

Issue 07
2020

Cochlear Family

KEEPING YOU SUPPORTED, CONNECTED, INSPIRED

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What inspires you?

How one person's inspiration connects us all.

IN 1978, Rod Saunders became the world's first successful recipient of a multi-channel cochlear implant. Rod had lost his hearing after a car accident, leaving him unable to communicate with his wife, children and friends. But Rod's hearing journey was possible thanks to Professor Graeme Clark.

While growing up, Graeme watched his father struggle with hearing loss. As a pharmacist in a small town outside of Sydney, Australia, customers would come into the shop for advice about health issues. Not being able to hear them caused frustration. Inspired by his father, Graeme made it his life's work to help others and develop a new way to treat hearing loss.

"I saw my father's desire for greater connection to others and was determined to make it possible," said Professor Clark.

After becoming a doctor and spending years studying hearing, Graeme formed a team of bright and committed researchers. His passion was contagious and the team worked continuously towards a shared goal, inspired by Graeme's quest to help others like his father. Through eight years of struggle, their drive and determination never wavered. Even when on a family holiday, Graeme continued his quest. He was walking on the beach when a seashell and a blade of grass offered the inspiration needed to navigate the cochlea and help people hear again.

Most doctors didn't believe



"I saw my father's desire for greater connection to others and was determined to make it possible," Professor Graeme Clark.

Professor Clark's invention could be successful.

"At first, when I asked for patients, no-one came forward because they were being told 'don't go and see Clark, it won't work'," said Professor Clark.

Then came Rod Saunders. After learning they were looking for volunteers to try Professor Clark's new treatment, Rod jumped at the chance - "I would like to be able to hear something again."

Several months after surgery, Rod was able to hear. It took hard work and long hours, but once again, he could enjoy conversations with loved ones and reconnect with life. Today, Cochlear has provided more than 600,000 implants to help people to hear. And they form a global community of millions, through their families, friends, colleagues, teachers and more.

Each one is connected to Graeme. Like Beatriz, an 18-year-old cochlear implant recipient in Brazil. Implanted at age three, Beatriz says "sounds fill the world with life, it fills it with joy, and that makes me very happy and makes me feel connected." Beatriz's passion and experience make her just one of the many people inspired to

live a life full of potential.

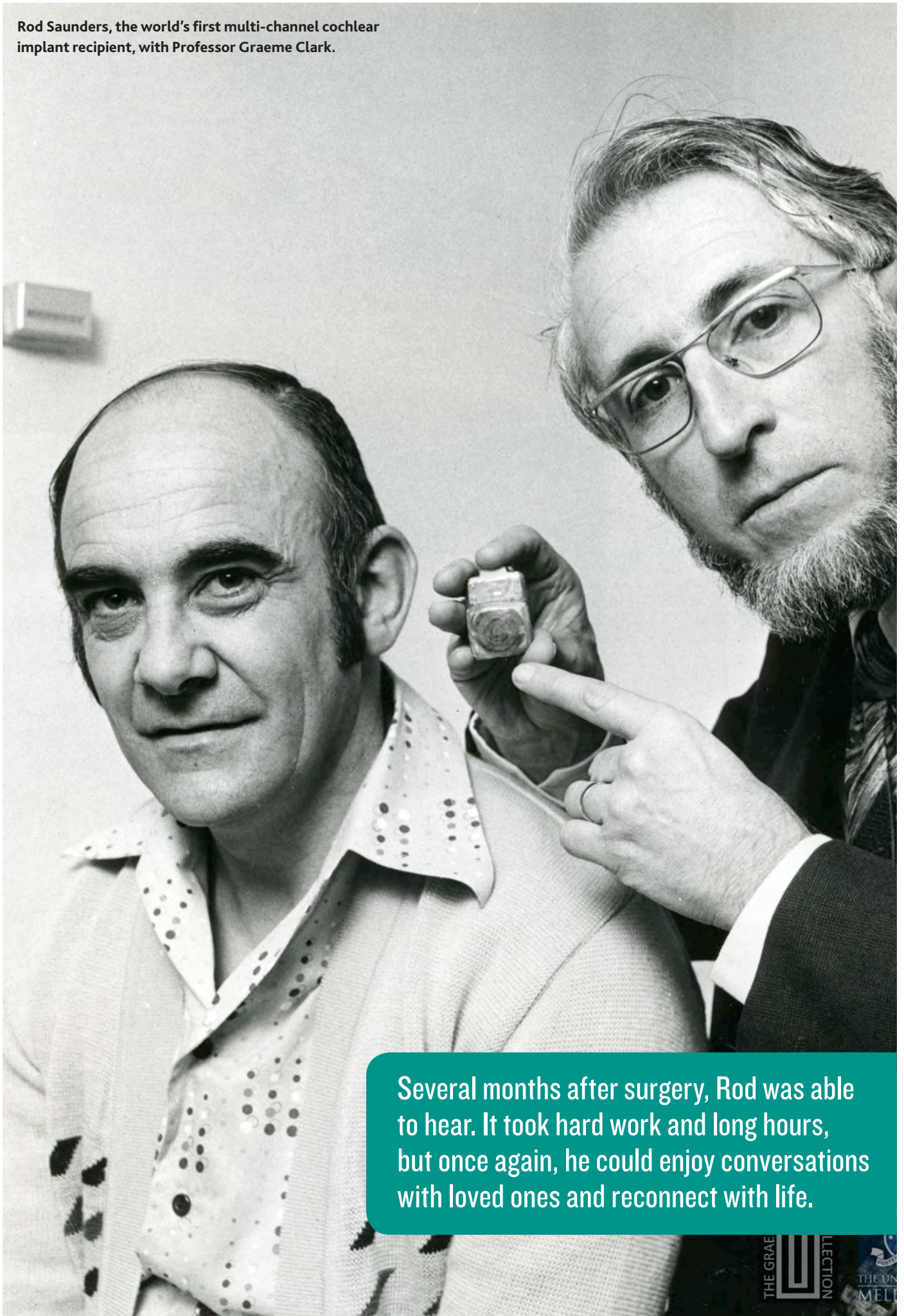
Graeme's inspiring story has shaped who we are and what we stand for: it is the foundation of our mission. Four decades after his success, we will celebrate how it connects hundreds of thousands of people across the world. ●

What inspires you?

As Professor Graeme Clark celebrates his 85th birthday, we'd love to know who or what inspires you to connect with life's opportunities and how important hearing is for your goals.

Share your story on social media. Tag [@CochlearIndia](#) in your post and add the hashtags [#InspiredByYou](#) and [#HearNowAndAlways](#) to share your story beyond your friendship group.

Rod Saunders, the world's first multi-channel cochlear implant recipient, with Professor Graeme Clark.



Several months after surgery, Rod was able to hear. It took hard work and long hours, but once again, he could enjoy conversations with loved ones and reconnect with life.

Sue: "My experience of upgrades over this last 36 years is that it's a step up every time. Sometimes it's a really big step in sound quality and at other times it's been a big step in something else."



New technology

"I just wish more people would know about it!"

IN 1984, having suddenly lost her hearing to Meningococcal Meningitis, Sue put her faith in 'groundbreaking' new hearing technology – the Cochlear™ Nucleus® 22 implant. In the decades that followed, Sue received a second implant on her other ear and upgraded her sound processors many times.

"I remember my very bulky body worn sound processor that had three AA batteries!" said Sue. "My experience of upgrades over this last

36 years is that it's a step up every time. Sometimes it's a really big step in sound quality and at other times it's been a big step in something else, like the first time they introduced a telecoil switch for the phone, ... the wireless capability in Nucleus 6 and now direct streaming in Nucleus 7."

Now that she has access to the **Nucleus 7 Sound Processor** for both ears, Sue lists three outstanding differences from her previous devices that have made a real impact on her everyday living.

1 Easily listen to music and podcasts with audio directly streamed to your sound processor(s)

"So now I'm listening to podcasts ... while I'm exercising on the rowing machine or going for a walk," says Sue. "Direct streaming has really just made it so much easier."

How does it work? Rather than use an external device such as the Phone Clip, streaming from a compatible Apple or Android™ phone* sends the ▶

◀ audio directly to your Nucleus 7 Sound Processor(s).

2 Clear phone calls and online meetings

In her work and with COVID-19 restrictions limiting access to her elderly parents in a nursing home, Sue has found herself making more phone calls and using online platforms such as FaceTime and Zoom. With audio streamed directly to her Nucleus 7 Sound Processors*, Sue no longer needs to keep her Phone Clip handy and charged before she answers or makes a call.

"It's just great to be able to, you know, talk to clients [via] direct streaming to both ears, because I just get a much clearer sound," says Sue. "It's easier to understand people and takes some of the pressure off; it's not so stressful."

3 Improved hearing in noise using the ForwardFocus feature

"ForwardFocus improves the quality of sound to enable conversation in a social situation where I might have struggled previously," says Sue. "To have that extra noise reduction ...

you can relax a bit more and participate in that conversation without struggling quite so much."

How does it work? Simply switch on ForwardFocus through the Nucleus Smart App[^] to decrease noise coming from behind you and focus on the face-to-face conversation.¹

Sue uses her many years of experience as a cochlear implant recipient to help others to live well with their devices.

In adjusting after each upgrade to a new sound processor, Sue has found wearing the device for as many hours per day as you can be beneficial. Learn all the features so

"you can use them and try them in all different situations".

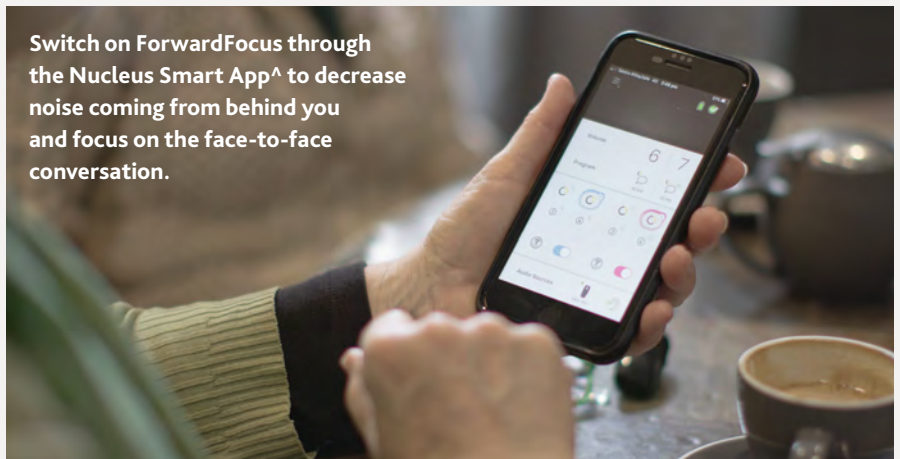
As for being one of Cochlear's first recipients, Sue says "I'm just really grateful to Cochlear that they do keep coming out with that new technology for the really old implant," says Sue. "I just wish more people would know about it!"

"So, if you're like me with the old 22 channel implant and you're thinking about upgrading to N7, I would say go for it!" ●

[^] ForwardFocus is a clinician-enabled, user controlled feature.

¹ Cochlear Limited. D1376556. Acceptance and Performance with the Nucleus 7 Cochlear Implant System with Adult Recipients. January 2020.

Switch on ForwardFocus through the Nucleus Smart App[^] to decrease noise coming from behind you and focus on the face-to-face conversation.



Sue: "ForwardFocus improves the quality of sound to enable conversation in a social situation where I might have struggled previously."



Four-year-old Flynn's mum Melissa chose to start him with Mini Ninjas – a martial arts program for three to five-year-olds – for his first extracurricular activity.

Which extracurricular activity is right for your child?

A S MILESTONES like starting school or high school approach, many parents look for ways to help build confidence in their child and explore how extracurricular activities can help their child develop courage, gain new skills and make friends. We asked parents for their advice.

ENCOURAGING SELF-ADVOCACY AND CONFIDENCE

Encouraging self-advocacy from a young age means that your child, as they get older, will be able to articulate their hearing loss and communicate their needs to peers, teachers, family and friends.

Dinesh is father to Pranav, eleven-year old bilateral cochlear implant recipient from India. Pranav is passionate about school - He is a bright pupil who loves learning

and eagerly awaits the start of each school year.

So, we asked Dinesh to share how he helps to prepare Pranav for the first day of the school year. His advice is to openly communicate and discuss hearing loss with your child and continue to instil a message of courage.

"From a young age, we have ensured that Pranav felt comfortable looking after his sound processors. We have always encouraged self-sufficiency and believe that confidence begins with first knowing how to explain hearing loss, followed by building familiarity with his devices."

Dinesh goes on to say, "When Pranav was younger, we would go to class with him and meet with his teachers to explain his hearing loss - The teachers would then

communicate the message to the wider class. However, as years passed, Pranav's confidence grew. Now, he speaks to his classmates about his cochlear implants and explains his own hearing loss."

CHOOSING YOUR CHILD'S FIRST ACTIVITY

Melissa is mum to four-year-old Flynn who has bilateral Cochlear™ Nucleus® 7 Sound Processors. With Flynn at preschool, Melissa has been considering different afternoon and weekend activities.

While Flynn has loved the opportunity to try different sports as a part of his preschool sporting program, Melissa chose to start with Mini Ninjas – a martial arts program for three to five-year-olds – for his first extracurricular activity.

"It's about teaching him patience ►

Eleven-year old Pranav has the confidence to speak to his classmates about his cochlear implants and explains his own hearing loss.



14-year old Dhruv loves cricket, swimming, badminton, tennis and dancing.



◀ and taking your turn as much as learning and practising the drills,” said Melissa.

Mechaela, Flynn’s instructor, loves that Flynn arrives each week with a “big smile on his face”. “Flynn confidently participates in all drills and when he steps onto the mats, [he understands] what it means to focus and what needs to be done in order to listen properly,” she said.

TEAM SPORTS AND SAFETY

According to parents Sachin and Kajal, their 14-year old son Dhruv, “stuns us with his knowledge of cricket and is so passionate about playing [sport].”

Apart from being on his school’s cricket team, Dhruv loves swimming, badminton, tennis and dancing. “He is an absolute sports person and these activities are real stress busters for him,” said Sachin.

“Go ahead and let your child choose their sport. You may have to make adjustments to ensure their safety, but hearing loss is not a reason to deprive your child from exploring what they are passionate about.”

Dhruv’s parents, Sachin and Kajal

Sachin and Kajal are Dhruv’s biggest supporters, but they do occasionally worry about the possibility of him sustaining injuries. Kajal said, “We have never really restricted Dhruv from playing any sport, but it’s hard not to worry about potential injuries or accidents that may happen. At the same time, we don’t stress about it too much, because it is important to maintain a balance – we always try to ensure safety precautions are taken.”

This includes having conversations with Dhruv’s teammates and coaches about his cochlear implant, what to expect and how to help him hear on the pitch. Sachin and Kajal’s parting advice when it comes to balancing sport and safety is, “Go ahead and let your child choose their sport. You may have to make adjustments to ensure their safety, but hearing loss is not a reason to deprive your child from exploring what they are passionate about.” ●

CochlearFamily

Keeping you connected and supported

To our Cochlear Family thank you for taking care, staying calm and being safe during these uncertain times. We are still contactable and available to assist with your enquiries and support needs, just get in touch with one of our helpful Customer Service team members by emailing cincustomerservice@cochlear.com



Hear now. And always

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.



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Baha implant systems are intended for the treatment of moderate to profound hearing loss.

Cochlear™ Nucleus® implant systems are intended for the treatment of moderately severe to profound hearing loss.



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