Hearing Loss Information and Solutions

When Hearing Aids Are Not Enough
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.\(^1\)

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.\(^2\)
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.

While wearing your hearing aid(s), do you:

- Have difficulty hearing conversations 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?
- 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.

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.

You don’t have to wait until you lose all your hearing to benefit from a cochlear implant. You can hear better sooner and experience the health benefits and improved hearing outcomes.

In fact, studies have shown that people with cochlear implants:

- See improvements in speech understanding, sound clarity and language skills3
- See improvements in overall health4

Contact your Hearing Implant Specialist. It is important that you have realistic expectations of the benefits of a cochlear implant. It will take commitment, patience and support.

Studies show that adults with cochlear implants were

- 5X MORE SATISFIED with their ability to understand what is said on TV5
- 7X MORE SATISFIED with their ability to understand sentences6
- 11X MORE SATISFIED with their ability to hear on the phone7

than with two hearing aids

Hearing with both 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.8

“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 Cochlear™ Nucleus Implant System, Cochlear™ Hybrid™ Hearing System, Cochlear™ Osia System, and Cochlear™ Baha® Systems, keep in mind your Hearing Implant Specialist will identify which hearing implant is right for you. To schedule an appointment with a Hearing Implant Specialist and experience the joy of hearing again visit www.Cochlear.com/US/Appointment

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**

<table>
<thead>
<tr>
<th></th>
<th>Private Insurance</th>
<th>Medicare</th>
<th>Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochlear™ Nucleus® Hybrid Implant*</td>
<td>May be covered†</td>
<td>May be covered‡</td>
<td>May be covered§</td>
</tr>
<tr>
<td>Cochlear Implants (Nucleus® 7, Kanso®)</td>
<td>Covered by most insurance plans†</td>
<td>Covered‡</td>
<td>Typically covered**</td>
</tr>
<tr>
<td>Bone Conduction Solutions</td>
<td>Covered by most insurance plans†</td>
<td>Covered‡</td>
<td>Typically covered**</td>
</tr>
<tr>
<td>Hearing Aids</td>
<td>Typically not covered</td>
<td>By law are not covered</td>
<td>Typically covered**</td>
</tr>
</tbody>
</table>

*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.
§Coverage for Medicare beneficiaries who meet CMS criteria for coverage.
††The Hybrid L24 Implant is approved in the US only for adults 18 and older. 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 insurance, it was a gift from heaven. Medicare and my insurance, it was easy. There was no negotiating, I didn’t have to fight anybody, so that process was minor. You just want to make sure you’re covered as you would with any procedure and network provider.”

Tom K. – Nucleus recipient

With Cochlear, there are even more possibilities for a lifetime of hearing.

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

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
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.

There are two main parts to the Nucleus Implant System: an external sound processor and an internal implant. 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 Cochlear™ Nucleus® 7 and Cochlear™ Nucleus® Kanso® sound processors include our most advanced technology to help you hear your best.

Small, simple, smart - Choose the style for you


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.

“I couldn’t hear my family clearly, my parents, wife or kids. I couldn’t understand them, and they would get frustrated with me because they had to repeat themselves. I have to give many thanks to Cochlear for allowing me to get back to doing what I love most in life.”

Rudy H. — Nucleus recipient
**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**

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.
4. The implant sends electrical signals down the electrode into the cochlea.
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.


---

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 U.S. only for adults 18 and older for unilateral use only.**
Cochlear Bone Conduction Solutions

It's time to hear what you've been missing

If you have conductive hearing loss, mixed hearing loss or single-sided deafness, Cochlear’s portfolio of bone conduction solutions offers implantable and non-surgical options that are designed to meet your individual needs and provide unparalleled hearing performance. Our bone conduction solutions all work by bypassing the damaged or missing parts of the outer or middle ear and sending sound vibrations directly through the bone to the inner ear.

The new Osia® System. A hearing implant reimagined

The Osia System is the world’s first active osseointegrated steady-state implant. It uses piezoelectric stimulation to bypass damaged areas of the middle and outer ear to send sound vibrations directly to the inner ear. It’s made up of two parts: the implant and transducer which are located under the skin, and the sound processor which is placed off the ear leaving the ear canal free.

How an Osia System works.

1. The sound processor captures sound in the air and digitally analyses the signal.
2. The processed signal and power are sent through the skin to the implant.
3. The Piezo Power transducer vibrates, sending vibrations through the implant to the bone.
4. The vibrations travel to the inner ear where they are converted into electrical impulses and sent to the brain to be interpreted as sound.

Osia System

[1] The sound processor picks up sound from the environment. The sound is converted into vibrations which 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.

The Baha 5 System Portfolio - Small, smart and powerful

The Baha 5 System offers three head-worn sound processors, each one designed to meet a different level of hearing loss.

Baha 5 Sound Processor

Baha 5 Power Sound Processor

Baha 5 SuperPower Sound Processor

Visit www.Cochlear.com/US/home/Bone-Conduction-Solutions for more information on Bone Conduction Solutions

“\[I felt this sense of relief, probably why I teared up. It was more a sense of completeness, and not having to impose a little bit on people and ask them to repeat themselves. Just being able to engage like a full hearing person, it’s hard to explain.\]”

Adrian S – Osia recipient

* In the United States, the Osia 2 System is contraindicated in children below the age of 12. In Canada, the Osia 2 System is contraindicated in children below the age of 5.
Your journey to better hearing is worth every step.

/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.
†Covered for Medicare beneficiaries who meet CMS criteria 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

“ This is the greatest investment I have made in my life.”
Michael D. – Nucleus recipient
As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 600,000 implantable devices, helping people of all ages to hear and connect with life’s opportunities.

We aim to give people the best lifelong hearing experience and access to innovative future technologies. We have the industry’s best clinical, research and support networks.

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

Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology.

©Cochlear Limited 2019. All rights reserved. Hear now. And always and other trademarks and registered trademarks are the property of Cochlear Limited or Cochlear Bone Anchored Solutions AB. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.