Press Release

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BIHIMA launches 2026 audiologist survey to capture change across hearing care

The British Irish Hearing Instrument Manufacturers Association (BIHIMA) has launched its 2026 audiologist survey, inviting hearing care professionals across the UK and Ireland to share their experiences of a sector continuing to evolve at pace.

Building on previous editions - including the 2024/2025 survey report which highlighted growing demand, workforce pressures and the need for system-wide reform - this year's survey aims to provide a clearer picture of how the landscape is shifting and where further change may be needed.

A key focus of the 2026 survey is to track developments over time. By revisiting a number of core questions, BIHIMA hopes to build a longitudinal view of the challenges and opportunities facing audiology, while also identifying where progress has been made.

Alongside this, the survey will explore new and emerging areas reflecting how hearing care continues to develop, including new questions on the latest technological developments in hearing devices, managing patient expectations and models of care.

By including some new questions within the existing survey format, we intend to ensure the findings not only provide continuity with previous years but also capture the realities of a sector undergoing significant transformation.

Audiologists working across all settings - including NHS services, independent practice and retail - are encouraged to take part. Their insights will play an important role in shaping a robust evidence base to inform future discussions around service delivery, innovation and patient care.

Findings from the survey will be analysed and published in a follow-up report later this year.

Paul Surridge, Chairman of BIHIMA, said: *"As demand for hearing services continues to grow, it is vital that we fully understand the experiences of those delivering care in all types of setting. Audiologists are at the frontline of this challenge and their responses in previous years have given us an invaluable view of what is most important for the profession. Their insights are essential to ensuring the system can evolve effectively, both now and in the future."*

TAKE SURVEY