Reconnect to a world of sound

Are you missing conversations at dinner with your family? What about a meeting with co-workers in a noisy office? These are important moments in life. We understand that it can be frustrating when you struggle to hear and communicate, even with hearing aids. You want to be able to enjoy life without planning around your hearing loss. Hearing implants may be the solution you are looking for to hear more clearly, regain your independence and connect with people you love.

Hearing implants are different from hearing aids

Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds need to not only be made louder, they need to be made clearer. Hearing implants can help give you that clarity, even in noisy environments.¹

Hearing implants have helped hundreds of thousands of people like you hear again

A hearing implant may not only help you get back the sounds you’ve been missing, it can also help you reconnect to family, friends, and the life you love. Hearing implants are a proven solution to help people understand speech and may improve the clarity of words and sounds, even in the most difficult noisy places.¹ Once more, you may be able to hear your children’s laughter, engage with friends at a dinner party and participate in meetings at work.
Is a hearing implant right for you?

Right now, you are probably feeling hope. Hope that a hearing implant may finally be the solution you have been waiting for. And hope that you may finally be able to hear more clearly again.

Ask yourself the following questions to help determine if a hearing implant may be right for you.

Do you:

• Have difficulty hearing conversations with your hearing aids, especially in noisy situations?
• Frequently ask people to repeat themselves?
• Often misunderstand what people say?
• Have trouble hearing on the telephone?
• Turn up the volume on the TV louder than others in the room prefer?
• Feel people often mumble when they talk?
• Have difficulty hearing conversations with your hearing aids, especially in noisy situations?
• Find yourself agreeing, smiling or nodding during conversations when you are not sure what has been said?
• Regularly withdraw from conversations because it is too difficult to hear?
• Only hear from one ear?
• Depend on loved ones or read lips to understand what people are saying?

If you answered "yes" to any of these questions, then it is time to schedule an appointment with a Hearing Implant Specialist and experience the joy of hearing again. www.Cochlear.com/US/Appointment

“With hearing aids, it was hard understanding what people were saying. Getting a cochlear implant was the best decision I ever made. It gave me back my life and what I had before I lost my hearing.”

Nina P.—Nucleus recipient
With Cochlear, there are even more possibilities for a lifetime of hearing

Cochlear has hearing implant solutions for many types of hearing loss, including high frequency hearing loss, moderate to profound sensorineural hearing loss, conductive hearing loss, mixed hearing loss and single-sided deafness.

As you learn more about the Hybrid™ Hearing System, Nucleus® Cochlear™ Implant System, and Baha® Systems, keep in mind your Hearing Implant Specialist will identify which hearing implant is right for you.

**SINGLE-SIDED DEAFNESS**
You have little or no hearing in one ear but normal hearing in the other ear.

**Possible Causes:**
- Sudden deafness
- Birth defects
- Genetics
- Head trauma
- Meniere’s disease
- Adverse reactions to drugs

**CONDUCTIVE HEARING LOSS**
You have a problem with your outer or middle ear.

**Possible Causes:**
- Growth or tumor
- Blockage in the ear canal
- Malformation of the outer ear, ear canal, or middle ear structures
- Middle ear infections

**MIXED HEARING LOSS**
You have a problem with your outer or middle ear and your inner ear.

**Any of the causes of conductive hearing loss plus any of the following:**
- Aging
- Exposure to loud noise
- Head trauma
- Genetics
- Meniere’s disease

**SENSORINEURAL HEARING LOSS**
You have parts of your inner ear or auditory nerve that are damaged or not working correctly.

**Possible Causes:**
- Genetics
- Birth defects
- Overexposed to loud noise
- Certain medications
- Disease or illness
- Normal aging process

**HIGH FREQUENCY HEARING LOSS**
You may still be able to hear some sounds, but it has gotten harder to hear conversations in both quiet and noisy situations. High Frequency Hearing Loss is a type of sensorineural hearing loss.

**Possible Causes:**
- Normal aging process
- Overexposed to loud noise
- Genetics
- Meniere’s disease
Will you benefit from a hearing implant?

Hearing implants have improved the lives of hundreds of thousands of people across the world by providing access to sound. Typically after receiving your implant, you may expect to achieve better speech understanding. Research studies have shown that adults receiving cochlear implants understand sentences on average almost seven times better than they could with hearing aids. Other improvements may follow, such as talking on the phone and enjoying music.

Many factors contribute to improved hearing performance. Research and decades of experience have demonstrated that hearing implants provide:

- Improved auditory awareness of sounds at levels within the normal range of hearing
- Improved speech and language skills
- Improved quality of life
- Improved employment opportunities

You will want to talk with your Hearing Implant Specialist to set your hearing performance expectations.

Are Hearing Implants Covered by Insurance?

The good news is that unlike hearing aids, hearing implants may be covered by your insurance plan.* Also the evaluations are typically covered by insurance.

Insurance Coverage for Hearing Aids vs. Hearing Implants

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<tr>
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<th>Private Insurance</th>
<th>Medicare</th>
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<tr>
<td><strong>Cochlear™ Nucleus® Hybrid Implant</strong>††</td>
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<td><strong>Cochlear Implants</strong></td>
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<td><strong>Hearing Aids</strong></td>
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*Contact your insurance company or local Hearing Implant Specialist to determine your eligibility for coverage.

** Many insurance companies cover the Cochlear Nucleus Hybrid Implant System for patients who qualify. Contact your insurance company or local Hearing Implant Specialist to determine your eligibility for coverage.

***Coverage for adult Medicaid recipients varies according to state-specific guidelines.

†May be covered for patients that meet Medicare’s current coverage criteria.

††The Hybrid L24 Implant is approved in the US only for adults 18 and older.
Hear better in noise

Hearing your friends and family in noisy situations is especially difficult for those with hearing loss. Now you do not have to miss out on those important conversations. In fact, adult cochlear implant users demonstrated a significant improvement in hearing in noise when compared to their hearing aid performance.5

The Hearing in Noise Test (HINT) measures a person’s ability to hear speech in quiet and at a normal conversational level.

Hearing with two ears

Hearing with two ears provides clear advantages. When you hear with both ears, you can better understand speech and hear more clearly. You can determine where a sound is coming from and hear better in noise. Hearing and actively engaging in life is easier when using both ears.

Many people start by wearing two hearing aids. However, as hearing loss progresses, you may need something more. Many cochlear implant users will then continue to benefit from wearing a hearing aid in their opposite ear, typically referred to as bimodal hearing.2,3

“I was struggling to hear at work with my hearing aids, relying on others to translate for me. Now with my cochlear implants, it’s just like a whole new world opened up. I can just carry on with my life and have a conversation.”

Deb A.—Nucleus recipient

*The Hearing in Noise Test (HINT) measures a person’s ability to hear speech in quiet and at a normal conversational level.
Cochlear Implants for Sensorineural Hearing Loss

Cochlear™ Nucleus® Implant System - The smart choice for you

When a crucial part of your inner ear is not working properly, you may need more than a hearing aid—you may need a cochlear implant to treat your moderate to profound sensorineural hearing loss. The Cochlear Nucleus System mimics the natural hearing function of the inner ear to help make sounds louder and clearer. A cochlear implant then bypasses the damaged part of the ear, which may help you to understand sounds in both noisy and quiet environments. This enables you to hear everything from conversations in noisy restaurants to leaves rustling in the wind.

We offer a choice of sound processors to fit your lifestyle and your wearing preference with a behind-the-ear or off-the-ear solution. The Nucleus® 7 and Kanso® sound processors include our most advanced technology to help you hear your best.

Choose the Style for You

KANSO SOUND PROCESSOR
Off-the-Ear

NUCLEUS 7 SOUND PROCESSOR
Behind-the-Ear

How a Cochlear Implant System works

[1] Microphones on the external sound processor pick up sounds, and the sound processor converts them into digital information.

[2] This information is transferred to the implant just under the skin.

[3] The implant sends the digital sound signals down the electrode into the cochlea.

[4] The hearing nerve fibers in the cochlea pick up the signals and send them to the brain, which is understood as sound.
Cochlear™ Hybrid™ Hearing
Uses Your Natural Hearing

Can you hear some sounds but not others?

You may be able to hear some sounds, but not others. Sometimes, when experiencing hearing loss, higher frequency sounds can be difficult to hear. High-frequency sounds include consonants in words, which help you distinguish between words and detect emotion. Without them, words can merge together, making what you hear jumbled and sometimes difficult to understand. High-frequency sounds also include birds chirping, so you may find that you can no longer enjoy these beautiful sounds of nature.

Cochlear™ Hybrid™ Hearing™ is a combination of two proven technologies. The first technology is acoustic amplification of the low-frequency natural hearing you have after surgery. The second is our innovative Cochlear Implant technology that provides access to the high-frequency sounds you’re missing for a richer hearing experience. Hybrid Hearing is compatible with our wide Nucleus electrode portfolio.

If you experience high-frequency or ski-slope hearing loss where you have normal to moderate low-frequency hearing loss, but severe to profound high-frequency hearing loss, the Cochlear Nucleus Hybrid Implant System may be a solution. The Hybrid System uses a special electrode** that is designed to preserve your low-frequency hearing for improved speech understanding and sound quality. It’s the first FDA-approved solution of its kind.

Cochlear Hybrid Hearing

Combining the sophistication of a cochlear implant with the amplification benefits of a hearing aid.

When compared to hearing aids alone, Hybrid Implant System™ recipients reported:

10X INCREASE IN HEARING SATISFACTION

2X BETTER HEARING IN NOISE

Visit www.Cochlear.com/US/Hybrid for more information on Hybrid Hearing

*The Acoustic Component should only be used when behavioral audiometric thresholds can be obtained and the recipient can provide feedback regarding sound quality. The Cochlear Nucleus Hybrid acoustic component is not compatible with the Kanso Sound Processor. The Kanso Sound Processor is not intended to be used by Hybrid L24 Cochlear Implant recipients who receive benefit from the acoustic component.

**The Hybrid L24 Implant is approved in the US only for adults 18 and older.
How Hybrid Hearing Works

[1] Microphones on the Nucleus® 7 Sound Processor pick up the sounds you’re missing and convert them into digital information.

[2] At the same time, when using Hybrid Hearing, the acoustic component amplifies the low-frequency sounds you hear after surgery and sends them through the ear canal in the normal pathway of hearing.

[3] The missing high-frequency sound information is transferred through the coil to the Nucleus Implant just under the skin.


[5] The hearing nerve fibers in the cochlea pick up the two signals, combine them, and send them to the brain, which is translated as the sound you hear.
Bone Conduction Implants

Cochlear™ Baha® System - Your connection to a lifetime of better hearing

The Baha® Bone Conduction System can be a natural pathway to better hearing if you are living with single-sided deafness, conductive or mixed hearing loss. While most hearing comes from sound waves traveling through the air, you can also hear from vibrations that pass through the bones in your head. That’s the route the Baha Systems take. This sends clearer, crisper sound directly to your inner ear. It has the potential to make an immediate and positive impact on how well you hear and communicate.

One of the best things about a Baha System is that you can try it first before deciding to move forward. The Baha 5 System is the first bone conduction system to offer three head-worn sound processors, each one designed to meet a different level of hearing loss. From the smallest to the most powerful, you will have peace of mind knowing that Cochlear offers smart choices for a lifetime of better hearing.

Baha 5 System Portfolio

Visit www.cochlear.com/US/Baha for more information on Baha Bone Conduction Implants
How a Baha System works

[1] The sound processor picks up sound vibrations from the environment. The sound vibrations are transferred through either an abutment or a magnetic attachment to a small titanium implant inserted in the bone behind the ear.

[2] The sound vibrations are then sent directly through the bone to the inner ear (cochlea) where they are converted into electrical impulses by tiny hair cells inside the cochlea.

[3] These impulses travel to the brain, allowing you to perceive sound naturally.
A hearing implant can make a big difference in your life

Take these easy steps to join the more than 450,000 people benefiting from a hearing implant.

/01 Hearing test

You will first need to have your hearing tested by an audiologist who is well trained in hearing implants and all advanced hearing technologies. Make an appointment with a Hearing Implant Specialist to determine if you qualify for a hearing implant.

www.Cochlear.com/US/Appointment

/02 Insurance approval

Unlike hearing aids, most hearing implants are covered by Medicare. They are also covered by many insurance plans and typically Medicaid.* Your insurance plan may require something called “pre-authorization” for certain services. If needed, your audiologist or physician may help obtain pre-authorization of coverage on your behalf. Your audiologist will also submit the necessary paperwork to your insurance company for approval.


If you need assistance navigating the insurance approval process or help with an appeal if the claim has been denied, we offer individual insurance support. Contact Cochlear OMS Insurance Support at 1 800 633 4667 (opt 4) or email OMS@Cochlear.com.

/03 Implant procedure

We understand the thought of surgery is intimidating. Receiving a hearing implant is typically a straightforward outpatient procedure usually taking a maximum of three hours and done under general anesthesia. The procedure has been successfully performed on hundreds of thousands of patients worldwide by highly trained specialists. Recovery is typically quick. Most people are up and about the very next day and back to their normal activities in a few days.

/04 Activation/Fitting

The day you have been waiting for, when you start to enjoy your rediscovered ability to hear. You should set realistic expectations for this day as every person’s experience is unique. Over the next few months, you may work with your audiologist to fine-tune the device for optimal hearing.

/05 Getting the most out of your hearing implant

Before long, you may be hearing better than you thought possible. Our Customer Support Service Team is here to help you.

*Coverage for adult Medicaid recipients varies according to state specific guidelines. Contact your insurance provider or hearing implant specialist to determine your eligibility for coverage.
We’re here for you, always.

We know firsthand what a wonderful, life-changing decision you’re about to make. Cochlear strives to be a partner to you for a lifetime of hearing. We know you will have questions along the way, and we will be here to answer them for you. In addition, we have developed multiple tools, online videos and personalized resources that can be tailored to your needs.

We are committed to answering your questions, providing fast and convenient service and helping you get the most from your Cochlear Hearing Implant today and into the future.

Connect with us

If you have questions, we have experts that are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

Email: Concierge@Cochlear.com
Call: 1 800 216 0228

Learn more about hearing implant systems: www.Cochlear.com/US

“Wearing an implant is almost like ... all of a sudden I’m not wearing shoes anymore and I’m feeling liberated.”

Jim V.—Nucleus recipient
As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 450,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We aim to give our recipients the best lifelong hearing experience and access to innovative future technologies. For our professional partners, we offer the industry’s largest clinical, research and support networks.

That’s why more people choose Cochlear than any other hearing implant company.

www.Cochlear.com/US

Follow us on

5. The Nucleus Freedom Cochlear Implant Surveillance Trial Results. 2008 June.
7. EarNoseandThroatDevicesPanel/UCM373793.pdf