




**Cochlear®**

Hear now. And always

A photograph of a young woman with dark, curly hair, smiling and looking to her left while holding a smartphone. She is wearing a pink and white striped shirt. The background shows a modern building with glass windows. The image is partially overlaid by a yellow curved shape in the top right corner.

## Five mistakes **Baha® System** recipients make

Mistake #1

# Avoiding loud situations



**DON'T DO THIS:**  
Miss out on life because of background noise.



**DO THIS:**  
Use the Baha® Smart App to personalize your hearing.

Life happens in all kinds of places. Using advanced features such as SmartSound® IQ\*, and adjusting volume, bass, mid-range and treble allows you to personalize your device and helps you hear better in challenging listening environments.

You can even save the settings by geo-tagging to your location, like your favorite restaurant. The next time you visit, you'll have the settings optimized for that situation.



**“It’s so worth it. There are so many beautiful sounds in this world and I’m so happy I can hear them.”**

Michelle – Baha System recipient

# Not checking on insurance eligibility



**DON'T DO THIS:**  
**Miss out on opportunities for reimbursement.**



**DO THIS:**  
**Learn what insurance covers.**

At Cochlear, we are here to help you along your entire hearing journey—including making sure you understand your insurance coverage and the various payment options available. Our team will work directly with your insurance provider to help you confidently select the best option for you.

Visit our Insurance Support Center to learn more and find out what your insurance plan covers.

[Insurance Hub](#)



**“The insurance, it was a gift from heaven. Medicare and my insurance, it was easy. There was no negotiating. I didn’t have to fight anybody, so that process was minor.”**

Tom – Cochlear recipient

Mistake #3

# Not streaming directly from a smartphone



**DON'T DO THIS:**  
Miss out on the incredible sound quality and convenience of streaming straight from your smartphone.

Having sound at your fingertips is easier than ever. Connect your compatible Apple® and Android™ smartphones and True Wireless™ Devices to enjoy audio streamed directly to your Baha Sound Processor.

Download the free Baha Smart App via the App Store or Google Play on your smartphone.



**DO THIS:**  
Directly stream calls, music and entertainment to your Baha® System.



[Check phone compatibility](#)



“The Made for iPhone technology makes life so much easier. I don’t have to hold the phone up to my ear — it streams sound directly into my processor so I hear it loud and clear, right into my ear.”

Debra – Baha System recipient

Mistake #4

# Not practicing hearing



**DON'T DO THIS:**  
**Limit your hearing potential.**



**DO THIS:**  
**Invest in yourself and your hearing.**

Using hearing rehabilitation resources can help you get the most out of your Baha® System. Cochlear offers auditory training exercises to improve listening, encourage conversations and instill confidence.

Each program has a short assessment to ensure tasks are at the right level, fun and engaging. You'll always have access to easier materials if you would like to practice skills you have already mastered.

[Training Exercises](#)

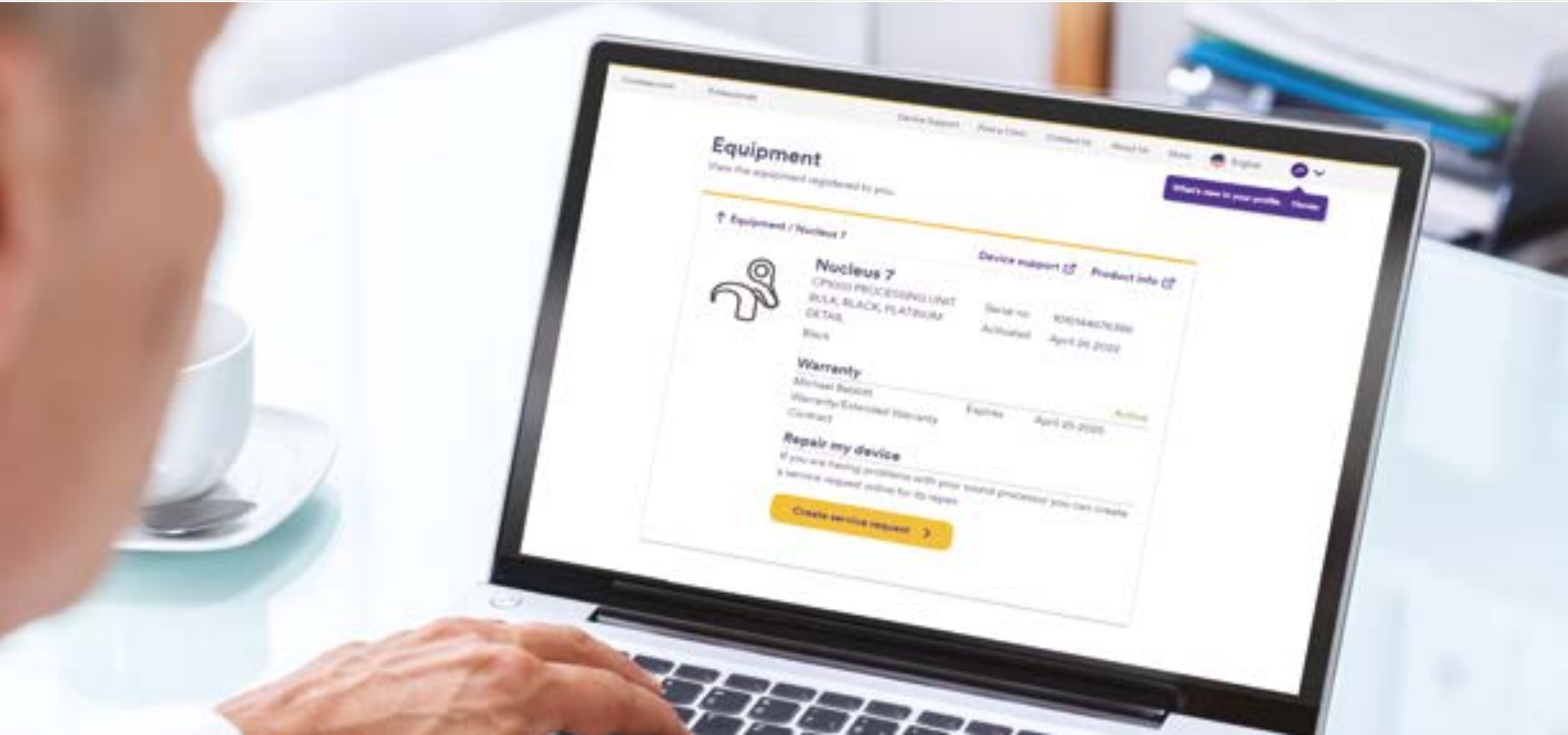


**“I feel like I’ve come out of my ‘cocoon’. With my Baha System, I finally enjoy talking to people again.”**

Anne – Baha System recipient

Mistake #5

# Having old contact info



**DON'T DO THIS:**  
Miss out on valuable information.

If you haven't logged into your account recently you could be missing out on important information about new technology, warranty, connected care and end-of-support for Baha® 5.



**DO THIS:**  
Make sure to keep your contact info updated.

Updating your contact info is easy and ensures you are receiving valuable information about your Baha System.



Log in



Click "About Me"



Select "account information"

While you are logged in, check out the "Equipment" section to see your devices, warranty expiration date and product information.

# Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 600,000 implantable devices, helping people of all ages to hear and connect with life's opportunities. We aim to give people the best lifelong hearing experience and access to innovative future technologies. We collaborate with leading clinical, research and support networks. That's why more people choose Cochlear than any other hearing implant company.

\* It is recommended that SNR-NR, WNR, and SCAN be made available to any recipient, ages 6 and older, who is able to 1) complete objective speech perception testing in quiet and noise in order to determine and document performance and 2) report a preference for different program settings.

Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology.

Products or services billed must be medically necessary, actually performed and appropriately documented in the medical record. You will be responsible for paying any applicable coinsurance, deductible, or amounts not covered by your insurance to Cochlear. Coverage determinations and out-of-pocket costs may vary for individuals with private insurance.

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