

Hear now. And always

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 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.

Cochlear Medical Device Company India Pvt. Ltd.

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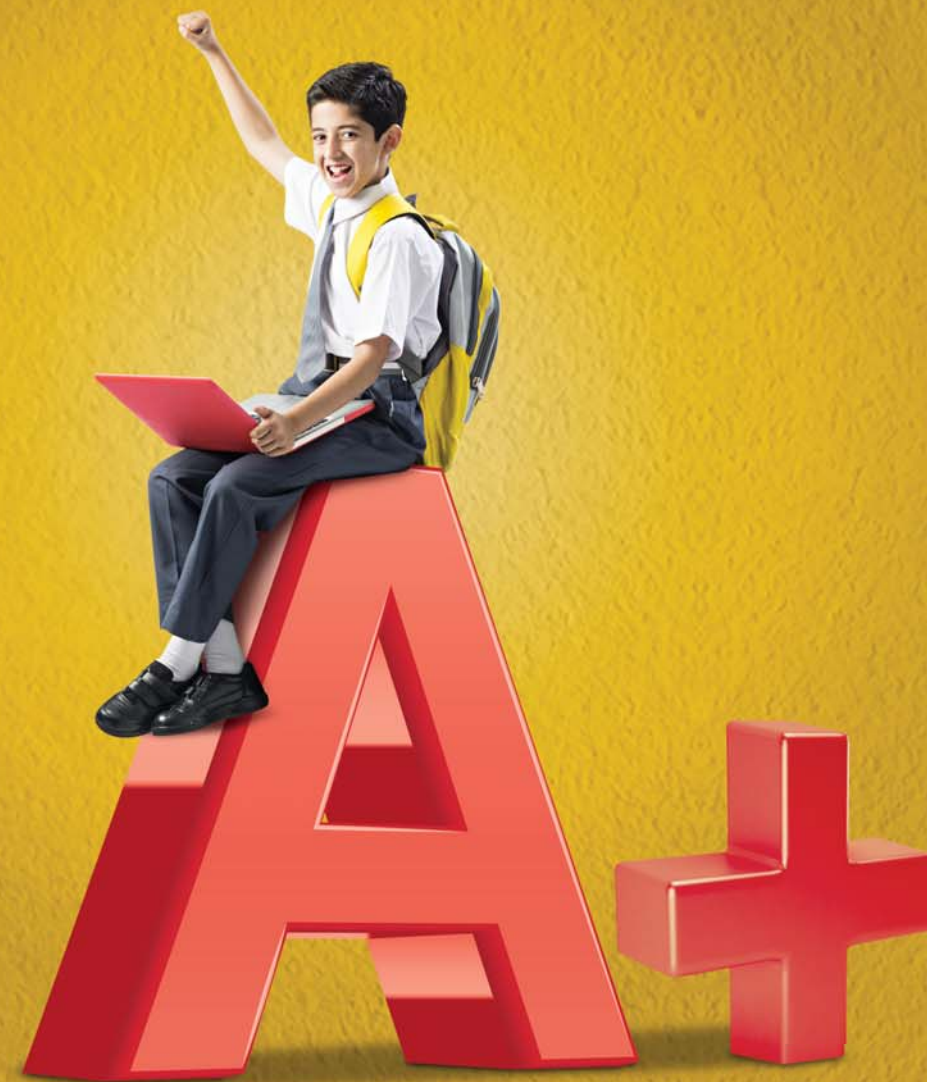
ISSUE 6 July 2016

HEART TO HEART

- Inspiration Lane
- A+ Hearing
- Know your kit

Exclusive newsletter for Cochlear™ Nucleus® Recipients

A+ results begin with A+ Hearing



Hear now. And always



It's the little things that make life beautiful

Experience the delights of the world of sound
with the new and compact Wireless Mini Mic 2+

Cochlear™ Wireless Mini Mic 2+



Dual Microphones

Helps hear voice from one direction in noisy situations



Multiple Connectivity

Has inbuilt Telecoil mode and FM mode



10 hours of battery life

Listen more and recharge less



True Wireless™

Streams high quality signal directly into the sound processor



Table Mic Mode

Detects when the Mini Mic 2+ is in a horizontal position, picks up voices from all directions



Smaller

31% smaller in size than the earlier version

THE FUTURE IS LOOKING A+

Dear Cochlear family members,

Whether you're at home, travelling, at school or at work, hearing enriches our day-to-day lives. And what's better than the wonderful sense of hearing? A+ Hearing, of course!

In this issue, we take a closer look at everything that goes into creating an A+ Hearing experience, for thousands across the world. We will also be visiting the story of the young and ambitious Ajay Kochiri and follow his inspiring journey towards A+ Hearing.

If you're having a rough week, check out our Recipients Corner to take the edge off, and find out what our recipients are up to.

We hope you enjoy this issue as much as we enjoyed putting it together.

Make sure you write in to CINcustomerservice@cochlear.com with any feedback that you may have.

Happy reading!

Team Cochlear India

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Therapy@Home
Track your child's listening progress
and milestones crossed



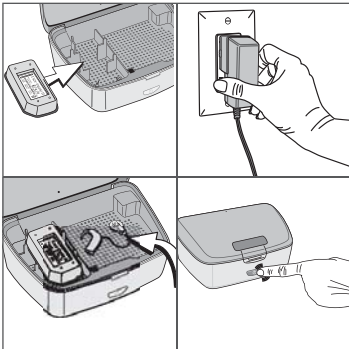
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their true potential A+ Hearing



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constantly up to
something. Guess what
it is this time.

Therapy@Home | A guide to track your child's A+ Hearing

Cochlear has always been dedicated towards helping all our recipients in the journey towards A+ Hearing. We have consistently developed new initiatives to introduce recipients to the world of sound. One such initiative is the 'Tracking Listening Children', or the TLC.

The TLC initiative is a series designed to enable parents to track the hearing milestones of their children. These milestones help in keeping track of the progress made in the areas of receptive language, expressive language and cognition.

This issue covers the development expected in children between 31 – 36 months of age.



Receptive Language - Ability to understand words and language

- ☐ Repeats a 4 – 5 word sentence
- ☐ Listens to stories through audio media
- ☐ Understands concepts referring to time. Eg: Today, tomorrow, etc.
- ☐ Overhears spoken language (even when not directed toward child)

Expressive Language – Ability to put thoughts into words and communicate successfully

- ☐ Talks about what he / she has drawn
- ☐ Uses questions (e.g. who, where, when, etc.)
- ☐ Names three or more colours
- ☐ Expressive vocabulary is 1200 words

Cognition – Understanding through thought, experience & the senses

- ☐ Begins to develop interest in writing and drawing
- ☐ Engages in make-believe activities
- ☐ Shows interest in how and why things work
- ☐ Sorts and categorizes, e.g. toy vehicles and animals

The full TLC monitoring programme is available to download for free at <http://goo.gl/Anuig1>. If you require any further assistance or have any queries about the growth and development of your child, feel free to write to us at CINcustomerservice@cochlear.com.

Stay tuned to the next feature which will help track the developmental milestones of your child from 37 – 42 months.

A+ Hearing

The gift of A+ Hearing

Nurture your child's potential with the gift of A+ Hearing

You want your child to be able to talk, laugh, sing and live without compromise. You want them to have every opportunity to realise their dreams.

At Cochlear, we passionately believe that your child deserves nothing but the best. It's part of the reason more than 450,000 people worldwide have chosen a Cochlear™ implant system. We have learnt from every one of these 450,000 experiences. This is why our recipients are now achieving A+ Hearing outcomes that were considered impossible less than a generation ago.

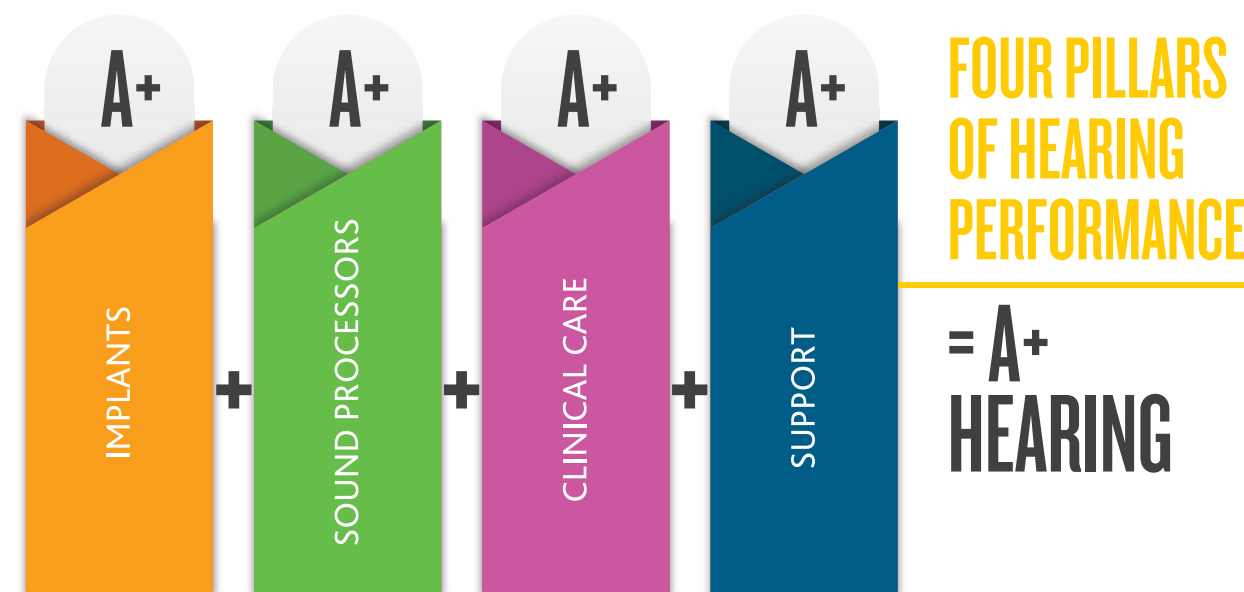
THE SECRET OF A+ HEARING

Does your child being an 'A+ grader' student mean that you have to...

- Only find out where your child's talent lies?
- Only help your child develop their intelligence?
- Only put your child in a good school or training centre?
- Only ensure that your child has excellent support from family and friends?

You know the answer - a student has to combine all of the above to deliver an A+ performance... be it in studies, sports, music or anything else.

Similarly, A+ Hearing can't be achieved just by having only one of the following 'Pillars of A+ Hearing', but all four together –



Look for the A+ 'Talent', even when it comes to hearing

Like, you have to know what's your child's A+ talent to help them start their quest to become an A+ performer or student; the same way, you have to choose an A+ Implant to help your child start the journey to achieve A+ Hearing – and if you are reading this, most likely you have already found the A+ 'talent' for your child's hearing... yes, it is a Cochlear Nucleus implant.

You may ask, "How have I gifted the A+ Hearing advantage to my child by choosing a Cochlear Nucleus® implant?"

We'd say, by choosing Cochlear, you have ensured that your child gets an implant...



Which is going to serve them for life

Cochlear Nucleus implants are world's most reliable implants. Only Cochlear Nucleus implants* have 99% reliability over 11 years.

(log onto <http://goo.gl/TD3T3V> for more details)



Which protects their anatomy and enables smooth surgery

Only Cochlear provides a variety of implants, from contoured electrodes to the world's thinnest implants for different types of anatomy.

(log onto <http://goo.gl/xD4xK7> for more details)



Which provides them with richest possible sound

Cochlear Nucleus implants have the most number of real electrodes (22) that allow your child to hear a large number of pitches.

(log onto <http://goo.gl/xD4xK7> for more details)

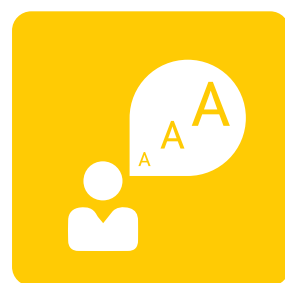
*Cochlear Nucleus CI24RE implant

Develop A+ 'Intelligence'

Once you have identified the area of talent of your child, you start working on developing their intelligence around that talent. Let's say your child is good at playing football. Like, the brain and body of your child can be trained to be able to play more intelligently by giving them more experience (practice), the same way our sound processors have become more and more intelligent, thanks to the experience shared by 450,000 recipients we have treated since inventing the world's first cochlear implant nearly 40 years ago.

So why do we think choosing an A+ Sound Processor helps boost your child's intelligence?

By choosing Cochlear, you have ensured that your child gets a Sound Processor...



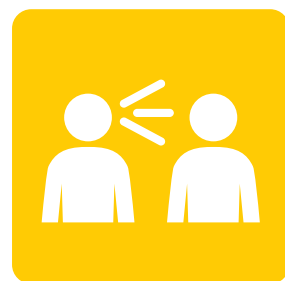
Which works hard so that your child can hear with ease and focus on their learning

Only Cochlear Nucleus sound processors* are loaded with industry-leading technologies like SmartSound, dual-microphones, SCAN and highest water-resistance rating, to name a few.



Which learns with them and allows their clinician to provide them with the best suited mapping and therapy plan

Only Cochlear Nucleus sound processors* can record data related to your child's hearing and show useful analysis to their clinician.



Which can give your child 'super power' when it comes to hearing under water or from a distance compared to other children

With advanced accessories like Aqua+ and Wireless Mini Mic 2+, only Cochlear Nucleus sound processors* allow your child to hear up to 9 Feet under water or listen someone from a distance of up to 80 Feet respectively.

*Cochlear Nucleus®6 sound processors

Give an A+ 'Environment'

You ensure that your child goes to a good school or training centre where their teachers / trainers are well trained and use smart tools so that they can pay more attention to your child. This is important for nurturing their A+ talent and develop their A+ intelligence so that your child can become an A+ performer. Similarly, your clinicians are trained and equipped with tools that help them provide A+ Clinical Care to your child when it comes to their hearing.

As the parent of a Cochlear recipient, you have chosen to provide them with the A+ Clinical Care as your clinician can...



Be sure by being able to know if the implant is working even before the surgery is complete

Only Cochlear has an Intraoperative Remote Assistant that provides live status of the implant to your clinician.



Make your child feel comfortable from the word 'Go' while activating their sound processor

Only Cochlear provides Remote Assistant Fitting, which is a completely wireless process.



Pay more attention to your child rather than spending longer time to programming the software

Only Cochlear provides the user-friendly Nucleus Fitting Software for quickest mapping by clinicians.

Grow stronger with A+ Support

Once you have set your child on the right path to achieve A+ results, you need to ensure that they get the best support in terms of guidance for improvements, path corrections, physical & mental wellbeing and constant motivation. These can come from the parent as well as other family members, friends and the larger community around them.

Similarly, to achieve and maintain A+ Hearing, your child needs the following and we are glad that you have chosen Cochlear as your partner in this as...



Your child gets the best possible therapy that your clinic can provide

Only Cochlear provides the most comprehensive rehabilitation training to your clinician. We also provide a plethora of free resources on our website.



You get regular know how on how to get the best out of your child's implant system

Only Cochlear conducts regular workshops for recipients and parents at clinics to keep educating them about how to achieve A+ Hearing.



Upgrading to a new sound processor or controlling the cost of maintenance of your child's sound processor is easier

Only Cochlear provides easy upgrade plans and service plans to ensure that your child can get the best out of their implant system with comfort.



You can learn from experience shared by the large community and specially those who have already achieved A+ Hearing

Only Cochlear has a newsletter (Heart-To-Heart) and Facebook page for recipients where you can learn about inspiring stories, valuable tips and freely ask questions about your child's hearing.

The Inspiration Lane

Turning dreams into realities through A+ Hearing.

In 2011, a census highlighted hearing loss as the second most common cause of disability in the country. 63 million Indians suffer from it. However, some inspiring heroes did not let hearing loss come between them and their dreams.

This is the story of one such hero, the young, confident and ambitious Ajay Kumar Kochiri, who made headlines by receiving one of the most prestigious national awards.

Kochiri was just like any other student in school. That is until he began losing his hearing at the age of 15. "My friends would tell my brother that I couldn't communicate properly.

Even when they tried calling me from a very close range, I wouldn't be able to hear or respond to them," he says, remembering his early days of hearingloss.



Ajay Kumar Kochiri

Kochiri's hearing loss continued to get worse as time went by. By the time he was in his twenties, his hearing had reduced to severe deafness. Visits to doctors and audiologists did not help him much. Not even high power hearing aids were successful in helping him. Afraid of being teased, Kochiri wasn't comfortable with wearing hearing aids. His worst fears became justified when he became the target of jokes during the first year of his BTech degree at JNTU in Anantapur.

Even through all this, Kochiri continued on to finish his Master's in Computer Assisted

Manufacturing from IIT Guwahati in 2009. After a year, he joined BHEL as an engineer. "When I joined BHEL, my dream was to excel at my workplace." Kochiri says. However, his poor hearing made this exceptionally difficult.





By winning such a prestigious award at just 30 years of age, the Hyderabad based Senior Engineer has shown that he has the potential and ability to go a long way. Through the course of time, his story will continue to inspire and encourage those with hearing disabilities to regain their confidence and reach greater heights of success. We wish him all the best in all his pursuits.

If you know a recipient whose story can inspire millions, please share it with us in 200 words at cincustomerservice@cochlear.com

Kochiri realised that his hearing loss was not only affecting his professional life, but personal life as well. "I never even used to be able to hear my son cry though he was sitting next to me," he adds. "My wife always had to pay attention to my son at home. But my family never expressed any annoyance or irritation at my condition. They were very supportive," he says. It was this support from his family, and his colleagues at work, that gave him the confidence to go in for the bilateral cochlear implants.

After little over a year of wearing the implants, Kochiri's life has taken a turn for the better. Even Kochiri's surgeon Dr. Janardhan Jagini was impressed by the limitless possibilities that have been opened up for his patient with the help of Cochlear. "One and half years after being fitted with the implants, Kochiri not only has got his hearing back, but he can now speak fluently too. The magic of a Cochlear implant is that it can practically turn a deaf person into a

normally hearing person. Getting both the ears implanted (bilateral Cochlear implants) simultaneously was the best decision taken by him. This has helped him regain hearing and hence, his long-lost confidence, very quickly." Dr. Jagini says.

Kochiri has recently been conferred with the 'Best Employee of the Year, 2015' award in the category of Hearing Impairment under the 'National Award for the Empowerment of Persons with Disabilities' program. To honour his spirit, this prestigious award was presented to him by the Honourable Financial Minister, Mr. Arun Jaitley in Delhi.



StayNew. StayAhead.

Cochlear™ StayNew Plan*

Keep your child a step ahead in all their endeavours with the buyback plan for Sound Processors that are less than 5 years old. Talk to your clinician to know more.

After his first implant, **Furkaan Sura** went for a second implant after a gap of 9 years and hasn't looked back since. Keeping up with the lectures in college and communicating with his colleagues is now a breeze, all because he and his parents chose to stay new and stay ahead by using the latest Nucleus®6 Sound Processor.

To know more about Cochlear StayNew plan, visit www.cochlear.com or speak to your clinician.

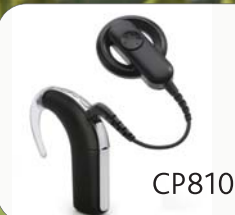
New Sound Processor

Buyback value on old Sound Processor



CP910 CP920

₹50,000



CP810

₹40,000



CP802

₹30,000

*Terms and conditions apply.



Know Your Kit

Keep your sound processor running at **A+** capacity this monsoon season

After the blistering heat of the summer, everyone deserves a chance to enjoy splashing around in the monsoon. But just water could damage the sound processors of recipients.

In the monsoon season, the moisture levels rise in the surroundings. If not properly taken care of, your sound processors can be fully or partly damaged giving you a less than ideal hearing experience.

We at Cochlear understand the issues that you may face in the monsoon. That's why we provide accessories to safeguard your sound processor.

Dry & Store Kit®

Dry & Store is a drying unit that gently circulates warm, dry air around your Nucleus Sound Processor. You use the Dry & Store with a Dry-Brik dessicant. The moisture from the sound processor evaporates during the drying cycle. The Dry-Brik absorbs this moisture like a sponge absorbs water. This way, the moisture won't settle back on the sound processor when it is inside the Dry & Store. Many users report better sound quality and fewer repairs when using Dry & Store.



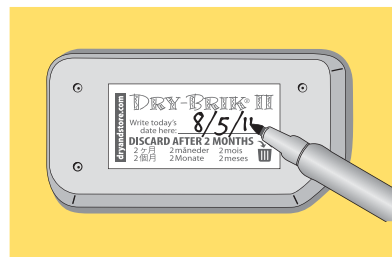
Using Breeze



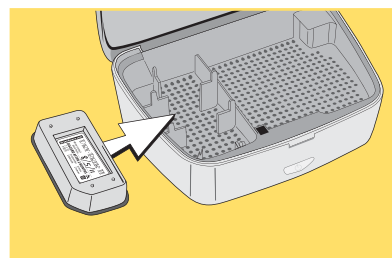
Activate the desiccant: A disposable Dry-Brik, which must be replaced every two months. The Dry-Brik performs two important functions:

- (1) to permanently absorb the moisture released from the sound processor during the drying cycle, and
- (2) to reduce the humidity inside the box with just a heater, thus maximizing the drying capability

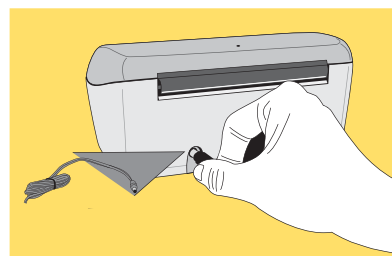
To activate the Dry-Brik, remove the foil cover. Do not remove the foil until you are ready to use the Dry-Brik, because once it is removed the Dry-Brik will begin absorbing moisture.



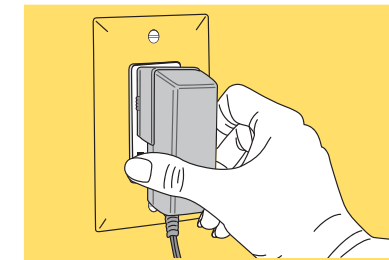
Record the activation date: To remind you when it is time for replacement, a card is attached to each Dry-Brik. Write the date on which the Dry-Brik was first used. To ensure maximum performance, change the Dry-Brik every 2 months and even more frequently during the monsoon.



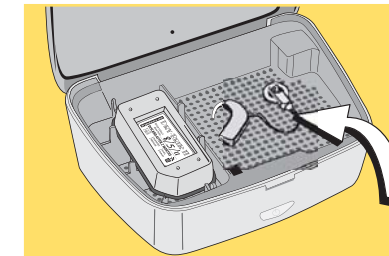
Place the activated Dry-Brik in the Dry & Store.



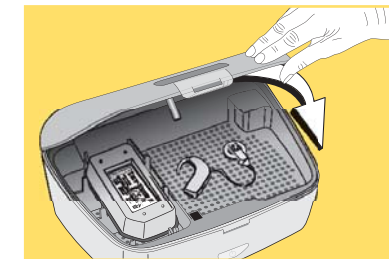
Connect the AC adapter: the small circular plug fits into the rear of the Dry & Store. Do not force; it should slide in easily.



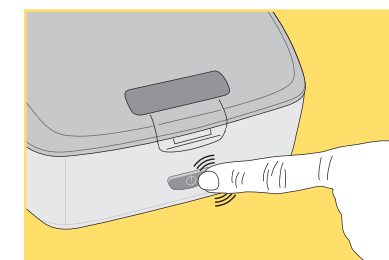
Plug the AC adapter into an electrical outlet.



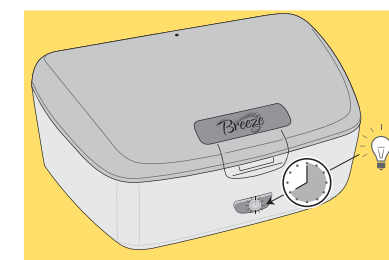
Clean your Nucleus Sound Processor with a dry-nonabrasive cloth before placing it in the drying chamber. Disconnect all the components of the sound processor. Open the lid and place your Cochlear Sound Processor with all the components in the large compartment on the right.



Close the lid gently.



Press the start button, which is on the front of the unit.



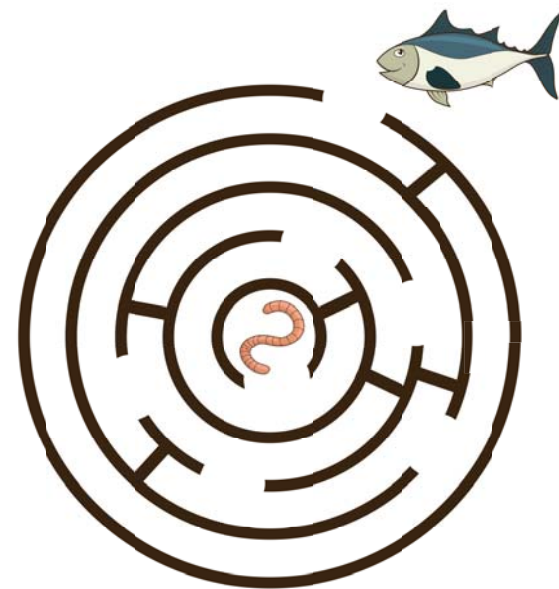
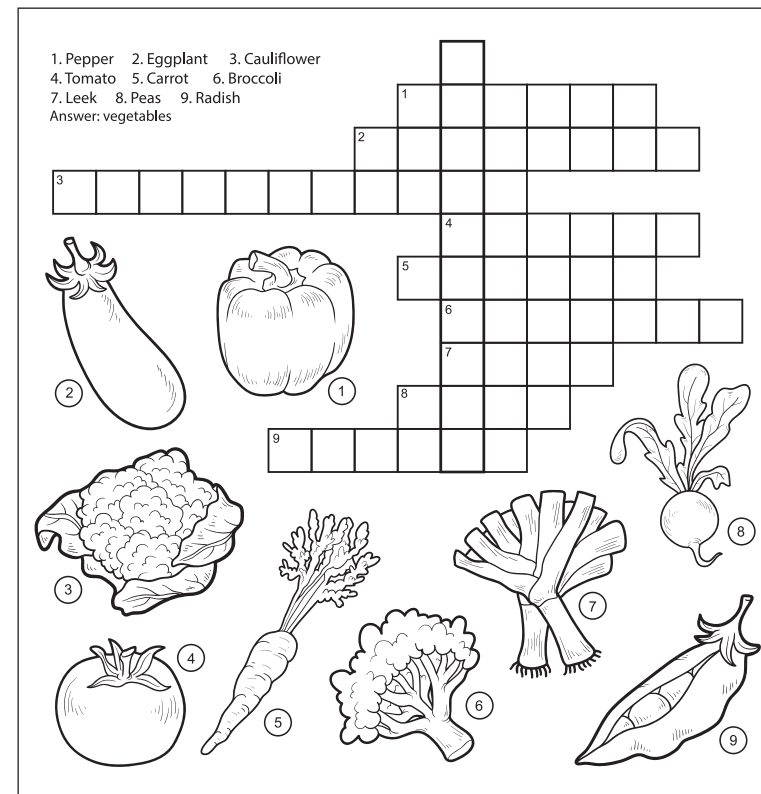
A green glow, visible behind the start button, will be present for the entire drying cycle, which is approximately 8 hours. Best results come from a complete 8-hour cycle, but including periods as short as 30 minutes throughout the day during the monsoon may also be beneficial. All operations cease when the lid is opened, which resets the timer.

To know more about Dry & Store, log on to <http://goo.gl/TEUTPR>

Recipients' Corner

Sit back and unwind

Take a little time out for some rest & recreation with our simple and engaging brain teasers



WE ARE LISTENING

If you have any questions regarding your processor, its accessories or any other query related to life with an implant, write to us at CINcustomerservice@cochlear.com and our team of experts will resolve it as best as they can.

You can send your child's craft, photograph, drawings, artwork etc. On CINcustomerservice@cochlear.com. Selected entries will be published on the Recipients' Corner page.

Search for 'Cochlear India' on Facebook and like us to keep in touch.

Nothing can stop the fun... Not even rain!

Let the Nucleus® Aqua+ take care of your sound processor as you enjoy this monsoon season.



- Reusable • Soft, flexible silicone sleeve • Water protection rating of IP68
- Compatible with CP900 or CP800 series sound processors*

To find out more, visit www.cochlear.com or speak to your clinician.

* With rechargeable batteries