



The NCHA is a not-for-profit membership organisation and is committed to better hearing care for all.

### **Our Goals**

- Promote hearing as an integral part of public and population health
- Make community-based hearing care a social norm
- Provide a united and effective voice for all community hearing providers
- Address unmet hearing need in the UK through innovative, accountable and cost-effective models of care
- Support choice in hearing care – whether people choose to access care through the NHS or privately
- Tackle myths associated with both NHS and private hearing care
- Support appropriate and proportionate regulation of hearing services
- Break down artificial boundaries between primary and secondary care, as the NHS has called upon us to do
- Support appropriate, proportionate and transparent commissioning of hearing care
- Work collaboratively with partners in government, the NHS, civil society and third sectors, as well as across the wider Primary Care and hearing sector to achieve these goals