FOR PROFESSIONALS

Cochlear®
Hear now. And always

Discover the new Osia® System, now MRI conditional at 3 T with magnet in place

Cochlear™ bone conduction solutions

Don’t let your patients miss out

As a healthcare professional, you know the impact that hearing loss can have on the daily lives of your patients. From hearing aids to reconstructive and implant surgeries, you also know there are many possible treatment pathways. Bone conduction (BC) solutions are an effective treatment for patients with conductive hearing loss, mixed hearing loss or single-sided sensorineural deafness (SSD).

Common aetiologies:

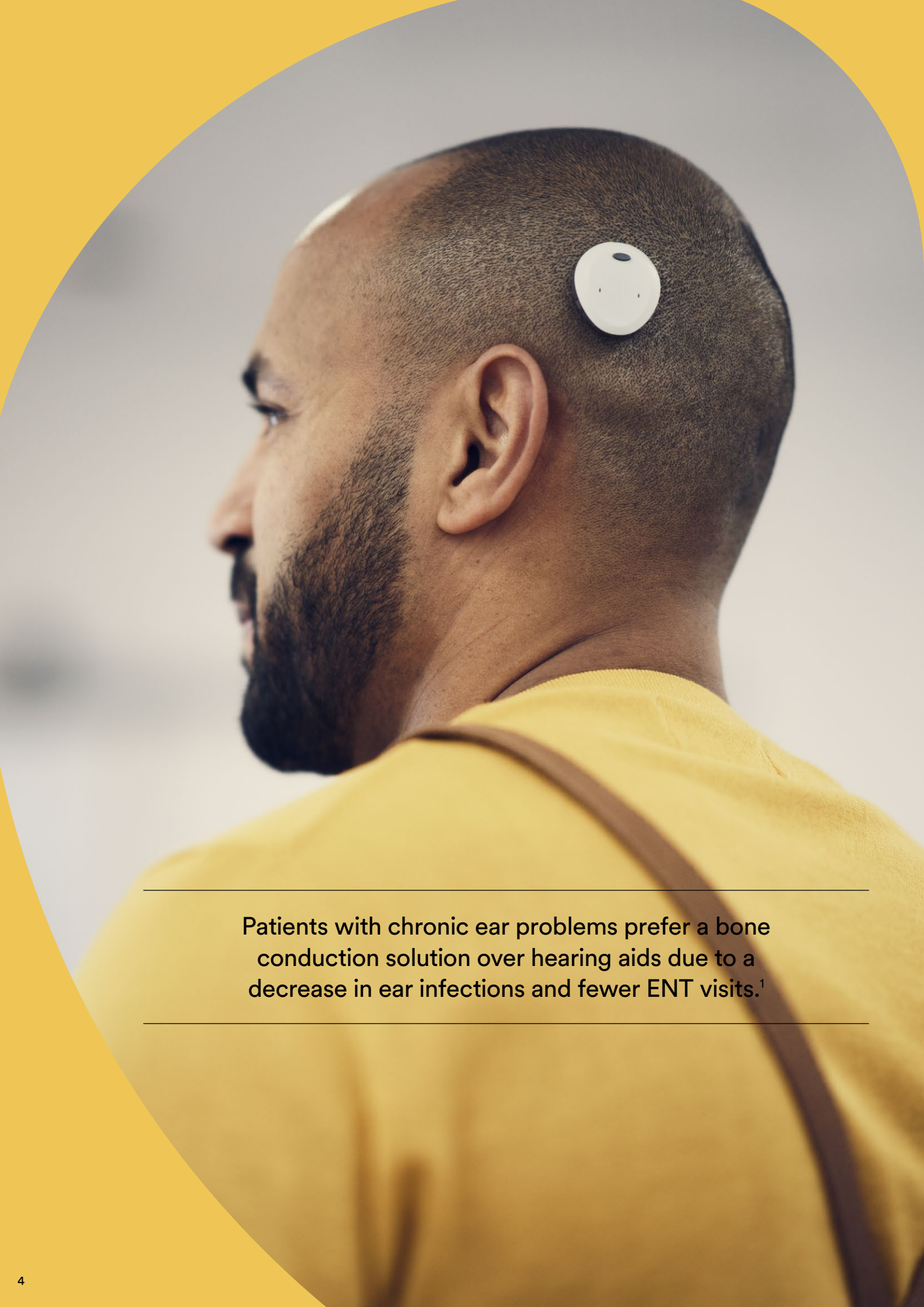
- Chronic otitis media (COM)
- Atresia/microtia
- Cholesteatoma
- Otosclerosis
- Acoustic neuroma

Common challenges:

- Difficulty hearing speech in noise and quiet
- Difficulty picking up surrounding sounds
- Difficulty communicating with people
- Withdrawal from most social activities
- Difficulty wearing hearing aids

3 things to consider

- ✓ Does your patient have an air-bone gap ≥ 30 dB?
- ✓ Does your patient have difficulty wearing and living with hearing aids?
- ✓ Does your patient struggle to hear in noise, despite their current hearing solution or treatment?



Patients with chronic ear problems prefer a bone conduction solution over hearing aids due to a decrease in ear infections and fewer ENT visits.[1]

Introduce your patients to bone conduction

For most patients or caregivers, the first time they hear about bone conduction will be from you. In that conversation, it's important to assure them that a bone conduction hearing solution uses their natural hearing process, and that the implant system merely enhances this natural process.

Try bone conduction early in the treatment pathway

Just like hearing aids, patients can try bone conduction before they decide to move forward. So, step one is to let potential candidates experience hearing through bone conduction with a non-surgical Cochlear™ Baha® Start solution and evaluate its benefits. Do it early in the treatment pathway, to ensure those who can benefit from hearing through bone conduction get the best possible start. Unfortunately, almost all eligible candidates are never presented with bone conduction hearing as an option. And many of those candidates could be getting better outcomes and would be better served with a bone conduction solution compared with the solution they have today.

Common questions to expect:

How does it work?

Unlike hearing aids that are worn on or in the ear and transmit sound through the air, bone conduction hearing devices are worn off the ear and bypass the areas that cause hearing loss. For conductive and mixed loss, they send sound through the bone directly to the inner ear on the treatment side, and for single-sided deafness, sound is sent to the opposing inner ear.

Are there risks?

Patients often have concerns before surgery about what the risks may be. There are no medical risks to using Baha Start to trial bone conduction or for longer term use. An implant system requires surgery, and surgery comes with a level of risk, but there is no risk to compromise the hearing they have today, and the intervention is reversible.

What are my options?

For very young children, it's best to begin with Baha Start to ensure early access to sound for better speech and language development before they are old enough for an implant.

The Osia® System, with its Piezo Power™ technology, is Cochlear's latest innovation in bone conduction. The thin implant sits discreetly under the skin without any need for daily skin care. The system aims to address previously unmet patient needs that have been barriers to patients hearing their best.

The Cochlear Baha® System is a reliable alternative for patients who require a traditional solution.

When it comes to choosing an implant system, there are a few things that should be considered, including the needs of the patient and the funding alternatives.

Baha® Start

page 08

Non-surgical BC system

Electromagnetic technology

For babies, toddlers, and as a demonstration of bone conduction hearing

Up to 65 dB HL*

Focused on the full sound environment

Comfortable and easy to use

Osia® System

page 10

Active BC implant system

Piezoelectric technology

For all patients, from young children to senior adults, who want the latest technology

Up to 55 dB HL

Focused on enhanced speech recognition

Sleek and cutting-edge

Baha® System

page 22

Traditional BC implant system

Electromagnetic technology

For those patients who want the assurance that comes from years of experience

Up to 65 dB HL*

Focused on clear and natural sound

Simple and proven

* Dependent on sound processor. The Baha 6 Max Sound Processor has a fitting range up to 55 dB HL and the Baha 5 SuperPower Sound Processor has a fitting range up to 65 dB HL

The first step to better hearing

Early access to sound is proven to make a difference in helping children develop language, engage and fully experience the richness of their environment.[2]

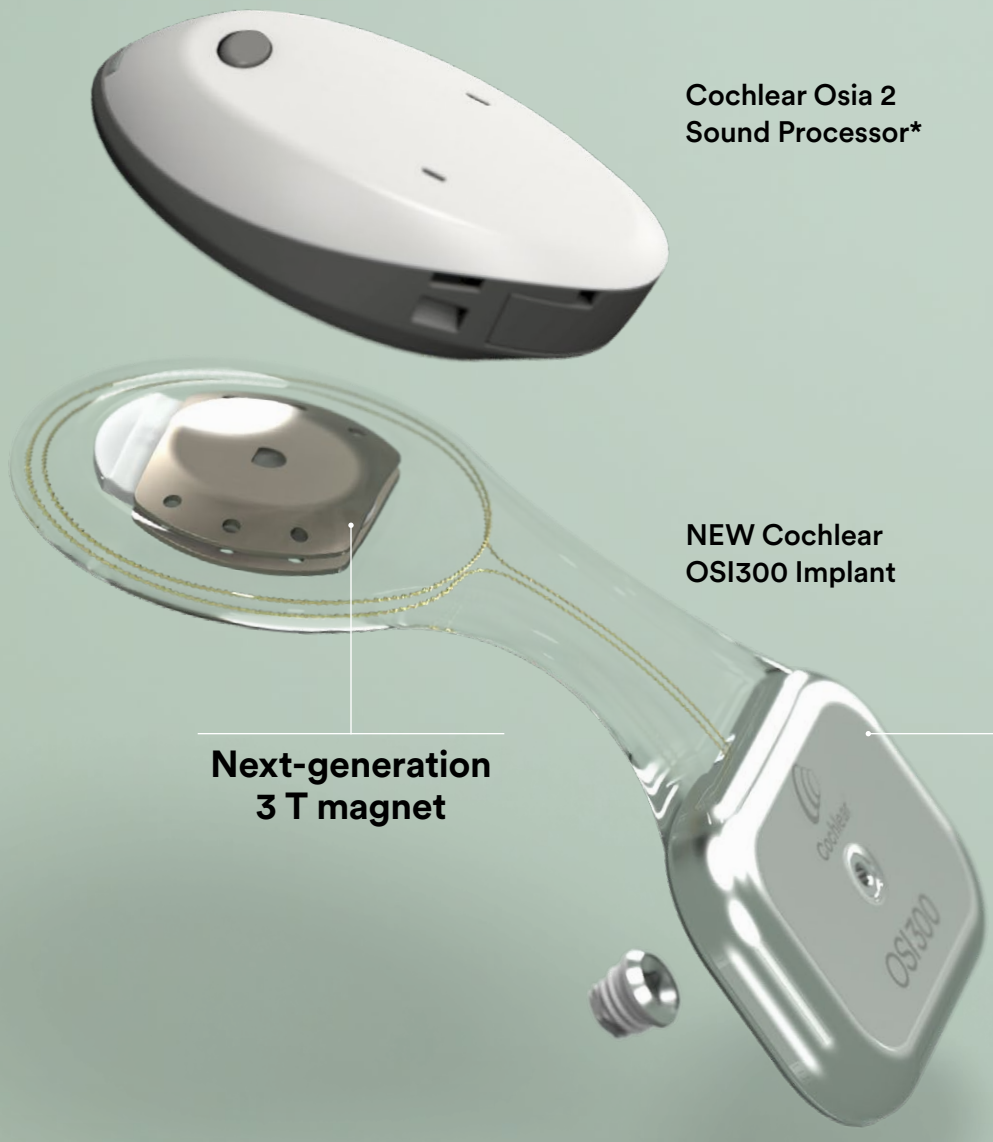
Baha Start is a bone conduction solution that doesn't require surgery, and there are two types of wearable options available: the Baha Softband and the Baha SoundArc™. Both can be worn comfortably with a Cochlear Baha 6 Max Sound Processor to provide early access to hearing, or as a demo solution before considering an implant.

With Baha Start, even the youngest patients can benefit from consistent access to sound, before they are old enough for a surgical solution.

The Baha Softband is a soft, flexible band solution specifically designed for babies and toddlers who are not yet ready for implantation. It is available in different colours and may be the perfect solution for an infant with conductive hearing loss due to microtia or other aetiology.

The Baha SoundArc is a modern, comfortable and discreet solution designed to be used by older children or adults prior to implantation. Baha SoundArc sits comfortably behind the head and can be used as an evaluation tool of the benefits of bone conduction.

The world's most chosen bone conduction system



The primary goal of the **Cochlear Osia System** is to provide more people access to better hearing through bone conduction. To remove the barriers to bone conduction treatment, our technology choices focus on areas where other systems fall short. Only a few years after its introduction, the Osia System has already helped more than 10,000 patients and become the health care professionals' most chosen bone conduction implant system.**

NEW! Only active BC system enabling MRI at 3 T[3†]

High-frequency power and performance[4]

Discreet and easy to use

Piezo Power transducer

The Piezo Power difference

Like no other hearing implant, the Osia System uses a piezoelectric transducer to send sound directly to the cochlea. Core to the system, the advantages of Piezo Power technology include its ability to deliver high-frequency power in a slim design, its compatibility for MRI and its reliability over time.[4,5]

* The Cochlear OSI300 Implant is compatible with the Cochlear Osia 2(I) Sound Processor variant.
† The OSI300 implant is MRI conditional at 1.5 T and 3 T with magnet in place. Refer to Osia MRI guidelines for further information.
** Based on Cochlear global sales data and estimated market share for the previous financial year.

Direct streaming†

Only 11.4 grams

10.4 mm
Low projection

5 interchangeable colour covers

Stylish design, true convenience

Traditional bone conduction systems have design limitations when it comes to aesthetics and ease of use. Without these same constraints, the Osia System's sound processor has been made thinner, water-resistant* and offers interchangeable colour options. All without the daily hassle of skin care around an abutment site or occlusion of the ear as with hearing aids.

* The Osia 2 Sound Processor is IP57 rated with battery compartment excluded. The Osia 2 Sound Processor with Aqua+ is water resistant to level IP68 of the International Standard IEC60529 when used with LR44 alkaline or nickel metal hydride disposable batteries. Refer to the relevant User Guide for more information.

† From Apple devices and compatible with Cochlear True Wireless devices. More information available on page 25.

Dust and moisture resistant*

Aqua+ for water activities*

Retention options for active sports

- No skin penetration
- No occlusion of the ear
- Quick to take on and off

In a multi-centre study, Osia System patients used their device for an average 10.6 hours per day.[6]

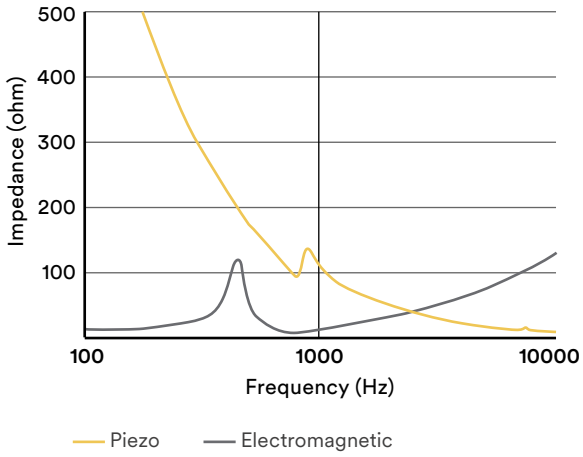
High power, higher frequencies

Helping patients understand speech, especially in noisy situations like restaurants, social events or classrooms, is always our focus. The Osia System's design and the Piezo Power transducer's responsiveness at high frequencies help provide both high output power and high gain where it's needed most. Moreover, the Osia System enables a fitting range of up to 55 dB HL to help you treat a broad range of patients.

Low impedance

Because of their low impedance at high frequencies, piezoelectric transducers are highly responsive above 2000 kHz. This responsiveness helps the Osia System to provide sensitivity above 4 kHz compared with other BC systems with an equivalent fitting range.[7]

Impedance curve of the Piezo Power transducer versus an equivalent electromagnetic transducer[7]

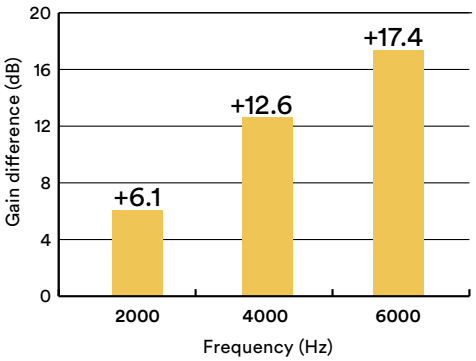


More available gain

Fitting data show that patients using the Osia System have access to an average 12 dB more available gain at high frequencies when compared with patients using a percutaneous bone conduction implant system with an equivalent fitting range.[7]

In addition, the distance between the implant transducer and sound processor microphones limits the risk for feedback.

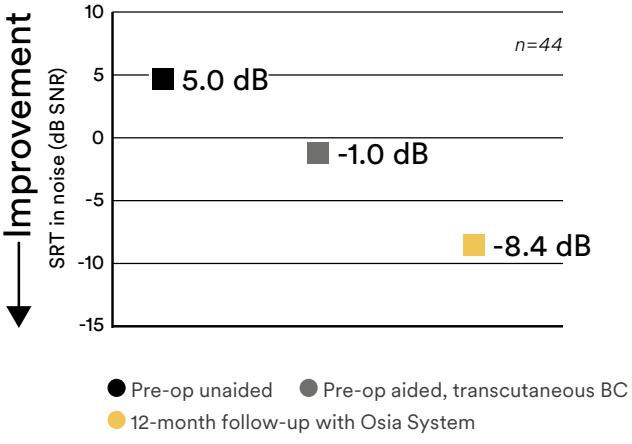
Additional available gain of the Osia System compared with a percutaneous bone conduction implant system with an equivalent fitting range[7]

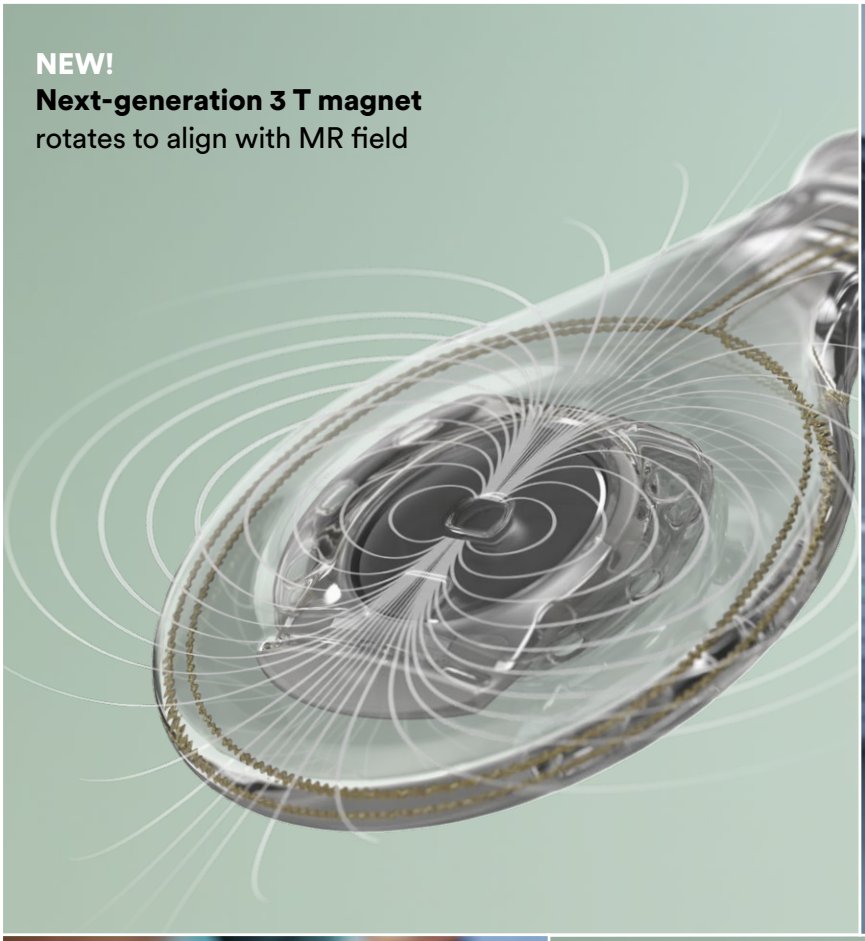


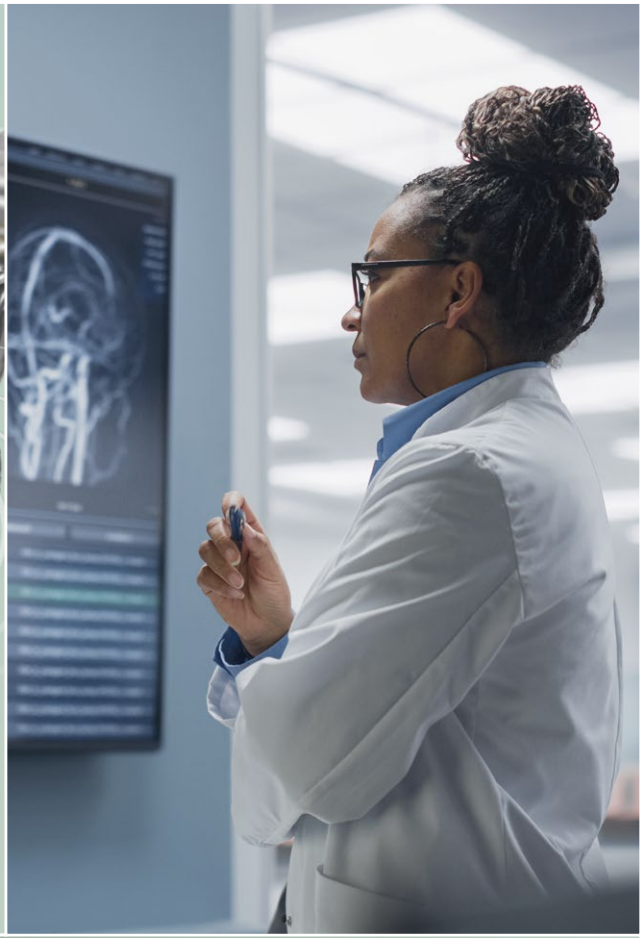
Improved hearing in noise

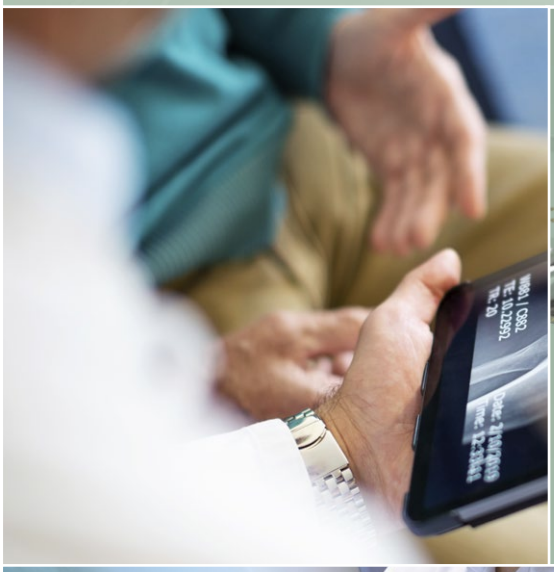
In a multicentre clinical investigation, patients with the Osia System demonstrated an average 7.4 dB improvement to hearing in noise and a significant improvement to hearing in quiet compared to a transcutaneous BC system of the same power.[6]

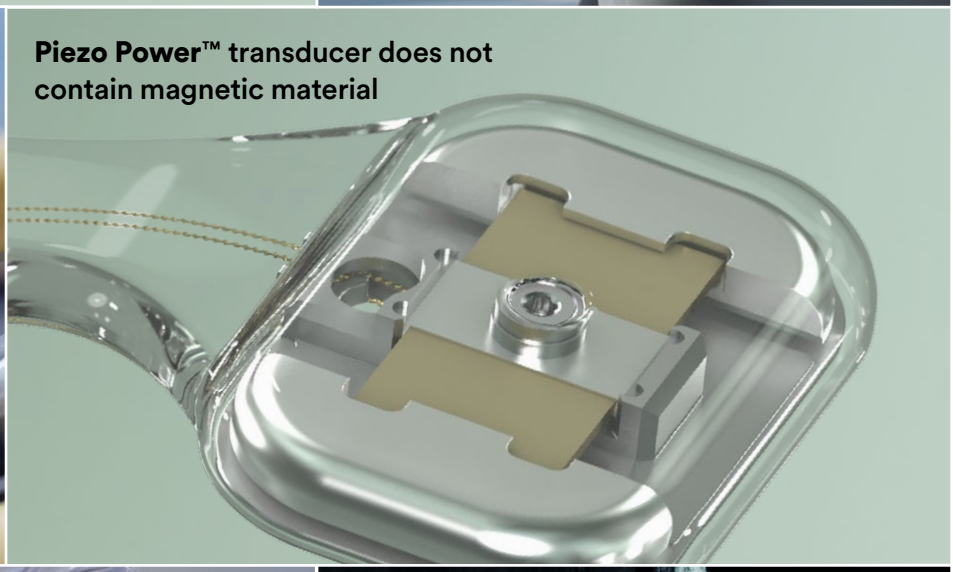
Speech reception thresholds in noise

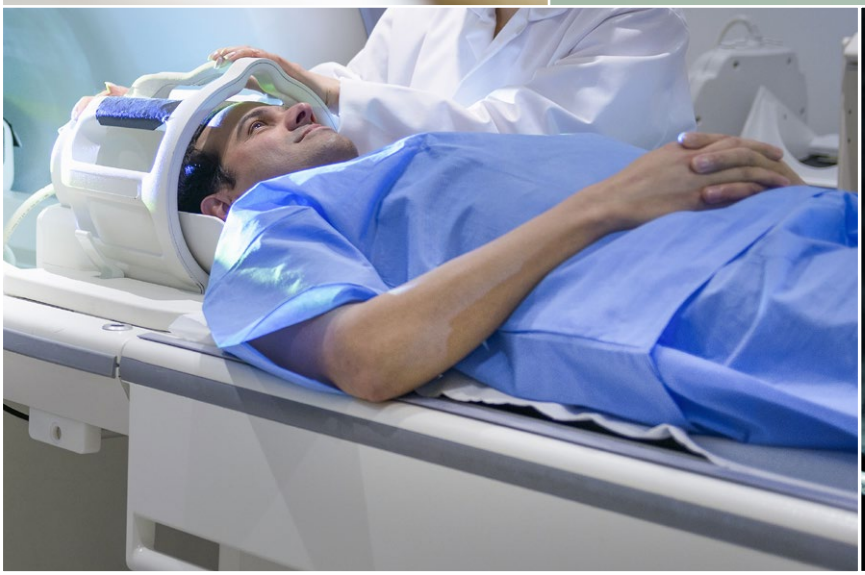


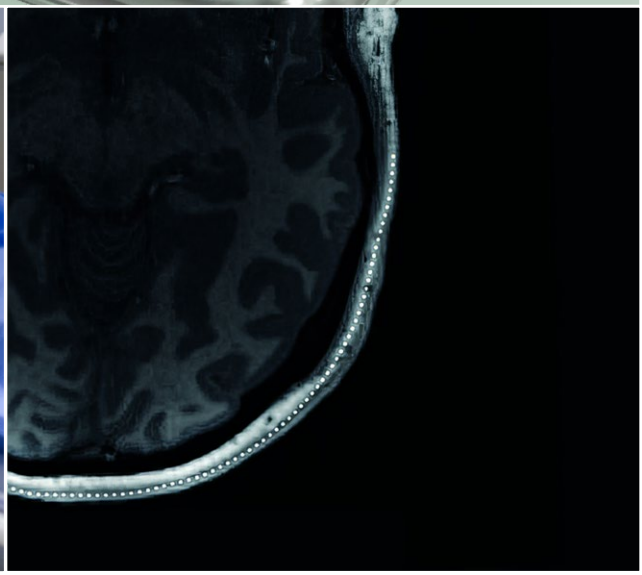

NEW!
Next-generation 3 T magnet
rotates to align with MR field






Piezo Power™ transducer does not
contain magnetic material





Removing barriers to 3 Tesla MRI

Most people can expect to undergo an MRI at some point in their lifetime, and having a hearing implant shouldn't get in the way. With piezoelectric transducer technology and the next-generation 3 T magnet for the Osia OSI300 Implant, patients who choose an Osia System today will be able to be safely examined with MRI at both 1.5 T and 3 T without surgery.*

Low impact on patient

The new OSI300 Implant is MRI conditional at 1.5 T and 3 T with the implant and magnet in place, and without the need for a splint kit or headwrap. For the patient, this also means less preparation before MRI examination and less time without sound.

Only active bone conduction system to enable MRI at 3 T without surgery.[3]

Low barrier to diagnosis

Osia System recipients can be safely examined with MRI at 1.5 T and 3 T without surgery. Without magnetic material, the Piezo Power transducer shows a smaller image artefact than electromagnetic transducers.[3,8] The implant magnet can also be easily removed if necessary to further reduce the artefact.

No impact on performance

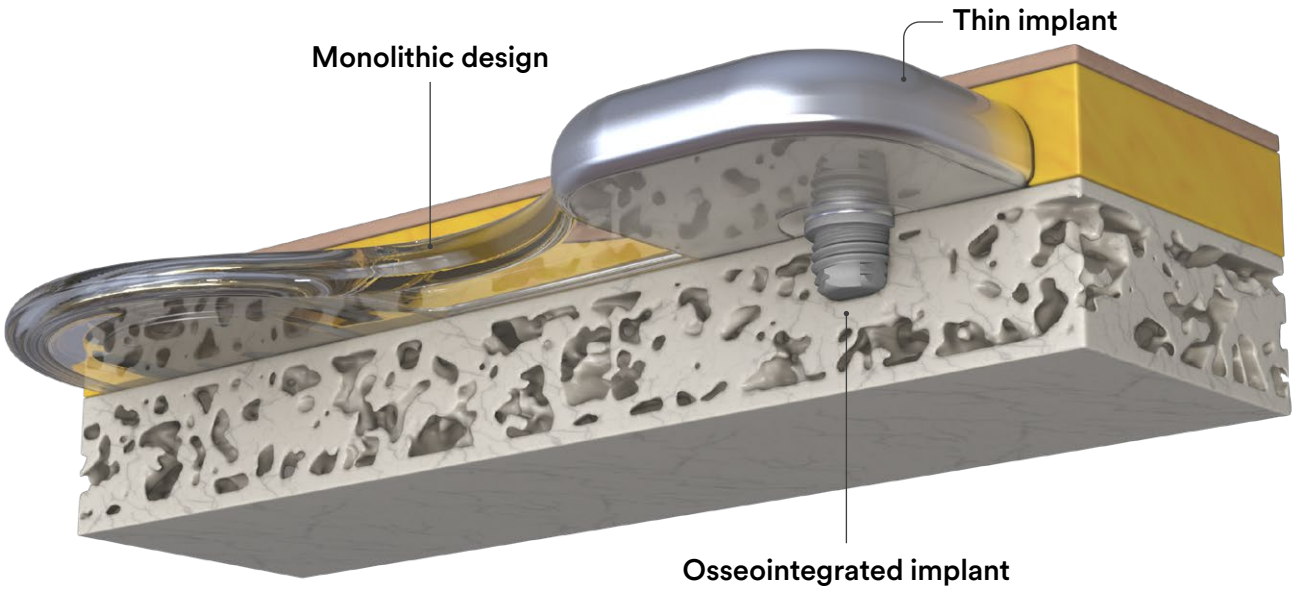
Unlike with electromagnetic transducers, the performance of the Piezo Power transducer remains consistent after MR exposure at 1.5 T and 3 T which means no impact to hearing performance for the patient.

* The OSI300 implant is MRI conditional at 1.5 T and 3 T with magnet in place. Refer to Osia MRI guidelines for further information.

Straightforward surgery

Before, during and after surgery, the Osia System has been designed to minimise treatment time for the patient without compromising on flexibility or safety.

- ✓ No pre-operative CT scan
- ✓ Flexible implant placement
- ✓ Flexible sound processor placement
- ✓ Minimal mastoid drilling
- ✓ Minimal risk for dura exposure
- ✓ Simplified coil insertion
- ✓ Minimal soft tissue reduction
- ✓ No risk of coil migration

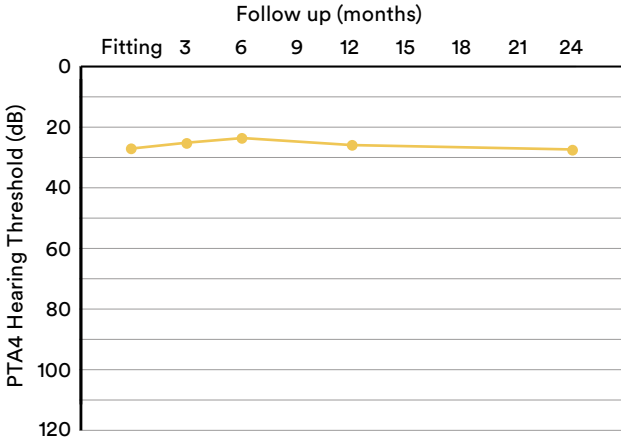


Clinical experience shows that the surgery can be successfully completed in less than 30 minutes.[9]

Demonstrated reliability

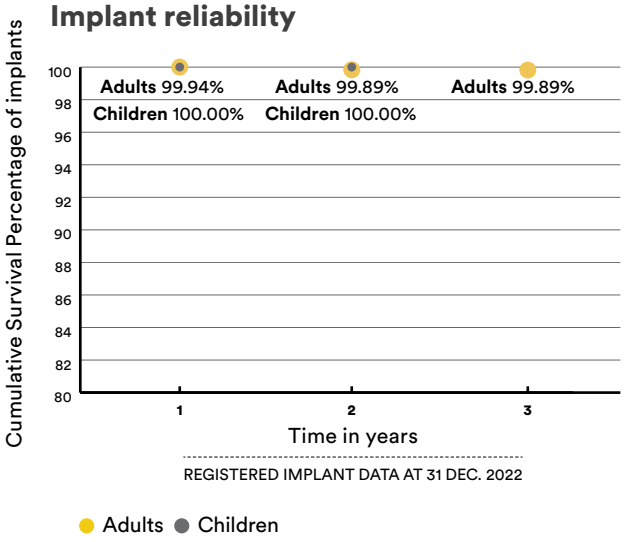
Since its introduction, the Osia implant has proven to be reliable, while providing professionals with the flexibility and confidence that help make it the world's most chosen bone conduction implant system.

Consistent long-term performance



In a long-term follow-up study, hearing performance remained consistent after 24 months.[12]

Implant reliability



The Osia Implant has demonstrated 99.92% reliability within three years.[11]

*Based on OSI200 Implant registration data. Reliability refers to Cumulative Survival Percentage, which includes both device and accident-related implant failures.

Number of registered OSI200 Implants – 31 Dec. 2022

Adults	Children	Combined
4447	1724	6171

Note: Individual population for children in 2022 is less than the minimum required for a valid calculation.

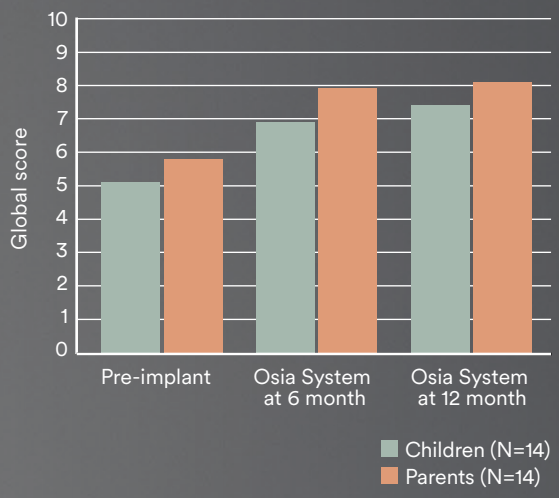
The right choice for children and teenagers

Baha Start gives you great options to help provide the younger children with amplification from day one. As children grow, so will their hearing needs, and the Osia System is designed to support them as they develop through their hearing journey.

What makes the Osia System the right choice for children?

- ✓ Slim and discreet device with changeable colour covers
- ✓ Easy to use with no daily skin maintenance
- ✓ Streaming options that kids expect
- ✓ Durable with dust and moisture resistance*
- ✓ Aqua+ accessory for water activities*
- ✓ Added security with retention accessories
- ✓ Monitor and control with the Osia Smart App

SSQ outcomes



In a study, children and their parents reported significantly improved hearing in everyday life with the Osia System.[12]

*The Osia 2 Sound Processor is IP57 rated with battery compartment excluded. The Osia 2 Sound Processor with Aqua+ is water resistant to level IP68 of the International Standard IEC60529 when used with LR44 alkaline or nickel metal hydride disposable batteries. Refer to the relevant User Guide for more information.

A trusted classic

The **Cochlear Baha System**, with abutment or magnetic attachment, is a tried and true bone conduction solution for many patients. Our latest sound processor, Baha 6 Max, offers clear, rich, natural sound to patients who fit the criteria for bone conduction candidacy.

Fast and consistent surgery

Baha System surgery can be completed in as little as 15 minutes and performed under local anaesthesia. With surface technologies on both the implant and abutment to promote faster osseointegration and soft tissue integration, the Baha System is used by a large number of patients and professionals.

Small never sounded this powerful

The latest in 40 years of traditional bone conduction sound processors, the Baha 6 Max Sound Processor is our first premium-power device: small and discreet, yet powerful, with a fitting range up to 55 dB HL. With all that you'd expect from Cochlear, the Baha 6 Max lets recipients enjoy hearing without needing to compromise on important features.

The Baha System remains as a great alternative for those patients who want the assurance that comes from years of experience. It's proven to help people hear since 1985.


SmartSound®
iQ

Hear what you want to hear, no matter where you are

Whether it be with Baha Start, the Osia System or the Baha System, patients and their healthcare professionals have access to smart technologies designed to improve the hearing experience.

SmartSound® iQ sound quality

Cochlear's bone conduction portfolio features a signal processing suite that uses a scene classifier to scan the soundscape and automatically adjust for the patient's sound environment: enhancing speech, reducing noise, and increasing comfort.

Streaming options

Whether it is in a noisy restaurant, at work or at home, patients can enjoy speech, sound and music streamed directly to their sound processor from their compatible* phones and other devices, as well as compatibility with Cochlear's range of wireless devices.

Connected care

The intuitive design of Cochlear's fitting software aims to streamline the fitting experience for hearing health professionals.

Cochlear's Smart Apps, available on App Store and Google Play, let recipients personalise their hearing experience, including changing programs, activating streaming, adjusting volume on their sound processor and much more.

Made for iPhone | iPad | iPod

* For information regarding the compatibility of Cochlear's Sound Processors with Apple or Android devices, visit www.cochlear.com/compatibility. Cochlear's range of Smart Apps and Support Apps are available on App Store and/or Google Play. For information regarding the sound processors, operating systems and devices that are compatible with the Cochlear's range of Smart Apps and Support Apps, visit www.cochlear.com/compatibility.

“Whenever I need help, I call Cochlear, and I have had nothing but positive experiences with them.”

Michelle, Baha System recipient

More than products

Cochlear offers services to support you in your role as well as your professional development. We also support your patients and their families throughout their hearing journey. Our service offering is adapted to the regulations and needs of each country where we operate, with the common wish to support you and your patients in the best possible way.

We are here for you

By choosing Cochlear, you'll have access to more than a portfolio of effective products to treat your patients' hearing loss. You'll also get support from our dedicated representatives with questions and resources around candidacy, counselling, training and professional development, as well as our latest fitting software and apps to guide you.

Support to patients

By choosing Cochlear, patients join the largest community of hearing implant recipients in the world. Depending on your location, Cochlear connects recipients with each other (via Cochlear Family, where available) and with hearing implant candidates through programs and events, so they can share experiences, learn about their devices, and support one another in getting the most out of their hearing solution.

For more information, contact your local Cochlear representative.

Hear now. And always

Cochlear is dedicated to helping people with moderate to profound hearing loss experience a world full of hearing. As the global leader in implantable hearing solutions, we have provided more than 750,000 devices and helped 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 next generation technologies. We collaborate with leading clinical, research and support networks to advance hearing science and improve care.

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

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