Beyond the clinic: Sustainable cochlear implant care at scale

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The clinic-centred model is reaching its limits

1 GROWING

More people need lifelong CI care

2 SCARCE

Specialist time is limited

3 BURDENSOME

Travel and routine visits cost time, money and energy

If everyone follows the same timetable of clinic appointments, access cannot expand sustainably

Sustainability has three tests



1. For the person

Choice, convenience, confidence and outcomes that matter in daily life



2. For the service

Capacity, continuity, safety and specialist time used where it adds value



3. For society

Wider and fairer access, less avoidable travel and models that work across settings

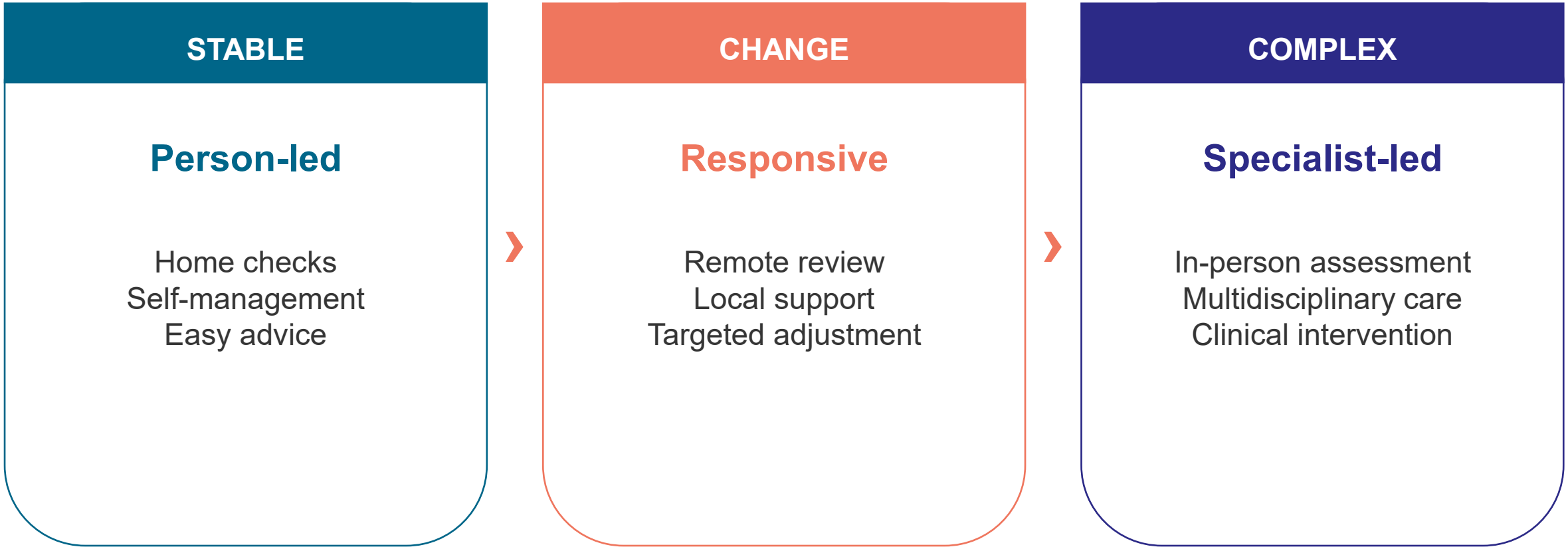
A model fails if it saves clinic time but excludes people

Start with the person, then design the pathway



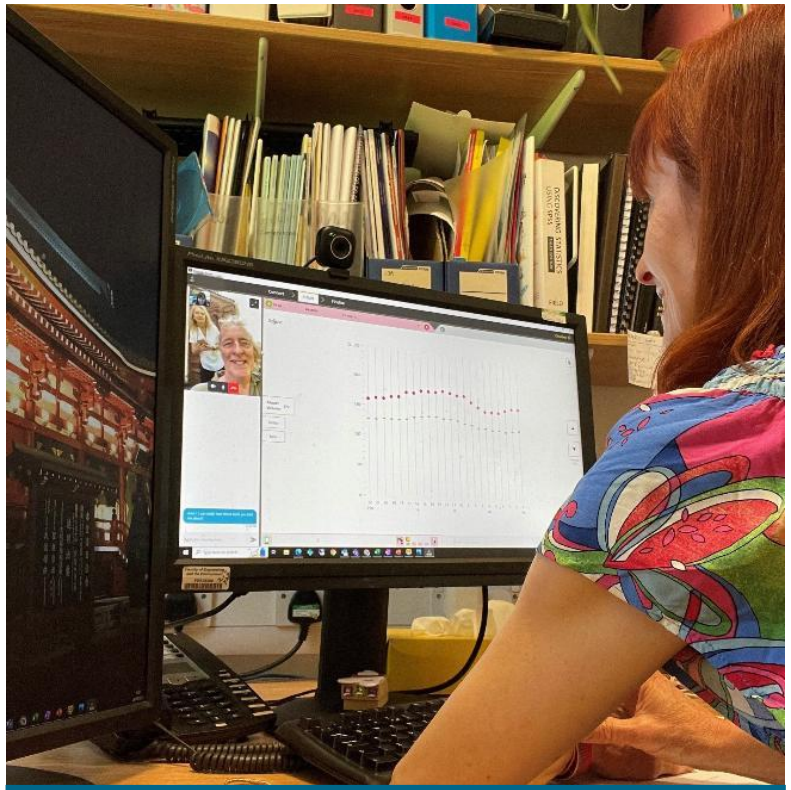
Person-centred does not mean digital-only. It means the route adapts to the person

A hybrid pathway: routine moves out, expertise moves in



Remote care is valuable when it changes the service





CHECK

Hearing, device and experience

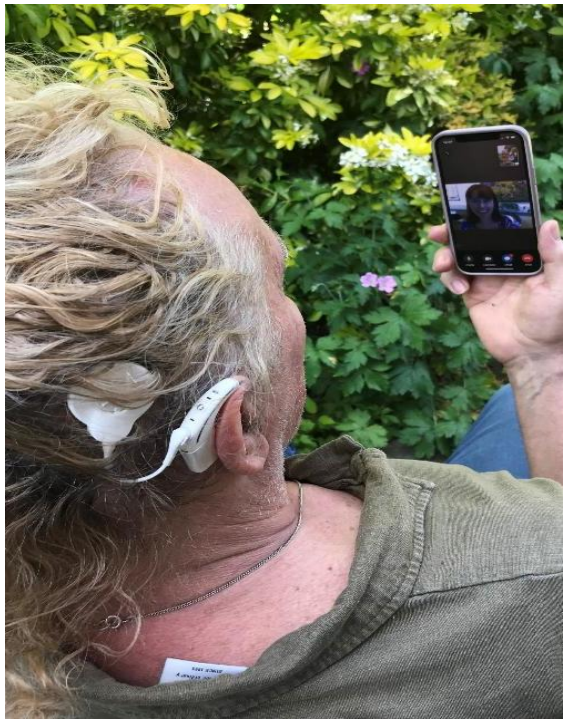
CONNECT

Advice, coaching and support

RESPOND

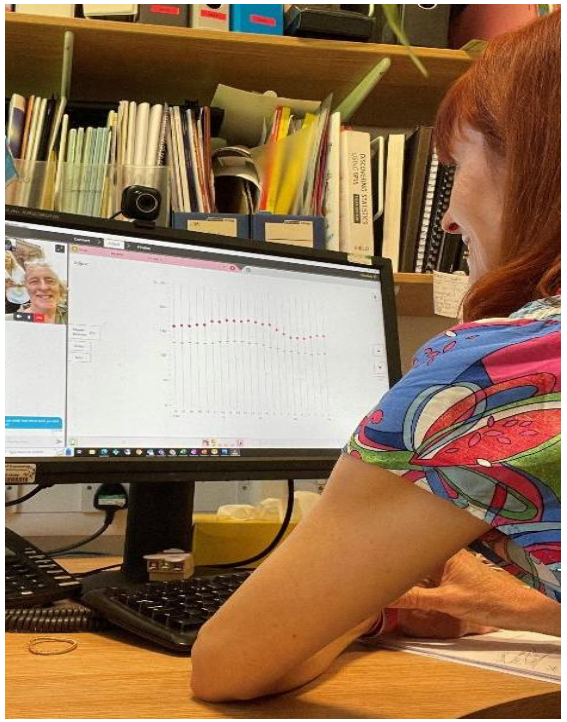
Targeted action where needed

Remote care is valuable when it changes the service



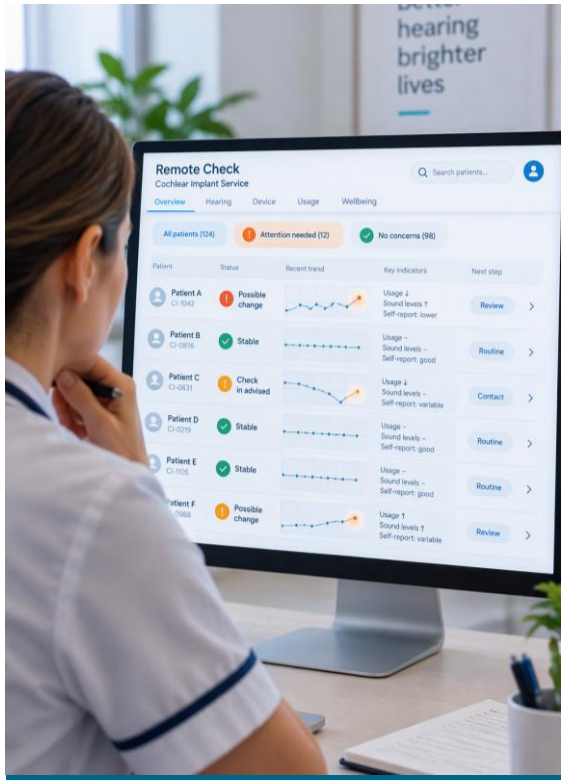
CHECK

Hearing, device and experience



CONNECT

Advice, coaching and support



ANTICIPATE

Identify emerging need and prioritise attention



RESPOND

Targeted action where needed

Use digital tools and AI to remove low-value steps, detect need earlier, predict risk and respond faster

Design for inclusion, not for the “ideal digital patient”

1	CHOICE	Remote, local or clinic routes
2	ACCESS	Devices, connectivity, language and communication
3	SUPPORT	Help when needed
4	SAFETY	Consent, privacy and clear escalation pathways



Never make access to care depend on digital confidence. Digital care can widen access for one person and create a new barrier for another

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Sustainable care is not less care.

It is the right care, in the right place,
at the right time, chosen with the person.

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What can people safely do themselves?

What should be available locally?

When is specialist care essential?

Beyond the clinic means care that follows the person, not the building