



Cochlear[®]
Hear now. And always

Connected Care report

An annual review of Cochlear Americas
digital technologies and services

Volume 4 | July 2023



Letter from our President

In the four years since Cochlear has been reporting on our Connected Care technologies and services, our offerings have continued to expand. We've found new ways to support patients as they progress through their cochlear implant journey and our clinicians continue to trust Cochlear to help them do what they love best: support their patients. Cochlear is proud to set the industry standard as the only manufacturer to report on digital technologies and services and the impact they provide.

This year, we expanded the Connected Care portfolio with the second generation of SmartNav. This pioneering new technology is designed to improve the surgical experience for you and your patients, providing wireless, actionable insights to support the intraoperative navigation during cochlear implant surgery. Cochlear was also proud to be the first hearing implant manufacturer to receive ISO/IEC 27001 certification for Cochlear Connected Care. Data privacy and security is extremely important and with this certification, we are demonstrating that we deliver the same high standards in our digital products that we are known for in our physical products.

We were also proud to enhance our Recipient Solutions Manager (RSM) offerings this year. Since 2020, the RSM team has provided support to more than 8600 new recipients of our implants, helping to support their journey and provide another level of service beyond the clinic. This year, the team assisted more patients than ever before. We added several online live courses that patients could take advantage of and began offering courses in Spanish and for pediatric patients. We also launched a new landing page to make scheduling of services easy for professionals and patients. This year, more than 3,000 patients joined us for educational appointments and rated us at 4.9 out of 5 stars when it comes to their likelihood to recommend the RSM program.

Finally, given the excitement of the Nucleus 8 launch, our upgrade teams were busier than ever before. To support professionals, Cochlear continued to expand our services around upgrades, offering Ready-to-Wear at no charge for the Nucleus 8 and continuing our partnership with DocuSign to sign letters of medical necessity electronically. 68% of upgrade orders were shipped Ready-to-Wear and over 500 patients completed an Upgrade Consultation with our Upgrade Solutions Specialists, delivering on our promise to Hear Now. And Always

We are proud of the innovative ways we support you and your patients and believe that connecting patients to a world of sound takes a village. I'm pleased to share this report of our efforts over the past year and look forward to building on our promise in the year ahead.



Lisa Aubert, AuD
President, Cochlear Americas





Inspired by connecting people with care

Providing personalized and patient-centered care is at the heart of what you do. Like you, we always start with people in mind – thinking about how we can improve their everyday hearing experience and their journey to better hearing.

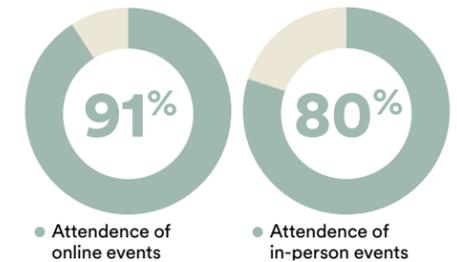


Support during candidacy

Cochlear is there to support patients at every stage of their journey, even before they get an implant. Our resources provide support to patients considering whether a hearing implant is the right choice for them.

Candidate engagement team

Our candidate engagement team is there to support patients who are considering a cochlear implant. They are regional professionals who connect patients to local volunteers, provide mentoring, answer the many questions a candidate may have and support patients on social media. Our Engagement Managers work to get to know each clinic and they provide support to patients in many unique and creative ways. Contact your Candidate Engagement Team to find out more.



Clinic Finder

Cochlear's online Find-a-Clinic tool connects patients to hearing implant specialists near them. This tool allows patients to find the care and support they need.

www.cochlear.com/us/en/connect/find-a-clinic



Tech Spotlight: Cochlear Hearing Aid Check



Hearing Aid Check (hearingaidcheck.com) is a free, online tool that has been available to patients since 2020. This tool allows patients with a hearing aid to find out if they could benefit from a cochlear implant. The tool allows patients to compare their own hearing with that of typical cochlear implant patients to find out if they might be a candidate. Clinics can consider linking to this tool on their clinic's website.



Support during surgery

Cochlear's surgical care solutions are designed to enhance patient outcomes through intraoperative tools and insights. With increased confidence in device placement, surgical outcomes and postoperative clinical performance may also be optimized.

Nucleus™ SmartNav System

The Nucleus SmartNav System delivers wireless, real-time, actionable insights to surgeons during cochlear implant surgery. These insights are designed to provide confidence in surgical outcomes for professionals and their patients. With the latest updates, SmartNav can now allow for automated implant registration and secure cloud data transfer to the clinic. This means that data from SmartNav can be easily shared between professionals in the clinic, supporting activation and beyond.



● Accuracy in the detection of true tip fold overs¹⁻²

Surgical on Call (SOC)

Cochlear's Surgical Support Team has a dedicated SOC line established for Surgical Support On Call. Each month, the team handles an average of 250 calls, which are addressed as a priority due to the nature of the calls. The surgical team is highly prepared to discuss with the surgeon and operating room (OR) staff the situation at hand and provide Cochlear's recommendations and guidelines as it pertains to the specific scenario. If needed, a FaceTime® or equivalent video call can be established to escalate the support and bring the support team 'into the OR'. This has proven an extremely valuable and successful service that Cochlear offers its professionals and reinforces the value our industry-leading surgical support team has to offer.

50 seconds



Average customer hold time



Support for activations

The activation of a hearing implant is often the most exciting moment of a patient’s journey. This first step can be made easier with the right partner. Cochlear’s tools are there to support you as you get patients started on their journey.

Cochlear fitting software

Cochlear’s fitting software platforms for both cochlear implant and acoustic devices are designed to be powerful, intuitive and easy to use.

CS PRO Custom Sound™ Pro: In the two years since the introduction of Custom Sound Pro fitting software, the activation and programming of cochlear implants has been simplified and optimized. Population mean, which was created from unique insights based on decades of data, is a powerful tool that can be used to create a first MAP for patients in moments. Patients are on the air faster, allowing for more time to be spent on counseling and aural rehabilitation and reducing the time needed to reach optimal hearing. Integrating common fitting tools into the software, such as the Client Oriented Scales of Improvement (COSI), creates a simplified workflow that encourages best practices while also decreasing fitting time.

Osia® and Baha® Fitting Software: Our latest acoustics fitting software packages have an activities-based workflow to guide you through all the necessary steps to fit the device. This smart design guides you through program settings and a data-based fitting to ensure patients hear their best right from the start.

CochlearLink

With CochlearLink, your clinic database is automatically connected to a secure, cloud-based server. This allows for automatic device registrations and lightning fast service when a processor replacement is needed. This service can reduce the amount of time you spend on administrative burdens, helping you get back to what you enjoy most – caring for patients.



Audiology on Call (AOC)

At any stage in a patient’s journey, from candidacy through activation and on to optimization and maintenance, you may have questions. Luckily, we have people who can help. Our talented Audiology on Call (AOC) team has expanded their services in recent years to include virtual support capabilities and they’ve provided over 200% more virtual support sessions this year over last year. This year, 90% of calls were answered in less than 45 seconds with an average hold time of 40 seconds. Our AOC team is proud to be here for you and your patients to assist with device programming, troubleshooting and product education.



Support for optimization

As patients begin to acclimate to their device, the goal is to optimize device use and reach peak performance as quickly as possible. Cochlear offers tools and services to maximize device use that supports patients as they get used to their “new normal.”

Recipient Solutions Managers (RSM)

Cochlear’s Recipient Solutions Managers are a unique team of professionals who are there to support patients shortly after activation or after an upgrade. They provide both one-on-one and group care, working to increase confidence and optimize performance. Sessions include information about optimizing accessories, getting set up with apps, pairing phones to processors and maximizing benefit through aural rehabilitation. On average, patients rate their session with an RSM at 4.9 out of 5 stars, demonstrating the amazing impact of this program. To find out more and to begin scheduling your patients for service today, visit:

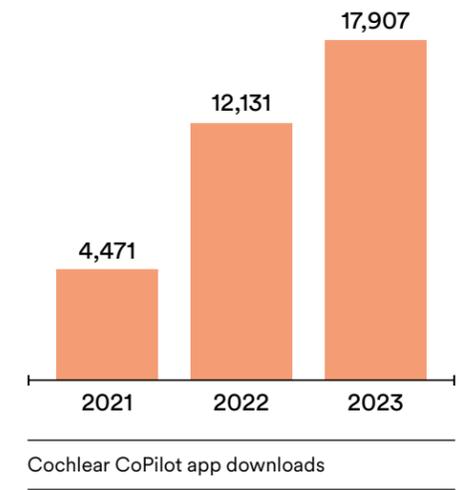
www.cochlear.us/rsm

1 in 3 
Recipient Solutions Managers are bilingual

8,600+ 
Recipient Education Hours since the RSM program's inception in 2020

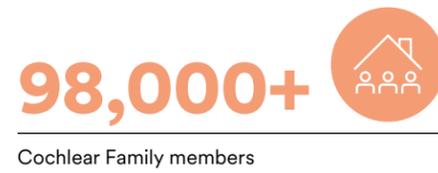
Cochlear CoPilot

CoPilot is a self-guided mobile app for iPhone that provides rehabilitation support for early device use. It includes interactive activities and device support information to help recipients build their communication skills and support everyday needs. CoPilot can be accessed only by iPhone at this time – you can find it on the Apple app store.



Cochlear Family

When a patient's device is registered, they have the opportunity to create their Cochlear Account and become part of the Cochlear Family. Among the many benefits of this program is a New Recipient Welcome service, which provides a series of informational support emails that are timed to coincide with milestones in the first year of implant use. With Cochlear Family, patients can connect to other recipients, access equipment information through the myCochlear Recipient portal, connect to the online store and connect to resources and education throughout their journey. Ensure your patients are signed up for Cochlear Family to support their journey every step of the way.



Acclimating to hearing:

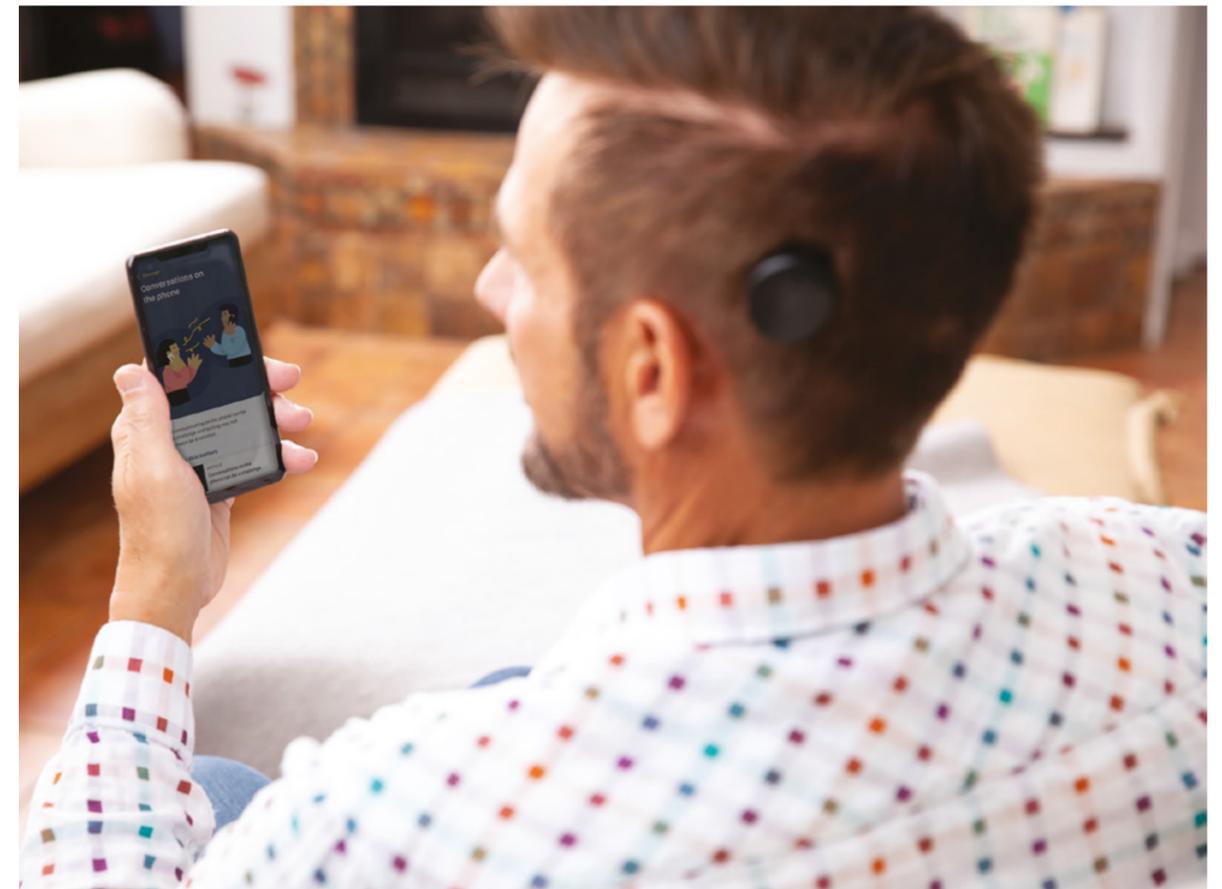
For patients who receive hearing implants, acclimating to their device can be the most important part of their journey. Research indicates that wear time of 10+ hours per day can lead to better overall performance and faster progress.³ Cochlear supports this important phase of the hearing journey by providing tools such as Hearing Tracker in the Smart App. We also provide information through our Recipient Solutions Manager (RSM) program, Cochlear Family New Recipient Welcome emails, our Cochlear.com and rehabilitation websites and digital media resources, including social media and YouTube. Supporting patients as they acclimate to their device can lead to better progress faster, which is every recipient's goal.



Rehabilitation resources

Cochlear's extensive rehabilitation tools and resources represent over 40 years of ongoing support and development. We're proud to now have all of our rehabilitation resources available and printable from our website, including comprehensive pediatric and adult rehabilitation programs that have been developed by some of the best in our field. We offer these tools at no charge, with many available in English and Spanish, so we can support patients to make the most out of their hearing. Cochlear also includes a comprehensive Rehabilitation Manual with all activation kits for those patients who are not online or who want a written guide. Please find our rehabilitation tools at:

www.cochlear.us/rehabresources





Support for maintenance

In patient-centered care, both patients and their health care providers are collaborative partners as they manage chronic health conditions. Cochlear keeps patient-centered care in mind with all we do by developing tools and services that support self-managed care by patients when appropriate with support from their clinic when needed. With Cochlear as a partner, patients will be able to manage their care and maintain their hearing potential for a lifetime.

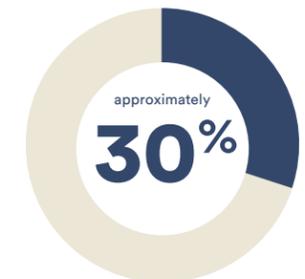
Cochlear Remote Care

Cochlear's Remote Care services were first released in 2020 during the global pandemic when we received expedited approval for Nucleus Remote Check. Since that time, we've seen a significant growth in the use of this technology to provide ongoing patient care. With Remote Care, you can monitor your patient's progress and provide face-to-face live support to patients even when they are not in the clinic. For you, this means more efficient care and staying connected to your patients even when they can't come in to see you. For patients, this means less time off work and less travel to get their care. Cochlear's suite of Remote Care tools includes:



Remote Check for Nucleus

Remote Assist for Nucleus and Baha



● Percentage of recipients who are seen at clinics utilizing Remote Care

“Patients find that Remote Care is more comprehensive. They feel that there are more ways for them to connect to us as a center, there's more ways [for them] to stay in check, it's more convenient for them and once they try it, nobody says “I don't want to do this anymore” and I think that's really important.”

—Regina Pressley, AuD

Upgrades for a lifetime of better hearing:



Patients will have their device for a lifetime and they want to be sure that they'll be able to take advantage of future technology. That's why Cochlear offers a comprehensive upgrade program to support sound processor upgrades. This year, we were proud to offer our Ready-to-Wear program at no extra charge. This means that for clinics enrolled in Cochlear Link, a new sound processor can be programmed with a patient's current program, getting them on the air faster. Cochlear also offers a comprehensive range of services, including reimbursement support, DocuSign for letters of medical necessity and our Recipient Solutions Managers (RSMs) to ensure a seamless process. Check out our all new upgrade resources at: www.cochlear.us/upgradesforprofessionals

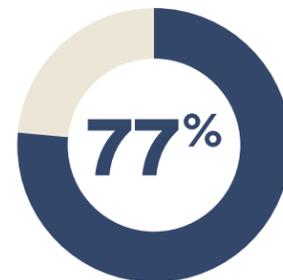
Reimbursement and insurance services

Over time, patients may need help to navigate the complex world of insurance coverage for the maintenance and ongoing support of their device. Cochlear's Reimbursement and Insurance Services are here for them every step of the way. Whether it is helping them get insurance coverage for a sound processor replacement, or helping your clinic understand billing codes, we are here to help. Cochlear provides a service to bill insurance on behalf of patients. We also have a high rate of success in working with insurance denials and appeals, working hard to decrease out-of-pocket costs for patients whenever possible.

54,000+



Insurance claims filed on behalf of patients this year



● Recipient base covered by in-network insurance plans due to Cochlear's contracting efforts

Hear Always

When someone relies on a hearing implant to hear, being "off air" with a broken sound processor for an extended period of time is just not an option. That's why Cochlear was the first in the industry over 15 years ago to develop Hear Always. When clinics enroll in Cochlear Link, the Hear Always team can securely access patient's MAPs in the cloud and ship out replacement sound processors when needed – often within 24 hours. For your patients, this means peace of mind, and for you, it means assurance that your patients will always be "on air", even when you can't be there for them. Hear Always delivers on our commitment to partner with you and ensure patients hear their best every day.





Support for professionals

Market Access Team



Cochlear's Market Access Team works to build coverage for new products and changing indications. Technology changes fast, but coverage can sometimes lag behind. That's why our team works closely with payers and Audiology societies to encourage a coordinated and concerted effort to expand treatment to more patients. You can find more information about our efforts and resources to support coding and payment for hearing implants at:

www.cochlear.us/ReimbursementHub

myCochlear Professional



myCochlear Professional (mCP) is Cochlear's online data management portal for professionals. mCP is designed to be a holistic portal, allowing professionals to register new devices, create service requests, check on the status of requests, enroll patients in Remote Care and even review Remote Check results – all with one login. mCP is a secure tool that is there to provide access to the information and tools you need to support a streamlined care model.

www.mycochlear.com

ProCare



Our dedicated and professional ProCare team is available by phone or email for support. Whether it's ordering new devices, helping with a device repair, or requesting marketing materials for your clinic, contact our ProCare team with anything you need. Our teams are regional specialists who get to know many professionals personally and they are proud of the individualized service they can provide. Our ProCare team can also connect you to any of our other service teams if the need arises.

P: 1 800 883 3101

E: procare@cochlear.com



Support for recipients

myCochlear Recipient



When they become part of the Cochlear Family, recipients have access to their myCochlear account. They can access device information, check on warranty status and access the Cochlear Store with their Cochlear Account 24/7. This secure log-in provides an important self-management tool for recipients and their families.

www.mycochlear.com

US-based call center



Cochlear's customer service team, based in our Denver office, are available to support patients at every stage of their journey. From troubleshooting of devices, service requests, questions about equipment or finding a clinic to help, our dedicated team of agents strive to provide the best possible care in every interaction. Our agents can offer support via phone, email or chat and can connect patients to many other teams within Cochlear who can help with everything from pairing a phone with their device to obtaining insurance coverage for an upgrade.

P: 1 800 483 3123

E: customer@cochlear.com

Cochlear Family Newsletter



The Cochlear Family Newsletter is shared with our Cochlear Family members quarterly and it is the primary way we keep in touch with recipients. By engaging with the newsletter, patients can keep up to date on new technologies, get tips for device use, enjoy patient stories and find out how they can hear their best every day. The newsletter is based largely on requests from our recipients about what they'd like to see and is a great way for patients to keep in touch with Cochlear.

To sign up for the Cochlear Family newsletter, ensure your patients have a Cochlear Family account and you provide their email when registering their device.

Our Mission

We help people hear and be heard.

We **empower** people to connect with others and live a full life.

We **transform** the way people understand and treat hearing loss.

We **innovate** and bring to market a range of implantable hearing solutions that deliver a lifetime of hearing outcomes.



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 700,000 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.

About this report

This report details Connected Care technology and services from Cochlear. The report does not include every service we offer, but rather it highlights services that support the patient journey, professional experience and technologies that empower and enable the provision of care. Data was collected for this report between July 1st, 2021 and June 30th, 2022.

References

1. Kelsall D, Lupo E. (2022) Early Experience with the Cochlear Nucleus SmartNav System: Real-time Surgical Insights. Cochlear Americas, FUN4644.
2. Cochlear Limited. D1665111 V2 2019-09 Angular insertion monitoring algorithm TRL6 validation report.]
3. The Connected Care portfolio of products certified to ISO/IEC 27001 are Remote Care (Remote Check and Remote Assist for Nucleus® Sound Processors), Custom Sound® Pro fitting software, Cochlear™ Link, myCochlear™ Professional and Nucleus® Smart App.

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.

Remote Check and Remote Assist are compatible with the Nucleus 7 and Kanso 2 sound processors. Remote Check and Remote Assist are intended for ages 6 and older. Remote Check and Remote Assist features are only visible and accessible if they are enabled by a clinician. Clinicians should consider the suitability of the feature before enabling Remote Check and Remote Assist.

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

Cochlear Sound Processors are compatible with Apple and Android devices. Cochlear Smart Apps are available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility.

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