

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 400,000 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.
Ground 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

 **Facebook:** facebook.com/cochlearindia

 **Youtube:** youtube.com/cochlearind

 **Twitter:** twitter.com/cochlearindia

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HEART TO HEART

- Inspiration Lane
- Classroom Acoustics
- Cochlear Connect

Exclusive newsletter for Cochlear™ Nucleus® Recipients

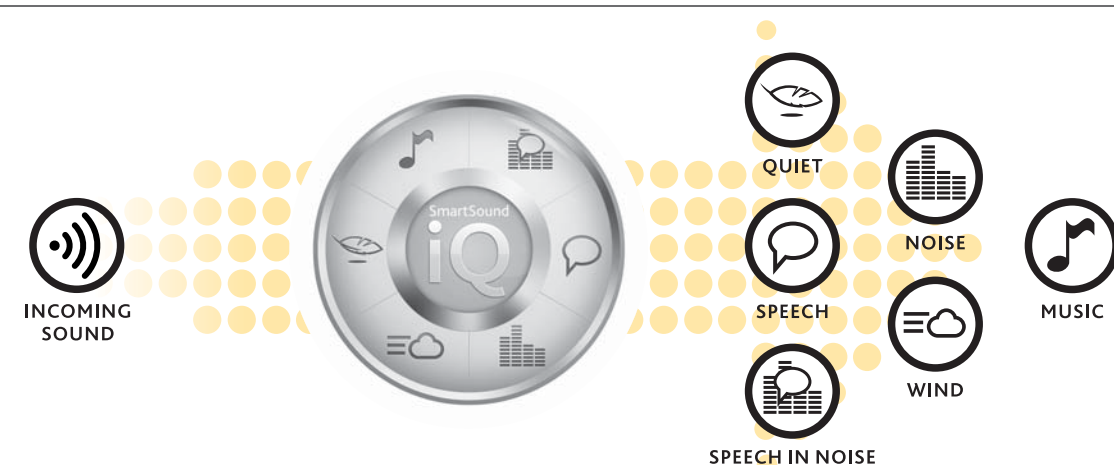
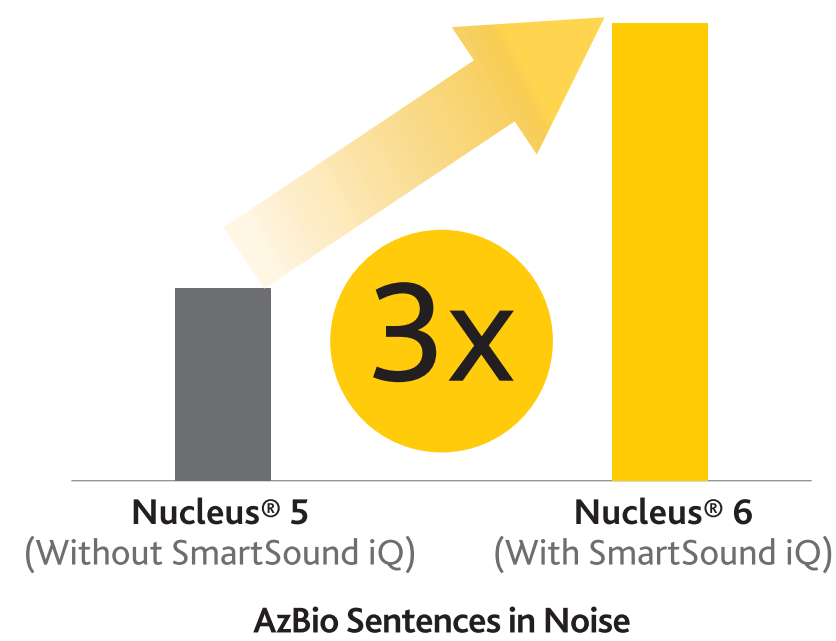


Hear now. And always



Hearing performance in noise improves by 3 times with SmartSound® iQ

Proven by multi-centre clinical study¹ conducted with recipients who upgraded from Nucleus® 5 to Nucleus® 6



SmartSound® iQ works like an artificial intelligence system. It helps your Nucleus® 6 Sound Processor to analyse and select the best possible hearing program for you.



SmartSound® iQ is the most advanced and the first truly automated sound processing system available till date.
It is available only with Nucleus® 6 Sound Processor.

Reference 1: Investigation of Nucleus® 6 Sound Processing Input Processing in Cochlear™ Implant Recipients, IDE G130246 Clinical Investigation Report. September 30, 2014.

Time to ace the academic trial

Dear Cochlear™ Family Members,

With tests and exams just around the corner, peace of mind is the need of the hour. Students need to be at ease in order to devote their full focus on their studies.

In this issue, we detail the ways in which Cochlear Implant helps student recipients. From wireless accessories to a convenient remote assistant, we ensure that the recipients get all the help that they need to reach their full potential. Among other things, this issue contains a detailed but simple guide to understand your sound processor better.

The issue also covers a memorable afternoon where the dreams of 16 young boys, each one with a Cochlear implant, became a reality on the iconic Bombay Gymkhana cricket ground. Cochlear speaks to Furkaan Sura, one of the young 'winners' as Global Hearing Ambassador Brett Lee calls them. Read on about Furkaan's experience playing cricket and being coached by Brett Lee.

Additionally, be sure to read about how we at Cochlear design our cochlear implants to be MRI compatible with a removable magnet.

We hope you enjoy this issue with the added emphasis on examinations. 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 skills for enhanced hearing outcome

Learning to communicate is a process that has no shortcuts. This process can be difficult to grasp at first, especially for a young child who has trouble hearing. Due to this, it is crucial to monitor the child's spoken communication & progressive skills.

To aid your child along this sometimes challenging learning curve, we have developed a system that supports you in targeting goals for listening (i.e. language, speech, social, cognitive and general development). We have also included a few helpful suggestions for your assistance.

Below, we address the expected developments in children who are 25 – 30 months old.



Receptive Language – Ability to understand words and languages

- ☐ Differentiates between different sounds
- ☐ Begins to understand complex language
- ☐ Listens while engaged in an activity
- ☐ Understands pronouns & prepositions



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

- ☐ Uses 2-3 word phrases consistently
- ☐ Uses a variety of descriptive words
- ☐ Asks "Wh" questions, (e.g. What's that?)
- ☐ Rehearses nursery rhymes & favourite songs



Cognition – Understanding through thought, experience and the senses

- ☐ Continues symbolic play (e.g. pretend phone conversation)
- ☐ Imitates vertical, horizontal lines and circles
- ☐ Puts two parts of a whole sentence together
- ☐ Play actions are simple, sequential & logical

If you require any 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 31 – 36 months.

Classroom Acoustics

Making the most of every classroom experience

Children are like sponges; quick to absorb and process any piece of information they come across. However, classroom environment may prove to be slightly more challenging for a cochlear implant recipient than others. This is especially true during examinations, where even the slightest interferences may cause distractions.

To overcome this difficulty, a little help could go a long way. Support from friends or classmates can help tremendously with the learning process of the recipient. Discuss these points with your child's friends & classmates as their support could aid your child's development.



Speak clearly and directly

Slow down and speak clearly when talking to your cochlear implanted friend. You don't have to exaggerate or shout as this makes it difficult for a cochlear implant recipient to understand what you are saying.



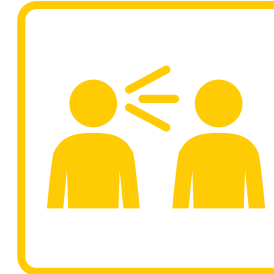
Stand close when speaking

Hearing is most effortless for your cochlear implanted friend when you speak to him from within a distance of 1.5 feet. The greater the distance, the more difficult it is for your friend to hear and understand you.



Get the attention of your cochlear implanted friend

Be sure your friend is paying attention before you begin speaking. You should always try to call his name, tap him on the shoulder or signal in some way so that he makes eye contact with you.



Stand still when talking

It could be hard to understand you when you are moving while speaking. So, when you are speaking, stand still & face your friend. If a demonstration is required, explain first, then demonstrate with the explanation. While playing together, explain his role in the game and then demonstrate along with explanation.



Use natural gestures

Use familiar and natural gestures to demonstrate directions. Additional cues are extremely useful in helping your friend understand you.



Repeat important words & phrases

Repeating words gives your friend a second chance to understand the message. It also helps identify what is important.



Direct attention to the speaker

When someone else is talking, direct your friend's attention to the speaker by pointing or saying the person's name before the person begins to speak.

StayNew. StayAhead.

Cochlear StayNew Plan*

A buyback plan for those who want their children to evolve with times, reach newer milestones and always stay ahead.

Available for less than 5 years old sound processors only. Talk to your clinician to know more.

Ananya Nakra upgraded to **Nucleus 6** last year. Her new behind-the-ear sound processor is light weight, compact and resistant to sweat. She has stayed new by experiencing a worry-free game of basketball out in the sun ever since.

New Sound Processor

Buyback value on old Sound Processor



CP910 CP920

₹50,000



CP810

₹40,000



CP802

₹30,000

*Terms and Conditions apply.

The Inspiration Lane

Bombay Gymkhana sees 16 dreams fulfilled in just one afternoon



Furkaan with Brett Lee

Aashaayen ...

Toofano ko chir ke manzilo ko chin le.
Aashaayen khile dil ki Ummeedein hase dil ki.
Ab mushkil nahi kutch bhi Nahi kutch bhi.

Hopes...

Rip the storms and seize destinations.
Let your heart's desires blossom and your hopes smile.
Now nothing is difficult Nothing at all.

This popular song from the 2005 Bollywood film, *Iqbal*, has inspired millions of Indians in the last 10 years. This National Award winning film tells the story of Iqbal, a hearing and speech impaired boy, who only dreams of making it into the Indian cricket team. His status hinders his selection, but he picks the best resource available to him, a retired coach from his village, to train him. The coach helps him in the arduous struggle to finally achieve his dream.

On 29th of October, 2015, the iconic cricket ground at Bombay Gymkhana saw 16 cricket-crazy boys, like Iqbal, fulfilling one of their dreams – playing a match with a legendary international cricket star, Brett Lee, and being coached by him. Like Iqbal, each boy has an inspiring story of struggle and triumph to tell. However, their stories were different from his in many ways. The most significant similarity is that each of them is hearing impaired from birth or from a very young age. On the other hand, the most significant difference is that each of them can hear as well as speak clearly like any other boy of their age. They have been extremely lucky to have a family that has supported them through



everything. While Iqbal had to find a coach for himself, these boys were fortunate to have their family find a dedicated team of healthcare professionals to coach them to win the battle against hearing impairment with the help of Cochlear implants.

It was impossible for Brett Lee, one of the fastest bowlers in the history of cricket and also the Global Hearing Ambassador of Cochlear, to resist an opportunity to play a match with these "winners". He was astonished to see the boys shout "Howzzat!", "Run, run!" etc., respond to each other's calls and discussing strategies, even in whispers, to bowl out the opponent's batsmen. The scene was no different on the field than what he sees when he plays with his 9 year old son and his friends. He said "I gave away the most runs today, but I gained a lot of inspiration from the boys."



We spoke to Furkaan after the match.
Here are excerpts from the discussion.

Q How did it feel to play a cricket match with Brett Lee?

A **Furkaan:** It felt very special. It was a great experience and one of the best moments of my life. I am a shy person by nature. I was never keen on participating in social programs like this, but knowing that I can meet Brett Lee, I was eager to participate. After meeting Brett Lee and so many other Cochlear recipients, my confidence has increased tenfold. This event has also made me the centre of attraction in my college. Having been a shy person all my life, I am thoroughly enjoying this new experience... I mean, the attention (he laughs).

Q How did having bilateral Cochlear implants help you on the field during the match?

A **Furkaan:** With the bilateral implants, I was able to hear sounds from all directions. This helped me a lot. I was able to communicate with the team much better.

Q You received the implant in your left ear after a gap of 9 years from the first implant in your right ear. Have you benefitted as per your expectations?

A **Furkaan:** After receiving the implant in my second ear, my hearing has definitely improved a lot. I used to feel my hearing was complete with the unilateral implant earlier, but it was only after getting the bilateral implant I realised what is 'complete' sound. The hearing has improved way beyond my expectations.

Q Has being able to hear with 2 ears changed any aspect of your life too? If yes, then give us some examples of what has changed.

A **Furkaan:** Yes, it has become easier for me to better understand the lectures in class. While watching movies, I had to depend on subtitles, but now, I am able to follow movies without subtitles.

Q Why did you decide to go for the bilateral implant?

A **Furkaan:** Understanding the lectures in the junior college was becoming difficult for me. So I decided to go for a bilateral implant.

Q You have not only got a new implant, you are also using the latest Nucleus 6 Sound Processor in your new ear. What are the differences that you feel over the other sound processor?

A **Furkaan:** I am finding the new Nucleus 6 (CP 910) Sound Processor a lot better. I had gone for my second implant very late, but I can already hear better with my new ear than the previous one. This is surprisingly a very good result because I had heard that it takes time for the new ear to match the level of hearing of the old ear. My family and I are really very happy with the decision of going for the second implant and choosing the Nucleus 6 System.

Q Is there anything else that you would like to say to your fellow Cochlear recipients?

A **Furkaan:** Those who have unilateral implant, must consider going for the bilateral implant. It is never late to go for the second implant if you want to 'taste' all flavours of the sounds in life. Bilateral implants would help you a lot.

Q What do you dream to become in life?

A **Furkaan:** I dream to get a good education, become a Software Engineer and then work in a good organisation. I don't want to be dependent on anyone except God!

“I don't want to be dependent on anyone except God!”

Name	: Furkaan Sura
Age	: 18 years
1 st Implant	: At the age of 9 years
2 nd Implant	: At the age of 18 years
Sound Processors	: CP910 and CP810
Studies	: In Standard XII (Science) at Alpha Junior College, Mumbai



Know More About MRI Compatibility

An implant that supports 3.0 T MRI scan

Q 1: What is MRI or Magnetic Resonance Imaging?

A: MRI is often used in the field of medicine to obtain images of organs and tissues using a very powerful magnetic field. An advantage of MRI over other types of scans such as X-ray is that it captures detailed images of soft tissue and joints. In India, a very common use of MRI is to obtain images of the brain.

Q 2: Will a cochlear implant cause any problems for my child during an MRI scan?

A: Since MRI machines use powerful magnetic fields, measured in Tesla (T), medical implants with metallic or magnetic components such as pacemakers and cochlear implants can affect the clarity of MRI scans.

Research shows that MRI scans of the head are blurred by the presence of the magnet inside the cochlear implant. This can hinder the doctor's ability to interpret the results. There is also a risk of patient pain and discomfort from experiencing an MRI with magnet in place.

Q 3: Can my child undergo an MRI scan safely?

A: Of course! Cochlear Nucleus implant recipients can undergo MRI scans up to 3.0 T*.

Q 4: How do I ensure that my child does not have to face problems while undergoing an MRI scan?

A: The drawbacks of undergoing an MRI scan with a cochlear implant can easily be avoided. Removing the magnet inside the implant before MRI eliminates the risk of magnet-related patient pain and minimises the impact of shadowing on MRI scans as well. 9 out of 10 surveyed radiologists recommend that implant magnets should be removed before MRI scans.

Q 5: Is it difficult to remove the implant magnet?

A: Not at all. Removing the magnet inside the Cochlear Nucleus implant is a simple outpatient procedure. Once the MRI is complete, a sterile magnet is put back into the implant.

1. Magnetic Resonance Imaging (MRI) Market By Marketsandmarkets, 2015 Edition

2. Survey of 152 practicing radiologists and radiographers, United States of America AUG 2015 (Data on file).

* All commercially available Cochlear Nucleus Implants are compatible with MRI up to 3.0 T with magnet removed and for 1.5 T MRI with magnet in place.

The Cochlear Nucleus® Implant allows you to undergo an MRI scan up to 3.0 T. Its innovative removable magnet is indeed the gold standard for MRI.

Cochlear Connect

A social media community built to support you better.
Have you joined yet?

When you put your child on the path to better hearing, expect an experience that is filled with memorable moments. We at Cochlear live for stories like this. Keeping in touch with our recipients and their families as they continue to hear, grow and learn is a wonderful gift that we treasure. As such, we invite you to write in with your own stories or check-in on the little stories, opinions & questions of our other recipients.

Here are a few of our trending stories:



Like us on Facebook by following this link: <http://www.facebook.com/cochlearindia> or follow [@cochlearindia](https://twitter.com/cochlearindia) on Twitter and share your valuable feedback to keep the learning going.

Know Your Kit

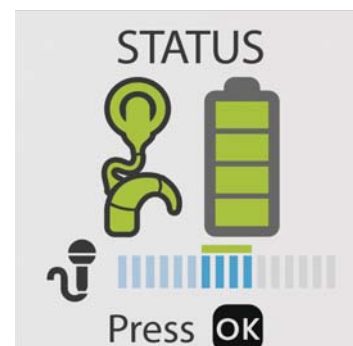
Know the unique features of remote assistant for unique hearing experience with Nucleus® 6



SMART CONTROL – CR230 REMOTE ASSISTANT

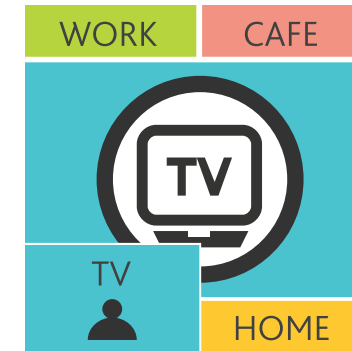
Tavish, a 2-year-old Cochlear™ Nucleus® 6 recipient, often pulls his coil off his head while playing. His mother Priyanka works from home for an IT company. She comes to know every time the coil has fallen off even if she is busy working on her laptop. She goes to Tavish and puts the coil back on his head. Tavish's audiologist says that this has helped Tavish get maximum amount of auditory input while he is awake. Because of this, his speech development is also progressing very well. Priyanka says that she is indebted to her "Assistant" for keeping her informed about the functioning of Tavish's Nucleus® 6 Sound Processor while she can focus on her work.

Do you want to know who is this "Assistant"? It's none other than the Cochlear Nucleus® 6 CR230 Remote Assistant. Read on to know in how many ways this little wonder can help maximise the benefits of hearing with a Cochlear implant.



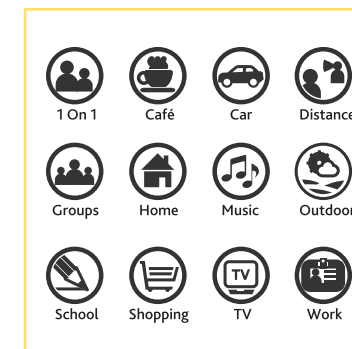
Convenient Status Indicators

With just a press of a few buttons, you can check your processor status along with your battery status to ensure that everything is functioning normally. You can also set alert sound for a few situations like coil falling off the head of your little one.



Personalised Home Screen

Your home screen allows you to access up to four programs, which will be set up by your clinician according to your hearing requirements.



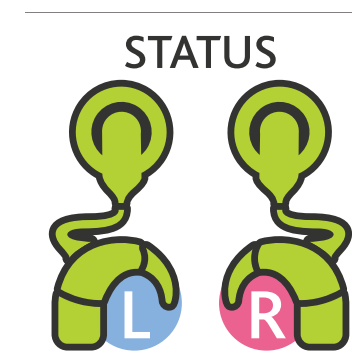
Distinct and Custom Icons

This enables your clinician to set an icon that will be displayed for each of your custom programs. These icons let you know which program is active.



Connect with Wireless Accessories

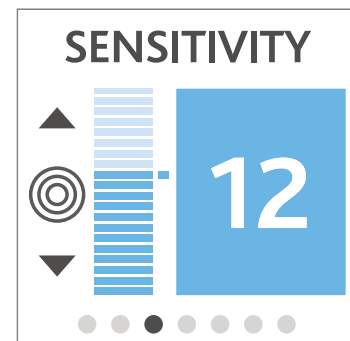
Lets you connect and control all 3 types of the Cochlear™ Nucleus® 6 Wireless Accessories too.



Bilateral Displays & Controls

A bilateral recipient can control both the sound processors with a single CR230.

Through the default settings, any changes made by the remote assistant will affect both, left and right processors. However, this can be changed in case separate adjustments are required.



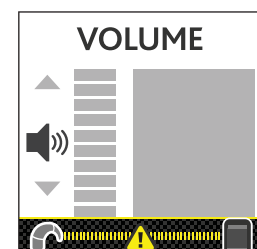
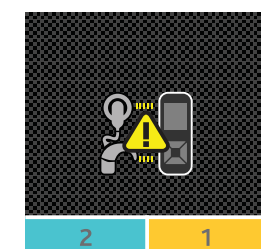
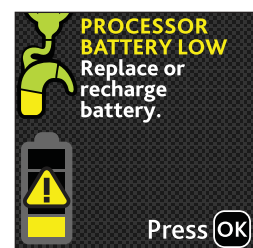
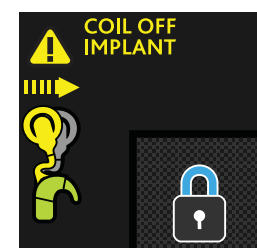
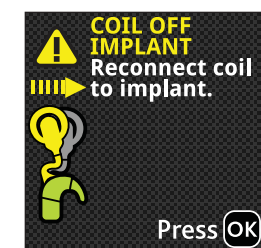
Volume & Sensitivity

Your clinician may give you the ability to adjust volume and sensitivity from your remote assistant.

Volume controls perception of loudness, while sensitivity controls the range of sounds heard (e.g. soft, background, close or far away).

Troubleshooting at home

In case you are facing a problem with your processor, the remote assistant displays alert screens that include troubleshooting information to resolve your problems.



Make every learning experience WIRELESS AND EFFORTLESS

With the Cochlear Wireless TV Streamer, recipients can now receive stereo sound from TV or other audio devices, without wearing any additional components or cables. Hear crystal clear sounds from the stream, as well as the sounds of the environment.



- Easy to connect, supports both analogue and digital input
- Once installed, always stays paired
- Reconnects automatically if you leave the room and return within 5 minutes

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

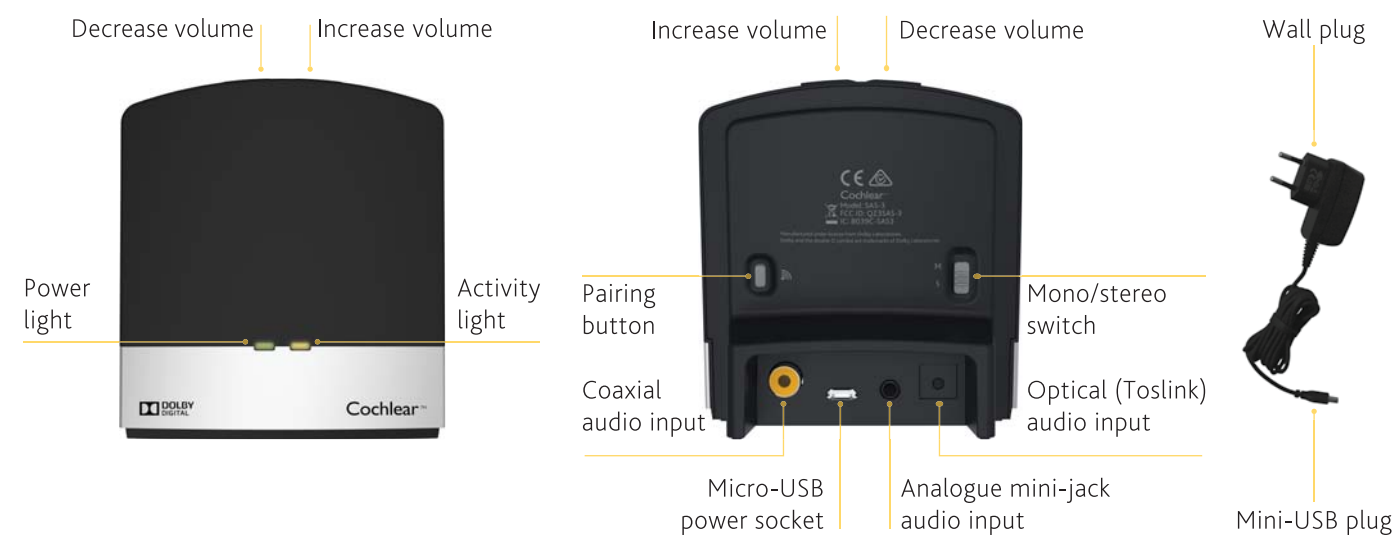
Available for Nucleus® 6 System only.

Tech Update

Bring alive moments of joy with Cochlear™ Wireless TV Streamer

Dive into a world of sound with the Cochlear Wireless TV Streamer. It allows you to send stereo sound from a TV or other audio devices directly into the sound processors. The Wireless TV Streamer is designed specifically to create a balance between sounds of the TV or other audio devices and the environment. Without wearing any additional components and cables, recipients can choose to watch TV and at the same time be aware of all the sounds around them. The TV Streamer comes with the Dolby Digital technology in it, which can redefine your movie-music-gaming experience.

Recipients can also connect the Wireless TV Streamer to computers, stereos and other audio devices. Additionally, it comes with unique features like connecting up to three Wireless TV Streamers to different audio devices or connecting one streamer to many sound processors. Any number of recipients present in a room can enjoy listening to high quality sound through a single Wireless TV Streamer.



What makes the Cochlear Wireless TV Streamer so great? We are glad you asked.



Simply connect

The Cochlear Wireless TV Streamer is compatible with Nucleus® 6 Sound Processor, analogue and digital audio devices and is very simple and convenient to use. To pair the sound processor, all the recipient has to do is press the pairing button on the Wireless TV Streamer and turn the sound processor off and on within 20 seconds. The pairing can also be performed through the Cochlear fitting software.

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Easy to use

Recipients can easily activate the Wireless TV Streamer with just the push of a button on the Wireless TV Streamer. The Cochlear Wireless TV Streamer brings recipients a new level of convenience. All you have to do is install it and forget it, the Streamer does the rest.



Intuitive

Recipients have the freedom to move around in the TV room and perform household chores within a 7 metre range while listening to TV. If the recipient wanders too far and comes back in the range within 5 minutes, the TV Streamer will reconnect automatically.



Wireless & Effortless

The Cochlear Wireless TV Streamer is a smart, robust and reliable device that has a strong and stable signal ensuring no "lip-sync" issues.

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