

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 350,000 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.

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HEART TO HEART

- The Inspiration Lane
- Innovations at Cochlear
- Tech Update

Exclusive newsletter for Cochlear™ Nucleus® Recipients

Get set for a year
full of learning



Hear now. And always



This T20 season, let the stadium come alive within your home.

Enjoy high quality audio streamed directly to your sound processor
from your TV, stereo or computer with Cochlear™ Wireless TV Streamer.



- Easy to connect, supports both analog 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.

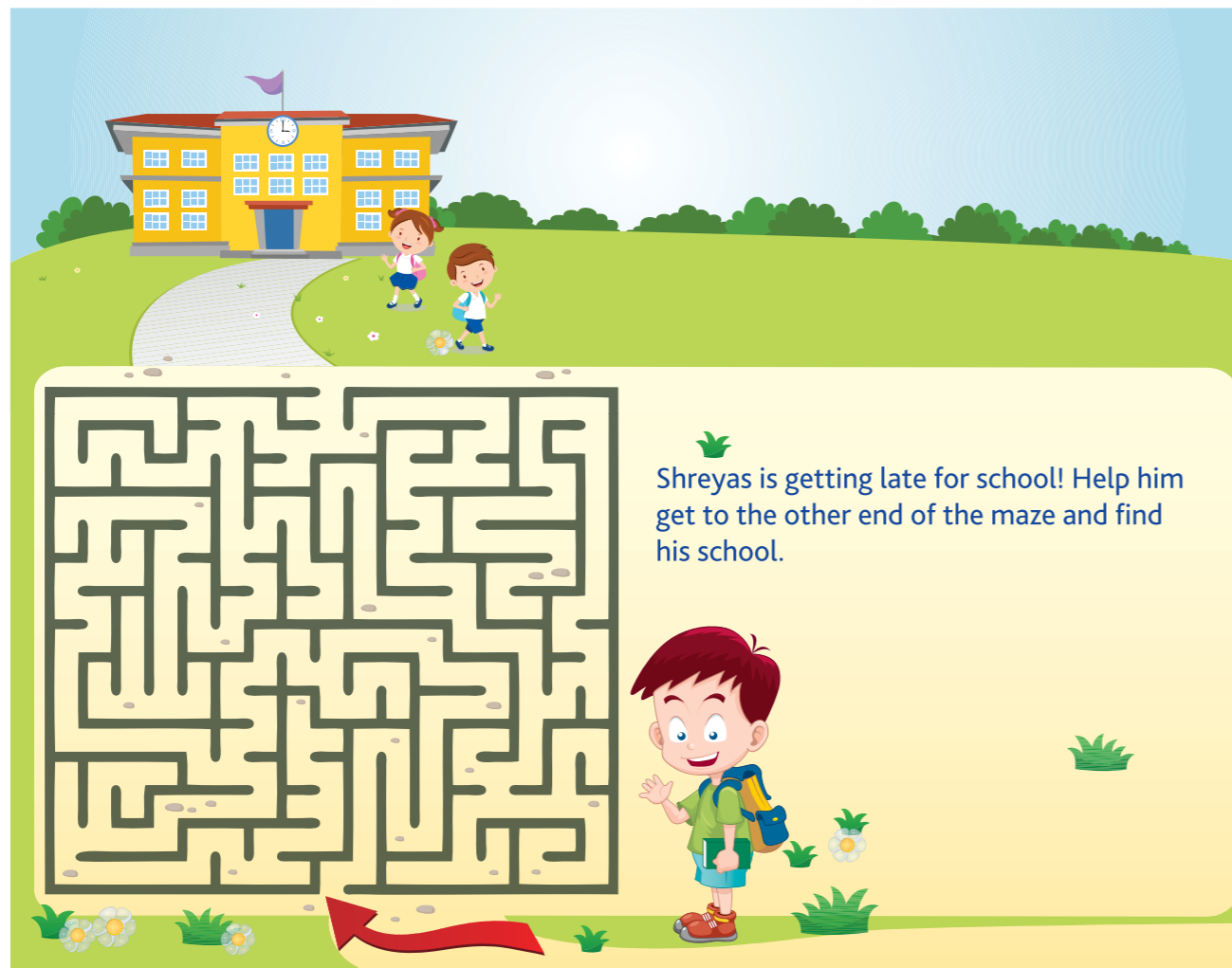
Make the most of the summer.

Let the Nucleus® Aqua+ take care of the rest.



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

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



WE ARE LISTENING

If you have any question 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. Check out the Expert Talk section on this page to see your queries answered in the next issue.

You can send your child's craft, photographs, drawings, artwork etc. to 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.

From a **whisper** to a roar!

Dear Cochlear Family Members,

Your hearty response to our very first issue of 'Heart-to-Heart' set us off to a great start. It gave us just the right push to dive into our second issue with gusto.

The weather has taken a turn. Spring has made way for summer!

That means school-break has begun and there is so much to do with friends and family! Vacations, football, cycling, swimming and picnics at water parks are all part of the plan. Be sure to enjoy every bit of sunshine before you begin the next academic year.

Make sure that your Cochlear™ Sound Processor is as geared as you are for the summer season.

Yet again, we are glad to share with you another inspirational story. This story is not about one, but two bilateral Cochlear™ recipients. We spent a day with them and came away awestruck.

In the very first issue, we shared with you the humble beginnings of Cochlear. In this issue, we bring you up-to-date on the present day innovations at Cochlear.

Children are always up to something new. This issue's Tech Update will shed light on how their Cochlear ear can help them stay new.

Last but not the least, is a poem written by Alpa Bhawani, mother of 6 year old Aadhit that will surely leave you speechless.

We hope you enjoy this issue as much as we enjoyed putting it together. We welcome feedback at CINcustomerservice@cochlear.com.

Happy reading!

Team Cochlear India

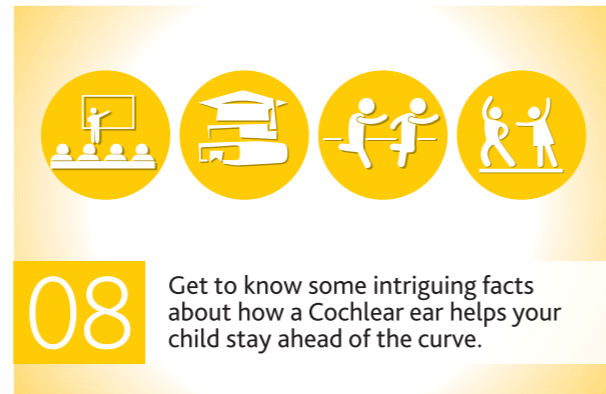
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04 Find out how the Bhat family has nurtured Maithili and Samanyu's talents through a series of timely decisions.



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08 Get to know some intriguing facts about how a Cochlear ear helps your child stay ahead of the curve.



01 Therapy@Home
Learn how you can track your child's speech development through some interesting facts.



11 Recipients' Corner
A fun space dedicated to you, for you and by you.




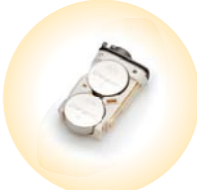














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For enhanced care of your Sound Processor, know more about Cochlear's special service plans.



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We are all ears - waiting to hear your views, suggestions and experiences. Find out how you can reach us.

Covered Items:

Sound Processor	Covered Accessories			
 <p>Nucleus® 6 & 5 (CP900 & CP810)</p>	 <p>Coil & Coil Cable</p>	 <p>Litewear Cable</p>	 <p>Battery Holder (Zinc Air)</p>	 <p>Remote Assistant</p>
 <p>CP802</p>	 <p>Coil & Coil Cable</p>	 <p>Litewear Cable</p>	 <p>Battery Holder (Zinc Air)</p>	
 <p>Nucleus® Freedom</p>	 <p>Battery Holder (Zinc Air)</p>	 <p>Coil/Coil Cable</p>	 <p>BTE Controller</p>	 <p>Bodyworn Controller</p>
	 <p>Bodyworn Cable</p>	 <p>Babyworn Cable</p>		

Terms & Conditions apply. Please contact your clinician for more details.

Care & Maintain

Cochlear™ StayProtected Plans

We understand hearing is a precious gift. Therefore, your Cochlear™ Nucleus® Sound Processor and important accessories include a standard warranty of 3 years and 1 year from the date of purchase, respectively.

However if there are unexpected service and repair costs once the standard warranty ends, you may need to take care of the cost yourself. This is why we created the Cochlear StayProtected Plans.

Cochlear StayProtected Plan# covers your unexpected repair, service and replacement costs.

Cochlear StayProtected Plan comes with 2 options depending on your need.

Cochlear StayProtected Plans:

Extended Cover Plan

Eligibility

Your Sound Processor is less than 1 year old or you are purchasing a new processor.

Benefits

Covers unlimited repair or replacement of Sound Processor.

One claim per accessory*, per year.

Period

2 years for Processor – Auto-activated on the last day of the 3 years standard warranty.

4 years for Accessories – Auto-activated on the last day of the 1 year standard warranty.

Cost of the cover

₹ 85,000 + Service Tax @ 12.36%

Annual Cover Plan

Eligibility

Your Sound Processor has approached or is approaching the end of standard warranty period.

Benefits

Covers unlimited repair or replacement of **Sound Processor only**.

Period

1 year

Cost of the cover

₹ 25,000 + Service Tax @ 12.36%

+ Add-on option for accessories

Benefits

One claim per accessory*, per year.

Cost of the add-on cover

₹ 10,000 + Service Tax @ 12.36%

*Only select accessories are covered. Please refer to the Covered Item Table for more details.
#No external damage is covered under this plan.
Only select models of Sound Processors are covered.

Therapy@Home

Track your listening child (TLC) – with tender, loving care

Monitoring your child's communication skill at each stage of their growth and development is a must.

It is necessary to keep a check on their progressive skills along the path to developing spoken communication.

In this issue we chart the development that should be seen in babies who are as young as **7 months -12 months**.



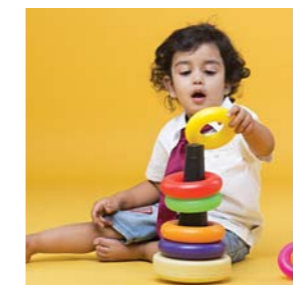
Receptive language - Ability to understand words and language.

- Understands common words such as "bye-bye", "daddy"
- Understands routine activities (e.g. time to eat)
- Recognises songs and rhymes based on their rhythm and actions
- Shows when device is not working by pointing to ear or taking device off



Expressive language – Ability to put thoughts into words and communicate successfully.

- Uses his/her voice to grab attention
- Shakes head for "no"
- Stops activity when name is called
- Plays games such as "Peek-a-boo", clapping hands



Cognition – Understanding through thought, experience and the senses.

- Recognises familiar objects
- Looks at pictures in a book with parents
- Rattles, bangs and mouths toys
- Notices and interacts with other infants and moves towards them

You can download the TLC book in advance by visiting <http://bit.ly/1yDqDil>. If you have any questions or doubts related to your child's growth and development, write to us at CINcustomerservice@cochlear.com & our team of experts will resolve it as best as they can.

From the next issue, you can also use our new checklist feature to track your child's important milestones in the developmental stage of **13 to 18 months**.

Innovations at Cochlear

Research and innovation is at the core of Cochlear's existence

In the previous issue you learned how Dr. Graeme Clark (circa 1970) invented the cochlear implant. With concentrated efforts, his idea took the form of a listed company loved by thousands of recipient families across the world. Innovation has been a continuous process at Cochlear™ ever since its inception. In the second and final part, we talk about the many milestones that Cochlear achieved over the last 20 years.



1997

Based on the technology of a powerful Digital Signal Processor – SPrint™ is introduced.
The first MRI-safe implant up to 1.5 Tesla is introduced.



1998

ESprit™, the first multi-channel BTE (Behind The Ear) sound processor is introduced. This speech processor is worn entirely behind the ear freeing the recipients from long cables and other components.



2001

Cochlear celebrates their 30,000th Nucleus® recipient, BJ Perez of San Antonio, Texas at the Houston Ear Research Foundation.



2002

ESprit 3G Sound Processor is introduced. It is the first processor with a built-in telecoil. Telecoil enables better clarity of sound from phones.

Recipients' Corner

A mother's creative reflections about her son's journey from the world of silence to that of sound

I Have a Child...

I have a child with special needs. He is great, yes, indeed.

People may look at him in a different way. But like any other little boy he just wants to play.

When he was born, his ears were dim. But let me tell you a little more about him.

He didn't know life with sound. No melody and his loss of hearing was profound.

Every time that his tender soft hands held my finger. His eyes told me, "Mamma, everything will be alright. It won't linger."

He is my strong fighter. With him, the hope of hearing sound was brighter.

He was operated when he was just two. The world of melody was waiting for him, it's true.

He stops and gazes at every sound and song. Even when dogs bark and birds sing.

He loves music, no matter what is played. He can now listen to all that is said.

He now knows, Aadhit is his name. And I thank God for his mother, I am.

I have a child with special needs. He is great, yes, indeed.

-Alpa Bhawani, mother of 6 year old bilateral Nucleus 6 recipient Aadhit.



Aadhit with his mother




You can send your child's craft, photographs, drawings, artwork etc. to CINcustomerservice@cochlear.com
Selected entries will be published on this page.

Tech Update

How can your child's hearing stay new?

New Sound Processor

Buyback value on old Sound Processor

	CP910 CP920	₹50,000
	CP810	₹40,000
	CP802	₹30,000

Features of Cochlear™ StayNew Plan*

- 5 Years** The old Sound Processor being returned has to be less than 5 years old.
- Gift** Buyback value depends on the new Sound Processor (CP900 series, CP810 or CP802 only) the recipient is buying.
- Document** Only recipients who are registered in Cochlear's database with complete details can participate in this plan.
- Heart** Old Sound Processor (any generation) needs to be returned in a functional condition along with core components.

*Terms and Conditions apply. To know more, contact your clinic or visit www.cochlear.com



2002

Heather Whitestone McCallum – former Miss America winner - becomes a Cochlear recipient. She is the first woman with a disability to be crowned Miss America.

2005



Nucleus® Freedom™ is the first Sound Processor to have different programs for different listening environments. It is also the industry's first water resistant Sound Processor.

2009



CP810 is the first processor with a remote assistant which is launched as a part of Cochlear™ Nucleus® 5 System.

2012



CP802 is launched. It is a low maintenance Sound Processor built on the latest technology platform. It is specially designed keeping in mind the extreme weather conditions of India.

2013



CP910 & CP920 Sound Processors launched as part of the Nucleus® 6 System. These have the capability to change programs automatically according to the listening environment of the user. CP920 is the world's smallest BTE Sound Processor.

2015



Cochlear launches Wireless Accessories for Nucleus® 6 Sound Processors. The portfolio includes Mini Mic, Phone Clip and TV Streamer that transmits sound directly into the Sound Processor without any wires.

The Inspiration Lane

How timely decisions by the Bhate family made a difference to their childrens' life

Early intervention plays a huge role in treating hearing impairment. Here is the story of the Bhate siblings who were born with hearing impairment. Thanks to early intervention and bilateral implants both of them can hear, speak and live a completely active life like any other child of their age. All this was possible due to the initiative taken and support given by their loving family.

We spent a day with them and what we learned left us in awe of these young stars. Here is a link to the video we shot with the Bhate family - <http://bit.ly/1D5hIZo>.



Name : Maithili Bhate
Age : 15 years
Hearing loss diagnosed : At the age of 14 months
Bilateral CI : Left ear at the age of 18 months
Right ear at the age of 8 years
Sound Processors : CP910 in 2015
CP810 in 2013
Freedom™ in 2008
ESPr™ 3G in 2006
SPrint™ in 2001
Student of : Standard VIII in
St. Mary's School, Pune

The first time her implant was turned on, she turned towards the telephone when it rang. "It was a miracle!" say the happy grandparents.



When we decide to let our children stay new,
we actually give them the power to stay ahead.

StayNew. StayAhead.

Shanice Fernandes, topped her school by scoring **94.6%** in class XII board exams. She upgraded to Nucleus® 5 (CP810) in 2011 and to Nucleus® 6 (CP910) Sound Processor in 2015.

Tech Update

Know how an implanted ear can help your child stay ahead and why should her hearing stay new?

It is not the strongest of the species, or the most intelligent that survives. It is the one that is most adaptable to change. This was Charles Darwin's theory of evolution. It is well known that the ability to learn from experience and adapt to changing environments quickly has kept the human race ahead of others. All five senses in the human body play a vital role in this process. Auditory and visual senses are probably the most important of these five.

While the organic body parts and related senses evolve naturally, have you ever wondered how your child's implanted ear and sound processor will evolve to keep your child ahead of the changing world?

Ever imagined whether your child's current sound processor is future-ready as she/he tries to adapt to...



a larger and a noisier classroom when she goes to a formal school from a play school?



the multi-language environment of our country and the multi-accent environment when they move to another city anywhere in the world?



the soaring temperatures when she wants to sweat it out outdoors with friends?



listening, sharing and dancing to high quality music when all her friends will be doing the same?

At Cochlear, highly skilled professionals keep looking for answers to these questions through research and development. They work relentlessly to bring revolutionary & futuristic innovations in sound processing technology regularly. With the help of these smart and intuitive technologies, your child can experience the new world with fewer distractions and more comfort than ever before. That's what is called - staying new, staying ahead.

To reinforce its commitment to help your child stay new, Cochlear has introduced a very special plan – **Cochlear™ StayNew Plan***.

The StayNew Plan is designed for recipients who want to upgrade to a new and advanced sound processing technology while their hearing is still 'new'. It is a **sound processor buyback plan** that helps you get an exchange value on your current sound processor. You can avail this plan if you purchase a new one **within 5 years of switch-on** of your current sound processor.

Making your child's hearing future-ready is even easier now!

*Terms and Conditions apply.



"The splash! Different from air sound" was her first reaction to the incredible experience of swimming with her sound processor on, thanks to Aqua+.

This teenager knows how to take the court by storm. "She's a very sincere student", says her proud coach.



Someday she wants to be a scientist, some other days she wants to be a doctor. "Or may be an actor", she says with a giggle.



Secured distinction in her Trinity College Exam for Music (Level 2). Her family believes that the bilateral implants have made a huge difference.



Maithili speaking about her journey with Cochlear implants at the 'Celebrate Hearing' meet conducted by Mandke Hearing Services, Pune in 2014.





Name : Samanyu Bhate
 Age : 10 years
 Hearing loss diagnosed : At the age of 1 month
 Bilateral CI : Left ear at the age of 7 months
 Right ear at the age of 2 years
 Current Sound Processors : A pair of CP910s
 Student of : Standard V in St. Mary's School, Pune

One day, when Samanyu's father was singing the rhyme 'Johnny Johnny! Yes Papa' to him, 7 months old little Sam responded by saying 'Ha ha ha' at the end. That was the 'magic' of early intervention.



"With the Nucleus® 6, he can hear the softest of sounds, even a whisper," says Sam's grandfather. "Yes, he's so much more confident now. Even walks to the tennis court all on his own," says his grandmother, beaming with pride.



This innocent face can speak 3 languages fluently i.e. English, Hindi and Marathi. He is also wants to learn French, German, Italian, Spanish and Japanese.



This wannabe swimming champion won a silver medal in 50 meters swimming competition at school.



He can play tennis in the sun and sweat it out as much as he wants with his water resistant Nucleus® 6 Sound Processors.



Maithili came to me a few months post switch-on. Her parents, Manju and Sameer, didn't have a clue with regard to expectations and outcomes. However, they were extremely committed parents and put their trust in the system. They are now enjoying the result of their effort.

- Aziza Tyabji, Director at AURED, Mumbai.

We are thankful to Dr. Sameer Bhate, a cardiovascular surgeon and father of Maithili & Samanyu, for approaching us with a desire to give back to the CI community and to the society at large. Dr. Bhate is eager to spread awareness through his and his children's life-changing experience with Cochlear™ implants.

Dr. Bhate has agreed to address relevant queries from any member of the Cochlear™ Family. Dr. Bhate will answer questions in his capacity as a Cochlear™ implant recipients' father and not as medical practitioner. You can send in your queries directly to him on his email ID sameer5555@hotmail.com. Please do not forget to mention the term "Cochlear Implants" in the subject matter.