

ISSUE 11 June 2020

HEART **TO** HEART

- You Compare, You Choose
- Inspiration Lane
- Cochlear Connect

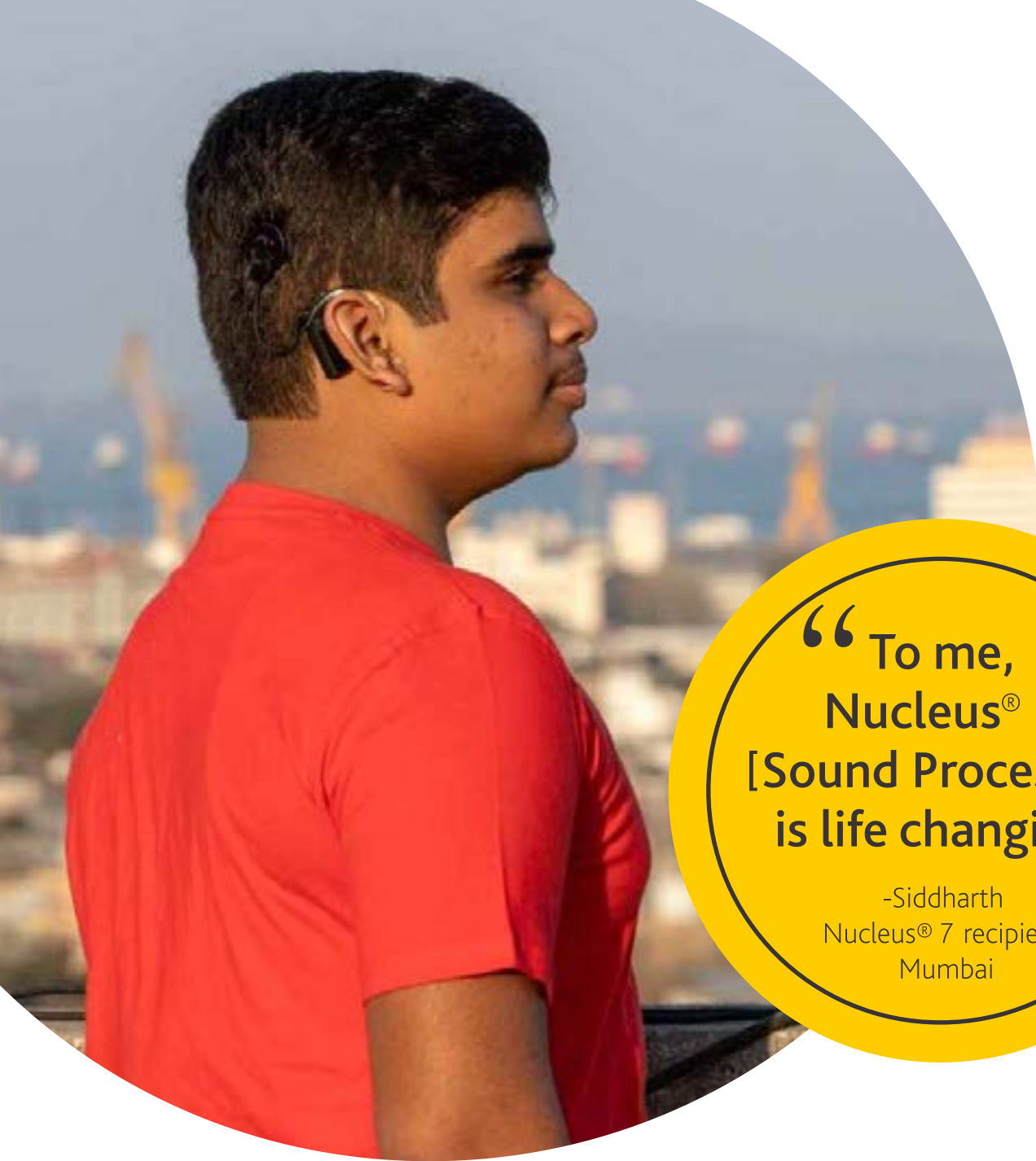
Exclusive Newsletter for Cochlear™ Recipients

be Free
and extend
your reach!



Hear now. And always





“To me,
Nucleus® 7
[Sound Processor]
is life changing!”

-Siddharth
Nucleus® 7 recipient
Mumbai



Your child deserves to always hear their best.

Cochlear's latest offering – the **Nucleus® 7** Sound Processor – is our most advanced sound processor, with a range of new features that makes it easier than ever to Hear Your Way.

To know why Siddharth finds Nucleus® 7 Sound Processor life changing, click on the following link:
<https://www.cochlear.com/in/en/home/your-cochlear-stories/excelling-at-school-with-cochlear/siddharth-succeeds-in-school-and-sport>

Freedom lies in the small Joys of life!

Dear Cochlear Family,

We can truly experience the joy of hearing when we are able to soak in our surroundings without any constraints. As a child grows and becomes a talented and ambitious individual, there should not be any hurdles stopping them from reaching the heights of success. Our recipients do numerous tasks throughout the day - going to school, attending lectures, socializing with friends - & hearing in background noise or feeling fatigued from listening might be some difficulties they may face. This is where the concept of "being free" comes into the picture.

We, at Cochlear, are constantly trying to find ways to enable our recipients to overcome such difficulties.

In this edition, we take a look at the inspiring story of our SuperHEARo, Vibhu, from Thane, Mumbai. A confident young man, he has become an important support system for his parents and younger siblings, overcoming the many odds that life has presented to him.

The joy of hearing can bring people of different backgrounds together. We see this through the heart-warming story of our two little recipients, Maria and Musa from Afghanistan.

We hope you enjoy reading this issue as much as we loved putting it together for you.

Happy reading!

Team Cochlear

**In this issue, we explore
the concept of 'being free'
a little further.**

**We take a look at the various
difficulties our recipients may face
in everyday situations and how
they have been able to overcome
these challenges.**

Content

05

The Four Mantras of **Success**

Our SuperHEARoes share the secrets of their success

07

Be **Free**

Experience True Wireless™ Freedom

12

You Compare, **You Choose**

A peek into two of our latest advancements

14

The Inspiration **Lane**

Check out Vibhu's inspiring story

18

Across **Borders**

Discover Maria and Musa's exciting journey

20

Cochlear **Connect**

A look at what the Cochlear Family has to say or share on social media

22

Recipients **Corner**

A fun space dedicated to you, for you and by you

The Four Mantras of Success

Our SuperHEARoes share the secrets of their success

We had introduced the 4 mantras which have made our SuperHEARoes successful as part of our celebration of hearing in **Issue 8**. We have spoken about the first two in Issues 9 and 10. Here is a quick recap of the same, just to jog your memory.



Being cool is all about being confident, smart and friendly.

In the 9th Issue, we explored this concept through the inspiring story of Bhagyashree, one of our SuperHEARoes. She told us how the Kanso® Sound Processor helps her Be Cool.



It is all about developing the capability to do more and achieve more by pushing boundaries.

In the 10th issue, we explored this concept and interacted with Deepali and Bhavana who shared how bilateral hearing helped them 'Be More'.



Being free is all about doing what makes you happy, about living freely.

How is Cochlear helping recipients overcome inhibitions and do what makes them happy? We will provide answers in **this issue**.



Every one of our recipients is a member of the Cochlear Family and we have more than 600,000 members! And as family, we are here to support each other.

In the 12th Issue, we will reveal how the Cochlear Family has ensured that our SuperHEARoes have received continuous support on their way to success.



Cochlear™ True Wireless™ Range of Accessories:

Live life to the fullest



Wireless
Mini Microphone 2+

Wireless
TV Streamer

Wireless
Phone Clip

No neck loops, no wires, no strings. The Cochlear™ True Wireless™ Accessories offer wireless freedom, taking your experience to the next level.

These accessories eliminate distracting noise, bringing clarity to the source on which you wish to focus. Whether at home, outdoors or otherwise, these accessories bring you closer to sound and the people you love the most.

How can these accessories make sure that everyday activities can be done seamlessly? In other words, how can they help you 'Be Free'?

After speaking with you, we have become aware of many situations where our recipients find it difficult to participate fully in. Let us take a look at some instances.

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.

Nucleus® 6, Nucleus Kanso® and Nucleus 7 are compatible with Cochlear's True Wireless™ range.




Everyone deserves to experience the world in all its glory. Some of the biggest joys of life lie in the smallest things such as watching your favourite TV show with your family, having a long phone conversation with your best friend, listening to the latest songs or simply, having a conversation with your loved ones. These are priceless moments.

Is it easy for a Cochlear recipient to engage fully in such activities?

Not always! There are many situations where a recipient may face difficulties, which may result in tiredness and loss of confidence.

Read further to find out how our recipients have overcome these difficulties.



**Being free
is all about
doing what makes
you happy.**

In a classroom:



Classrooms are noisy places, with students talking and traffic from roads nearby. Thus, our recipients may have to strain themselves to hear the teacher. Additionally, most schools today have a seat rotation system. When an exception is made, our recipients may feel different.

Our recipients can sit in many locations in the classrooms with the Wireless Mini Microphone 2+, (provided their sound processor is within 25 meters and there are no obstacles in the way). The teacher simply needs to turn it on and attach it to his/her top, which sends sounds directly to the recipient's sound processor once they enable streaming. A recipient can

Be Free

Experience True Wireless™ Freedom

While watching TV:



Our recipients may find it difficult to understand dialogues, especially over the sound of background noise and chatter. They may often have to rely on subtitles for understanding dialogues. Luckily, there is a way out.

With the Wireless TV Streamer, our recipients may watch their favourite movies, subtitle-free! The TV Streamer sends sound directly to the recipient's sound processor. This allows them to enjoy the experience, as they can focus on the information at a loudness level that is comfortable for them without any distracting household sounds.

Talking on the phone:



Catching up with family members or friends is a joy. But for our recipients, speaking over the phone may be difficult and uncomfortable.

With the Wireless Phone Clip, recipients may be able to converse over the phone without the disturbance of surrounding sounds. The Phone Clip connects wirelessly to the recipient's sound processor and can send information from phone calls or stream media from Smartphones to the sound processor without having to connect to any cables.



Wireless
Mini Microphone 2+

“I Feel free to sit in
many locations
in the classroom!”

- Sailakshmi



“I am free to watch movies
without subtitles!”

- Bhavana



Wireless TV Streamer



Wireless Phone Clip

“I can have a clear phone call,
hands-free!”

- Lakshya












You Compare, You Choose

You deserve to hear your best

Whether you prefer the latest behind-the-ear technology or discreet off-the-ear sound processor, Cochlear offers the smallest and lightest sound processors¹ in the world to provide your best hearing experience.

Features Comparison

	COMMON FEATURES	
 <p>Nucleus[®] 7 (CP1000)</p>	 <p>SMARTSOUND[®] IQ WITH SCAN</p>	 <p>Nucleus Kanso[®] (CP950)</p>
The first made for iPhone Cochlear implant sound processor ²	 <p>DUAL MICROPHONES</p>	The first dual microphone off-the-ear sound processor
Lightest and smallest behind-the-ear sound processor ¹	 <p>DUST AND SPLASHPROOF</p>	Lightest and smallest off-the-ear sound processor ¹
Five colours	 <p>WATERPROOF WITH AQUA+</p>	Eight colours
Nucleus Smart App for iPhone and Android [™]	 <p>COMPATIBLE WITH TRUE WIRELESS[™] DEVICES</p>	CR230 Remote Assistant
Disposable and rechargeable batteries	 <p>REMOTE CONTROL</p>	Disposable batteries
Offers Hybrid [™] Hearing with acoustic component	 <p>RETENTION ACCESSORIES</p>	Hybrid Hearing not available



Nucleus® 7 Sound Processor

Nucleus® 7 is Cochlear's latest behind-the-ear sound processor. Being 25% smaller and 24% lighter¹ than its predecessor, the Nucleus 7 Sound Processor provides a more comfortable experience for even the smallest ears.¹ And you can also benefit from up to 50% more³ battery life.*

Additionally, ForwardFocus is a new feature exclusively available for the Nucleus 7 Sound Processor. This feature helps in reducing background noise, so you can easily enjoy face-to-face conversations in very noisy situations.

Nucleus Kanso® Sound Processor

Nucleus Kanso® is an off-the-ear sound processor that is so discreet, small and comfortable that you can forget it's on your head. It is designed to fit snugly against your head, making it even easier for you to find the joy of hearing.

Nucleus® 7 and Nucleus Kanso® Sound Processors have SmartSound® iQ with SCAN. It is automatic and intelligent, allowing your processor to adjust the settings used to hear in different listening environments - whether you are a child going to school or an adult going to work, you can be confident that you or your child are hearing your best.⁴

SNR-NR, WNR and SCAN are approved for use with any recipient aged 6 years and older, who is able to:

1) Complete objective speech perception testing in quiet and in noise in order to determine and document performance 2) Report a preference for different program settings.

*Individual results may vary depending on battery choice.

1. Cochlear Limited. D1190805. CP1000 Processor Size Comparison. 2017, Mar; Data on file.

2. Apple Inc. 'Compatible hearing devices' [Internet]. Apple support. 2017 [cited 24 February 2017]. Available from: <https://support.apple.com/en-au/HT201466#compatible>.

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

3. Cochlear Limited. D1140877. Battery Life and Power Consumption Comparison between CP1000, CP900 Series and CP810 Sound Processors. 2017, Mar; Data on file.

4. Mauger SJ, Warren C, Knight M, Goorevich M, Nel E. Clinical evaluation of the Nucleus 6 cochlear implant system: performance improvements with SmartSound iQ. International Journal Of Audiology. 2014, Aug; 53(8): 564-576. [Sponsored by Cochlear].

The Inspiration Lane

The story of a young SuperHEARo who has become the man of his house



Vibhu's story is one of fighting against odds, and also following your dreams. As a child, he was diagnosed with 90-decibel hearing loss in both ears and underwent cochlear implant surgery. Today, he is a professional golfer. In 2016, his all-India rank was 4 and his next goal is to clinch a men's rank in the above 18 category. Vibhu's journey shows the strength of human spirit and how cochlear implants can transform lives.

I remember that as a child when someone entered my home, I would immediately sit up and look around for the visitor. You see, I wasn't born into a world without sound. Unfortunately I had high fever at a young age, which resulted in permanent damage to my natural hearing abilities. Post that, my parents began to notice my unresponsiveness to noise. If a glass fell from the table, I would not react. When I was two and a half years old, I was diagnosed with 90-decibel hearing loss in both ears. Initially, I was fitted with hearing aids, but did not benefit much from it. When I was five, my family decided to go ahead with Cochlear implant surgery. It was a tough decision but today, I am glad we took the leap.

Speech therapy was an important part of my life after the surgery. When I started school, I was encouraged to participate in sports.

My father had watched an advanced golfing tournament on CNN and the winner happened to be a specially-abled golfer.



He realized that through golf I could productively channel my energy. They secured both, my brother Aditya and myself admission to learn the sport. What followed was a life-changing experience.

With constant encouragement from my family and teachers, I put my heart and soul into becoming a skilled golfer. In this journey, my family's contribution is beyond words. When Aditya and I were assigned different coaches, our parents made every possible arrangement and ensured that logistical challenges never hampered our practice sessions. For nine months a year, I had tournaments. My mother single-handedly looked after my diet, exercise, therapy, practice and studies.

It isn't exaggeration if I say that my parents completely changed their lives to encourage my love for golf. 2016 marked a major victory for me as a professional golfer when I secured an All India Rank of 4. Alongside, I now take an active interest in painting and mathematics.

In life, there's always a possibility of a curveball. But there's enough light in the world to help you power through. I am indebted to my family and teachers for always supporting me. But all my experiences have been made possible because of the cochlear implant surgery.



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. Views expressed are those of the individual.

Now purchase your Cochlear™ accessories online!



Faster access to Cochlear™ accessories is now possible.

Visit www.colmed.in/brandstore/cochlear and get accessories home-delivered.



As part of our commitment to help our recipients Hear now. And always, we strive to bring to market improved sound processor technology. We understand the importance of better hearing, and to support recipients to upgrade to a new and advanced sound processor, we bring you the StayNew Plan.

The StayNew Plan is a sound processor exchange plan for those who want to upgrade to advanced sound processing technology. The table below provides details of the exchange values.

Buyback value in INR	
Age of your current Sound Processor (year)	Cochlear™ Nucleus® 6 Sound Processor and above
1	NA
2	NA
3	90,000 - 150,000
4	85,000 - 135,000
5	70,000 - 110,000

We endeavor to be your lifelong hearing partner and remain committed to delivering advanced solutions and ongoing support, to ensure the best possible hearing for our recipients, now and always!

*Please contact the Cochlear Customer Service or your local Cochlear representative for more details on Terms and Conditions.



The Cochlear Family is one that does not recognise man made barriers. Every member of this extended family is connected by an invisible bond. This is perhaps because no matter which family we speak to, each journey inspires us. Here, we bring to you the heart-warming story of little Maria and Musa, from thousands of miles away, in Afghanistan.

Noorrahman and Breshna have been blessed with 3 beautiful children: Mujtaba, Maria and Musa. While their eldest son Mujtaba was born with normal hearing, Mrs. Breshna noticed Maria's inability to hear when she was just 5 months old. Maria was diagnosed by her doctor as having profound hearing loss in both ears.

“ We realised that the first implant was working perfectly and she was learning to speak. So we went for the second Cochlear implant when she was 3 years old.”

-Mr. Noorrahman



This came as a shock to the couple. It took a lot of courage for them to overcome the initial phase of emotional turmoil. At the age of just 8 months, Maria underwent her first Cochlear™ implant surgery.

Shortly after, they got Maria's second ear implanted as well.

Now, with the second implant, little Maria could figure out where the sound was coming from easily.

"She is like a normal hearing person - she responds to sounds and everything normally."
beams the happy father.

According to Maria's carer at her pre-school, the little girl was no different from any other child. She was able to communicate just as well as any other child of her age. As a student, Maria picked up whatever was taught to her very quickly.

After seeing the positive outcome, when the parents were told that little Musa also had hearing impairment, they decided to go ahead with the bilateral implants without any delay.

According to their surgeon, it is very rare to find parents who are as dedicated and well aware about what their children need as them.

What's more, our Global Hearing Ambassador, Brett Lee, met with the family and interacted with them.

He stressed the need to get implanted early. If a child gets a Cochlear implant within the first two years, the results are optimal, as in the case of Maria and Musa. Needless to say, he was bowled over by their strength and determination.

"He (Musa) loves his sound processors. Whenever it falls off, he immediately comes to his mother or me to put it back up. He is picking up the sounds and voices very quickly."

- Mr. Noorrahman



You can find their story on our YouTube channel by visiting this link:

<http://bit.ly//2K6956E>

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. Views expressed are those of the individual.

The hearing experience can be an exciting one, filled with surprises. Each one of these experiences teaches our SuperHEARoes to move forward with confidence and self-assurance. Our Cochlear community is a platform where our recipients can reach out to each other and connect.

You too, can share the milestones and successes accomplished so that other's can benefit from your experiences. Below are few such stories of success.



Here's congratulating **Rizwana**, a Cochlear™ implant recipient who recently made it to the **Kottayam Medical College**. May you hear the sound of your success echoing far and loud.



"I'm **Sunny** and I'm going to **Stanford University** to pursue my M.Sc in computational and applied mathematics, especially in computational finance. I was born deaf and was enrolled into therapy where I learnt to listen and speak. After getting my implants at 7 and 11 years, I managed to overcome the obstacles in front of me and excel wherever I can, whether it comes to dance or French or anything that I put my mind to. After working hard to listen and speak, I'm so thankful that I was awarded departmental distinction within the department of mathematics during graduation. Without my Cochlear™ implants and the intense therapy, I don't think I'd be here today."



Like us on Facebook by clicking on the following link: www.facebook.com/cochlearindia

Alpa, the mother of Aadhit, (Bilateral Nucleus® 6 recipient), has shared this beautiful poem with the Cochlear Family.



Honestly, I didn't know
How to react or How do I feel?
Words I don't get,
To carry my heart, which bleeds.
Today I woke up to see this
For which I was never prepared
Title of the sheet declared
"Disability certificate".

The love I felt inside
As soon as my child, you woke up
And looked at me.
Thank you God for
The child of mine
Who teaches me things,
That blows my mind.
Perhaps this is his best ability
Which gives me strength and peace.
After all, my child is in my heart
Which can never wreck.

Then just like you, I will too,
Make this world a better place for you.
Together we will cherish this period with a grace,
No piece of paper can ever make us feel disgrace.
We take this as a good deal
Yes...this is how I feel.
But the most of all my love is true,
And you always say, I love you too...



Recipients **Corner**

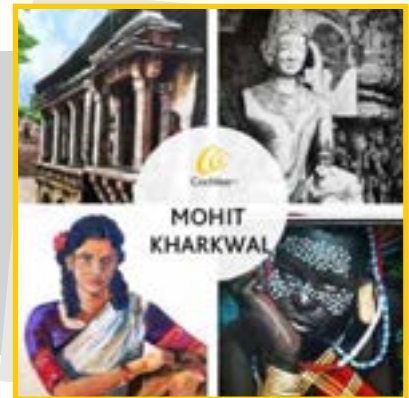
Masterpieces from the Cochlear family

Our super talented Nucleus® 7 recipient, **Varsha** is a graduate from INIFD and has participated in various fashion shows. She loves to design and sketch. Here are a few of her mind-blowing sketches. We love the fine details!



Our 15 year old SuperHEARo **Vedashree** is excellent in academics and an expert in reciting Sanskrit poems. She aspires to become an engineer like her older brother. She also loves to paint and enjoys craft activities.

A true artist is not one who is inspired, but one who inspires others. Have a look at these amazing paintings made by our SuperHEARo **Mohit**. He got implanted in 2007 and is now pursuing his Masters in Arts.



Thank you so much to our SuperHEARo **Pranita** for gifting us this beautiful painting titled 'Sound of Music'. Love the fine details!



Check out this intricate work of art made by our SuperHEARo **Riya**.

"Art is something that makes you breathe with different kind of happiness." Check out this drawing by our SuperHEARo **Nandana** who is beyond passionate about her art.



We love to hear from you and share your talent with our family!

Write to us at CINcustomerservice@cochlear.com. You can also keep in touch with us on our Cochlear India Facebook page, or through Instagram

Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with severe 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.

If you are a consumer, 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.

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Cochlear Medical Device Company India Pvt. Ltd.

204, Second Floor, Platina Building, Plot No. C-59, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai 400 051, INDIA.

Tel: +91 22 6112 1111 Fax: +91 22 6112 1100

www.cochlear.com/in



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