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# Grant Searchfield, PhD

## Bio

Professor Grant D. Searchfield is an audiologist and neuroscientist based in Auckland, New Zealand. He currently serves as the Academic Head of Audiology at the University of Auckland. Prof. Searchfield began his audiology career in 1994 after completing a Master of Audiology degree and in 2004 earned his PhD from the University of Auckland. In 2001, he became the inaugural director of the university's Hearing and Tinnitus Clinic. His research focuses on tinnitus management and applied behavioural neuroscience. He is internationally recognized for investigating the use of sound and hearing aids for tinnitus management. Prof. Searchfield is also the founder of a university spinout company, TrueSilence Therapeutics Inc, which aims to provide accessible tinnitus therapies. Beyond his clinical and entrepreneurial endeavours, Prof. Searchfield holds academic positions as a co-director of the Eisdell Moore Centre for Hearing Research, deputy Head of the School of Population Health and a member of Te Titoki Mataora the MedTech Research Translator. Grant is tinnitus section editor for *Frontiers in Audiology and Otology*. He is a past member of the Scientific Advisory Committee of the American Tinnitus Association and Tinnitus Research Initiative. Prof. Searchfield's contributions have significantly advanced the understanding and treatment of tinnitus, combining clinical practice with innovative research to improve patient outcomes



***"Applying behavioural neuroscience to tinnitus therapy."***

*Behavioural neuroscience can guide the selection of tinnitus therapies by considering how perception and cognition shape the symptom experience. Adaptation level theory explains that tinnitus loudness and intrusiveness result from the combined effects of sensory input, background sounds, and a person's cognitive-emotional state. By adjusting these factors through sound enrichment, shifting attention, and reframing emotional responses, clinicians can lower the perceived prominence of tinnitus. This approach supports personalised treatment planning, targeting the sensory, attentional, and emotional aspects most relevant to each patient, and may improve outcomes by using the brain's natural capacity for change.*