lives with his wife and two kids.



DR JAMES JACKSON

Dr James Jackson has been a member of the Tinnitus UK Scientific Advisory Board for almost two years. He is a Reader in Psychology at Leeds Trinity University. He is a Chartered Psychologist and an Associate Fellow of the British Psychological Society.

James has tinnitus and a severe/ profound hearing loss. His doctorate was on cognitive performance in tinnitus patients, and his most recent papers investigated use of online resources for tinnitus. He leads workshops training healthcare professionals to more effectively work with tinnitus patients.

SPONSORS

THIS YEAR'S HEADLINE SPONSOR

LENIRE[®]
soothe tinnitus

Lenire by Neuromod Devices is the first and only FDA Approved bimodal neuromodulation tinnitus treatment device.

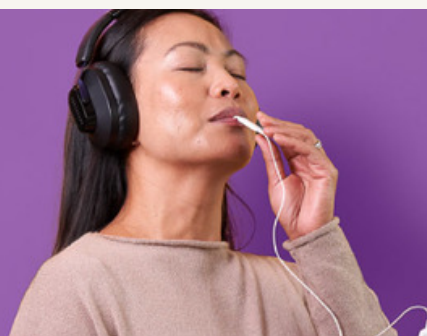
Lenire combines audio and tongue stimulation to retrain the brain to activate friendly audio pathways to shift focus away from tinnitus.

Lenire has been proven to be safe and effective in three large-scale clinical trials (TENT-A1, TENT-A2, TENT-A3) involving more than 500 tinnitus patients.

- **TENT-A1:** 80% of Lenire's first clinical trial patients had a reduction in tinnitus severity that sustained for at least 12 months after treatment.
- **TENT-A2:** 91% of Lenire's second clinical trial patients had a reduction in tinnitus severity that sustained for at least 12 months after treatment.
- **TENT-A3 (Controlled Clinical Trial):** 70.5% of those with moderate or worse tinnitus had clinically meaningful relief from tinnitus after 6-weeks of Lenire when 6-weeks of sound alone had no meaningful impact.
- **Real World:** A retrospective analysis of 220 American Patients showed that 91.5% of patients experienced clinically meaningful reduction in tinnitus after 12-weeks of treatment with Lenire.

Bimodal neuromodulation has been recognised by the American Tinnitus Association as an accepted standard of care for tinnitus.

Proven Effective
in Controlled
Clinical Trial



LENIRE[®]
soothe tinnitus

MANY THANKS TO OUR PARTNERS



GN Hearing is a leading innovator in the field of audiology, dedicated to improving the quality of life for individuals with hearing loss. With a rich history spanning over 150 years, GN Hearing combines cutting-edge technology with user-friendly design to create advanced hearing aids and solutions. Our commitment to research and development ensures that we stay at the forefront of the industry, providing personalized hearing experiences that empower users to connect with the world around them. At GN Hearing, we believe that everyone deserves to hear well and live fully.



Specsavers changes lives through better hearing. Each practice is owned and run by experts who care for communities throughout the UK. In the last 12 months our clinicians delivered 1.2 million appointments to provide a range of services and support, such as hearing tests, wax removal, hearing protection and aftercare.

We recently launched the 'It's Time to Talk about Hearing' report and we are working with colleagues from across the hearing care sector to consider the challenges we are all facing and how we can respond by combining our skills and professional expertise.

MANY THANKS TO OUR PARTNERS



Exhibit Interactive is a creative exhibition design agency that creates sustainable and interactive event spaces that make an impact and inspire audiences.



Oto offers personalised, on-demand tinnitus therapy via the Oto app, combining CBT, mindfulness and sound therapy. With a focus on accessibility and engagement, Oto empowers users to take control of their tinnitus management from the convenience of their own homes.



Puretone is an independent business specialising in high-quality hearing and audiology equipment. From hearing aid accessories to cutting-edge noise protection for recreational, professional, and industrial use, our portfolio reflects our dedication to improving hearing health worldwide.



TinniSoothe is a small, wearable sound therapy device, delivering white noise 24/7, without the need for anything in or around your ears. Registered in the UK as a Class 1 medical device, the product is patented and made in Britain.



Widex/Signia: Signia hearing aids feature cutting-edge tinnitus therapies, improving quality of life for those living with tinnitus. Or you can discover how Widex hearing aids soothe tinnitus with innovative fractal technology. Visit our stand to find out more.

Become a corporate member

Is your business dedicated to silencing tinnitus?

If you want to reach new customers, build trust with the tinnitus community and help silence tinnitus, you should join Tinnitus UK as a corporate member.

You can get free tickets to events, discounts on training and exclusive insights, plus logos and certificates that show your business is committed to making a difference.

And best of all? Memberships start at only £350 for a full year.

To sign up now or find out more, email danny@tinnitus.org.uk today.



CORPORATE
MEMBER
2025-26

MANY THANKS TO OUR PARTNERS



BAA is the largest association of professionals in hearing and balance in the UK. Our membership extends internationally and provides services in both the public and private sector. On behalf of its membership, BAA's vision is to provide a clear and strong voice for professionals in audiology and to promote excellence in clinical knowledge and practice. The BAA aims to help its members to develop in their professional skills, provide a benchmark for quality and professional standards and promote audiology as an autonomous profession.



The BSA, the UK learned society, advances knowledge, promotes learning, informs good practice, and drives positive impact in the field of audiology. Our multidisciplinary membership is open to anyone with an interest in improving the lives of adults and children with hearing and balance problems.

We're the joint owners of the International Journal of Audiology. Our evidence based and peer reviewed recommended procedures and practice guidance are used by sectors throughout the UK and are cited internationally.

BSA Special Interest Groups produce the majority of these documents and follow rigorous production processes of authoring, internal review, expert peer review and public consultation.



ENT UK is the professional membership body representing ear, nose and throat surgery and head, neck and thyroid surgery in the UK. We support members at every stage of their careers – a total of more than 2,300 ENT healthcare professionals and medical practitioners.



BSHAA is the professional body for independent audiologists, representing over 2680 individuals. We believe in delivering the highest level of care to our patients and we are passionate in supporting our members to provide this care. We are the voice of our community and will always be an advocate for the future of the audiology profession.



AIHHP is a professional association dedicated to promoting excellence within the UK Hearing Care profession.

Our members provide a range of higher quality services including hearing assessments, hearing aid provision, hearing protection and other specialised services relating to hearing than would normally be found on the high street.

Tinnitus UK's professional training services are designed to equip healthcare professionals with the knowledge and skills needed to support individuals affected by tinnitus. These training sessions provide an in-depth understanding of the condition, its impact on mental and emotional well-being, and evidence-based management strategies.

Tinnitus Adviser Training
20-21 June, NCVO London

[INFO & BOOK](#)

This internationally recognised counselling-based training course, led by a Chartered Counselling Psychologist and Registered Psychotherapist, helps participants enhance their skills to support tinnitus patients and clients in various settings. It covers counselling principles, theoretical models to inform practice, such as CBT and Mindfulness, provides counselling skills and practical exercises.

European Tinnitus Course
16-18 October, Aston University

[INFO & BOOK](#)

This course is led by industry experts with both clinical and research experience, covers a comprehensive range of topics ranging from the basic science and clinical assessment of tinnitus and hyperacusis, drug treatments, sound therapy, psychological approaches, and special populations. It also explores various treatment modalities and provides insights into current research perspectives.

Corporate members receive a discount on all training courses.

Get in touch with danny@tinnitus.org.uk for more information, or come and chat to us at the Tinnitus UK stand.

Excellence in Tinnitus Care Award



The new Excellence in Tinnitus Care Award celebrates and recognises hearing health professionals who have demonstrated outstanding commitment, innovation, and effectiveness in the treatment and management of tinnitus.

This award is open to audiologists, ENT specialists, GPs, and other hearing health professionals making a significant impact in this field.

Are you leading the way in excellent tinnitus care?

We want to celebrate **YOU!**

[FIND OUT MORE](#)

