Cochlear®
Hear now. And always

Hearing loss information and solutions

When hearing aids are not enough

Reconnect to a world of sound

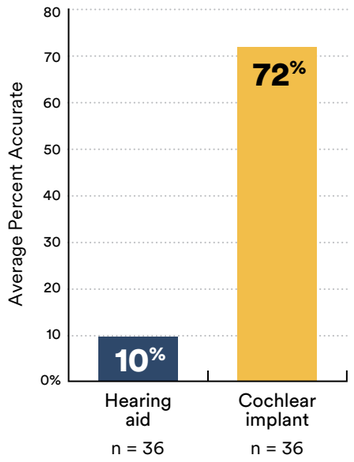
Are you missing conversations at dinner with your family? What about at a meeting with co-workers in a noisy office? These are important moments in life.

We understand that it can be frustrating when you struggle to hear and communicate, even with hearing aids. You want to be able to enjoy life without planning around your hearing loss. Hearing implants may be the solution you are looking for to hear more clearly, regain your independence and connect with people you love.

Hearing implants are different from hearing aids

Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds need to not only be made louder, they need to be made clearer. Hearing implants can help give you that clarity, even in noisy environments.[1]

Hearing in noise accuracy (on average at 60 dB)[1]



Hear better in noise

Hearing your friends and family in noisy situations is especially difficult for those with hearing loss. Now you do not have to miss out on those important conversations. In fact, adult cochlear implant users demonstrated a significant improvement in hearing in noise when compared to their hearing aid performance.[2]

Is a hearing implant right for you?

Right now, you are probably feeling hope. Hope that a hearing implant may finally be the solution you have been waiting for. And hope that you may finally be able to hear more clearly again.

While wearing hearing aid(s), do you:

- ☐ Have difficulty hearing conversations in noisy situations?
- ☐ Frequently ask people to repeat themselves?
- ☐ Often misunderstand what people say?
- ☐ Have trouble hearing on the telephone?
- ☐ Turn up the volume on the TV louder than others in the room prefer?
- ☐ Feel people often mumble when they talk?
- ☐ Find yourself agreeing, smiling or nodding during conversations when you are not sure what has been said?
- ☐ Regularly withdraw from conversations because it is too difficult to hear?
- ☐ Only hear from one ear?
- ☐ Depend on loved ones or read lips to understand what people are saying?

If you answered “yes” to any of these questions, then it is time to schedule an appointment with a Hearing Implant Specialist and experience the joy of hearing again.

www.cochlear.com/us/appointment

“With hearing aids, it was hard understanding what people were saying. Getting a cochlear implant was the best decision I ever made. It gave me back my life and what I had before I lost my hearing.”

Nina – Nucleus System recipient

Will you benefit from an implant?

Hearing implants have improved the lives of hundreds of thousands of people across the world by providing access to sound.

You don’t have to wait until you lose all your hearing to benefit from a cochlear implant. You can hear better sooner and experience the health benefits and improved hearing outcomes.

In fact, studies have shown that people with cochlear implants:

- See improvements in speech understanding, sound clarity and language skills[3]
- May see an improvement in quality of life[1]

Contact your Hearing Implant Specialist. It is important that you have realistic expectations of the benefits of a cochlear implant. It will take commitment, patience and support.

Studies show that compared to two hearing aids, adults with cochlear implants saw:

5x

Improved ability to understand what is said on TV[4]

7x

Improved ability to understand sentences[5]

11x

Improved ability to hear on the phone[4]

Hearing with both ears

The human body is a network of pairs: we have two eyes, ears, arms, hands, feet and legs. The brain uses these pairs to coordinate and improve how the body works. Similarly, our ears work as a team. We have two ears to help improve understanding in noise, speech recognition and sound localization, as well as to enjoy a better quality of sound (like hearing in ‘stereo’).[6]

Many people start by wearing two hearing aids. However, as hearing loss progresses, you may need something more. To improve your hearing performance and help you understand more clearly, you may need to consider a solution that helps you hear your best with both ears.[7,8] For many, a cochlear implant in one ear and a hearing aid in the other can provide a richer and more natural hearing experience.[7] This combination is referred to as bimodal hearing.

Professor Graeme Clark

Inventor of the first multichannel cochlear implant

With Cochlear, there are even more possibilities for a lifetime of hearing

Cochlear has hearing implant solutions for many types of hearing loss, including high frequency hearing loss, moderate to profound sensorineural hearing loss, conductive hearing loss, mixed hearing loss and single-sided deafness. As you learn more about the Cochlear™ Nucleus® Nexa™ System, Cochlear™ Hybrid™ Hearing System*, Cochlear Osia® System, and Cochlear Baha® Systems, keep in mind your Hearing Implant Specialist will identify which hearing implant is right for you.

Type of hearing loss	Description	Possible causes
Single-sided deafness	You have little or no hearing in one ear but normal hearing in the other ear.	• Sudden deafness • Birth defects • Genetics • Head trauma • Meniere's disease • Adverse reactions to drugs
Conductive hearing loss	When your outer or middle ear is damaged and prevents sound from reaching your inner ear.	• Skin growth or cyst (cholesteatoma) • Blockage in the ear canal • Malformation of the outer ear, ear canal, or middle ear structures • Middle ear infections
Mixed hearing loss	You have a problem with your outer or middle ear and your inner ear.	**Any conductive hearing loss causes and/or:** • Exposure to loud noise • Head trauma • Genetics • Meniere's disease
Sensorineural hearing loss	You have parts of your inner ear or auditory nerve that are damaged or not working correctly.	• Genetics • Birth defects • Overexposed to loud noise • Certain medications • Disease or illness • Normal aging process
High frequency hearing loss	You may still be able to hear some sounds, but it has gotten harder to hear conversations in both quiet and noisy situations. High Frequency Hearing Loss is a type of sensorineural hearing loss.	• Normal aging process • Overexposed to loud noise • Genetics • Certain medications

To schedule an appointment with a Hearing Implant Specialist and experience the joy of hearing again visit **www.cochlear.com/us/appointment**

* The acoustic component should only be used when behavioral audiometric thresholds can be obtained and the recipient can provide feedback regarding sound quality. The Hybrid L24 Implant is approved in the United States only for adults 18 and older for unilateral use only.

“Medicare and my insurance, it was easy. I didn’t have to fight with anybody. You just want to make sure you’re covered as you would with any procedure and network provider.”

Tom – Nucleus System recipient

Are hearing implants covered by insurance?

The good news is that unlike hearing aids, hearing implants may be covered by your insurance plan.* Also the evaluations are typically covered by insurance.

Insurance coverage for hearing aids vs. hearing implants

	Private insurance	Medicare	Medicaid
Cochlear Nucleus Hybrid Implant‡	May be covered*	Typically covered††	Typically covered**
Cochlear Implants (Nucleus 8 Nexa, Kanso 3 Nexa)	Covered by most insurance plans*	Typically covered††	Typically covered**
Implantable bone conduction solutions	Covered by most insurance plans*	Typically covered††	Typically covered**
Hearing aids	Generally not covered‡‡	By law are not covered by traditional Medicare Coverage may be available in certain Medicare Advantage Plans	Typically covered**

* Contact your insurance company or local Hearing Implant Specialist to determine your eligibility for coverage.
** Coverage for adult Medicaid recipients varies according to state-specific guidelines.
†† Covered for Medicare beneficiaries who meet CMS criteria for coverage.
‡ The Hybrid L24 Implant is approved in the United States only for adults 18 and older for unilateral use only.
‡‡ Coverage of hearing aids may be an option under some plans.

Cochlear implants for sensorineural hearing loss

Cochlear™ Nucleus® Nexa™ System—The future of hearing. Delivered today.

When a crucial part of your inner ear is not working properly, you may need more than a hearing aid—you may need a cochlear implant to treat your moderate to profound sensorineural hearing loss. The Nucleus® Nexa™ System mimics the natural hearing function of the inner ear to help make sounds louder and clearer. A cochlear implant bypasses the damaged part of the ear, which may help you to understand sounds in both noisy and quiet environments. This enables you to hear everything from conversations in noisy restaurants to leaves rustling in the wind.

There are two main parts to the Nucleus Nexa Implant System: an external sound processor and an internal implant. We offer a choice of sound processors to fit your lifestyle and your wearing preference with a behind-the-ear or off-the-ear solution. The Cochlear™ Nucleus® 8 Nexa™ and Cochlear™ Kanso® 3 Nexa™ Sound Processors include our most advanced technology to help you hear your best.

The power to hear in comfort—choose the style for you

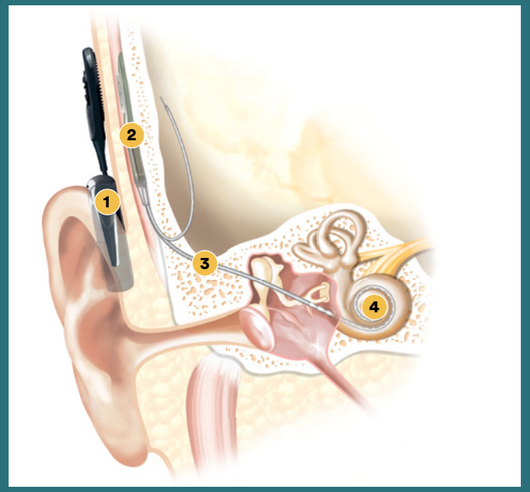
Nucleus 8 Nexa Sound Processor
behind-the-ear option

Kanso 3 Nexa Sound Processor
off-the-ear option

Nucleus Nexa Implant

For more information on Cochlear Implants, visit
www.cochlear.com/us/cochlearimplants

How a Cochlear Nucleus Nexa System works



1. The **sound processor** sits outside the ear and can be worn behind the ear or off the ear. Microphones pick up sounds and the processor converts them into a digital signal.
2. The signal is transferred to the **smart implant** just under the skin.
3. The smart implant sends the digital signal to the **electrode array** in the cochlea.
4. The **hearing nerve** picks up the signal and sends it to the brain, which is understood as sound.

A smart implant has its own internal memory that securely stores your unique hearing information, so it's always with you.

Cochlear™ Hybrid™ Hearing uses your natural hearing

You may be able to hear some sounds, but not others. Sometimes, when experiencing hearing loss, higher frequency sounds can be difficult to hear. High-frequency sounds include consonants in words, which help you distinguish between words and detect emotion. Without them, words can merge together, making what you hear jumbled and sometimes difficult to understand. High-frequency sounds also include birds chirping, so you may find that you can no longer enjoy these beautiful sounds of nature.

Cochlear Hybrid™ Hearing* is a combination of two proven technologies. The first technology is acoustic amplification of the low-frequency natural hearing you have after surgery. The second is our innovative Cochlear Implant technology that provides access to the high-frequency sounds you're missing for a richer hearing experience. Hybrid Hearing is compatible with our wide Nucleus electrode portfolio.

If you experience high-frequency or ski-slope hearing loss where you have normal to moderate low-frequency hearing loss, but severe to profound high-frequency hearing loss, the Cochlear Nucleus Hybrid Implant System may be a solution. The Hybrid System uses a special electrode** that is designed to preserve your low-frequency hearing for improved speech understanding and sound quality. It's the first FDA-approved solution of its kind.

Combining the sophistication of a cochlear implant with the amplification benefits of a hearing aid

Nucleus Sound Processor

Hearing aid

When compared to hearing aids alone, Hybrid Implant System recipients reported:**

10X **INCREASE** in hearing satisfaction[9]

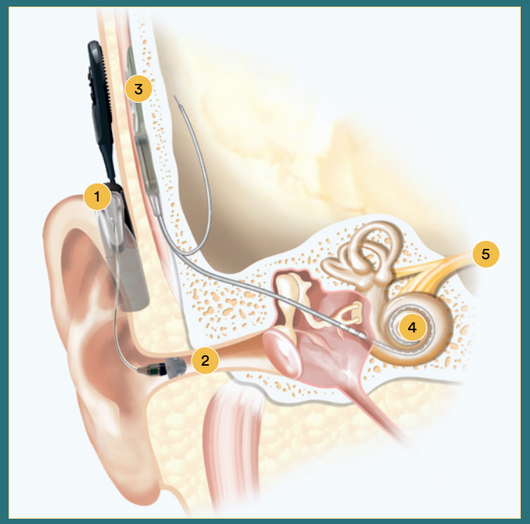
2X **BETTER** hearing in noise[9]

For more information on Hybrid Hearing, visit **www.cochlear.com/us/hybrid**

* The Acoustic Component should only be used when behavioral audiometric thresholds can be obtained and the recipient can provide feedback regarding sound quality. The Cochlear Nucleus Hybrid acoustic component is not compatible with the Kanso 3 Sound Processor. The Kanso 3 Sound Processor is not intended to be used by Hybrid L24 Cochlear Implant recipients who receive benefit from the acoustic component.

** The Hybrid L24 Implant is approved in the United States only for adults 18 and older for unilateral use only.

How Hybrid Hearing works



1. Microphones on the Nucleus 8 Nexa Sound Processor pick up the sounds you're missing and convert them into digital information.
2. At the same time, when using Hybrid Hearing, the acoustic component amplifies the sounds you do hear and sends them through the ear canal using the normal pathway of hearing.
3. The missing sound information is transferred through the coil to the Nucleus Implant just under the skin.
4. The implant sends electrical signals down the electrode into the cochlea.
5. The hearing nerve fibers in the cochlea pick up the two signals, combine them, and send them to the brain, which is translated as the sound you hear.

"Prior to my Cochlear™ Implant, I could not do the things that I do now. I can sit in a large conference room and I can hear someone across the room. And that's huge! It gives me the freedom to actually live. I am the happiest I have ever been!"

Mandy – Nucleus System recipient

The Cochlear™ Osia® System—a bone conduction solution

If you have conductive hearing loss, mixed hearing loss or single-sided deafness, Cochlear's portfolio of bone conduction solutions offers implantable and non-surgical options that are designed to meet your individual needs and provide unparalleled hearing performance. Our bone conduction solutions all work by bypassing the damaged or missing parts of the outer or middle ear and sending sound vibrations directly through the bone to the inner ear.

The Osia System—a hearing implant reimagined

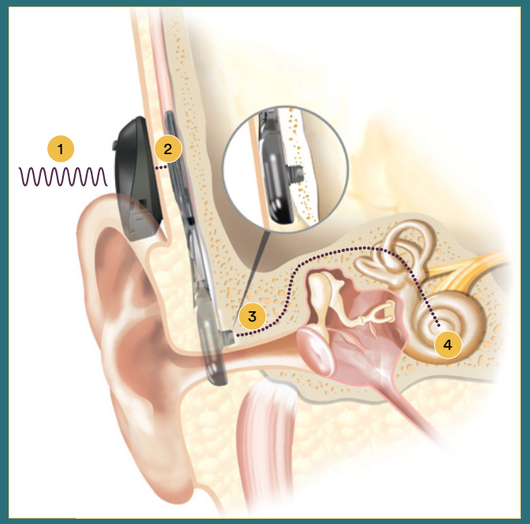
The Osia® System is the world's first active osseointegrated steady-state implant. It uses piezoelectric stimulation to bypass damaged areas of the middle and outer ear to send sound vibrations directly to the inner ear. It's made up of two parts: the implant and transducer which are located under the skin, and the sound processor which is placed off the ear, leaving the ear canal free.

Cochlear Osia OSI300 Implant | **Cochlear BI300 Implant** | **Cochlear Osia 2 Sound Processor**

For more information on Bone Conduction Solutions, visit **www.cochlear.com**

* In the United States and Canada, the Osia System is indicated for children ages five and older.

How an Osia System works



1. The sound processor captures sound in the air and digitally analyzes the signal.
2. The processed signal and power are sent through the skin to the implant.
3. The Piezo Power transducer vibrates, sending vibrations through the implant to the bone.
4. The vibrations travel to the inner ear where they are converted into electrical impulses and sent to the brain to be interpreted as sound.

"It's hard to explain to someone without hearing loss, but it was a relief to be able to engage with others like a person with full hearing."

Adrian, Osia System recipient

The Cochlear™ Baha® System—a bone conduction solution

It’s time to hear what you’ve been missing.

Another potential solution for conductive hearing loss, mixed hearing loss or single-sided deafness is the Cochlear Baha® System. For you to experience clear, rich and natural sound in noisy environments, one thing is very important: a powerful sound processor. When we designed the Baha® 7 Sound Processor, we wanted to ensure that although it is small in size, it is packed with power.

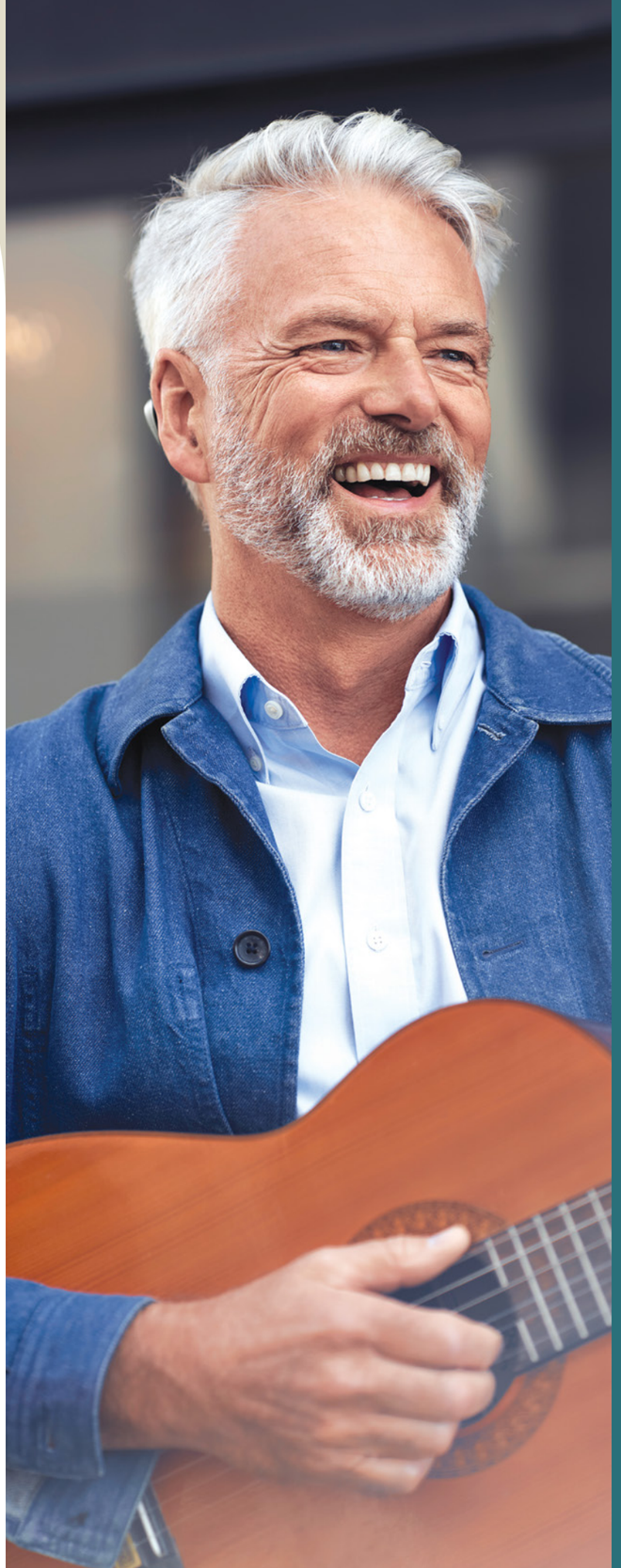
The Baha System—Powerfully small. Better connected

This system is designed using Cochlear’s innovative technology, so you can benefit from better hearing today and into the future. The Baha System uses a magnetic connection or a small abutment to provide a direct connection between the implant and the sound processor, which may maximize your hearing performance.*

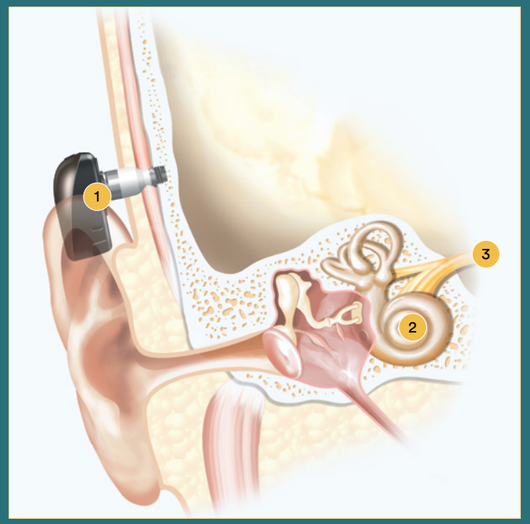
Cochlear Baha 7 Sound Processor
(fitting range up to 55 dB)

For more information on Bone Conduction Solutions, visit **www.cochlear.com/us**

* In the United States and Canada, the placement of a bone-anchored implant is contraindicated in children under the age of five.



How a Baha System works



1. The sound processor picks up sound from the environment. The sound is converted into vibrations which are transferred through either an abutment or a magnetic attachment to a small titanium implant inserted in the bone behind the ear.
2. The sound vibrations are then sent directly through the bone to the inner ear (cochlea) where they are converted into electrical impulses by tiny hair cells inside the cochlea.
3. These impulses travel to the brain, allowing you to perceive sound naturally.

“I was implanted with the Baha [and] I was finally able to get something that had the extra gain. It sounds full, it sounds normal. With the new technology, it is so adaptive! I can do wireless phone calls and streaming straight to my processor—its seamless!”

Aaron – Baha System recipient

Your journey to better hearing is worth every step

1 Hearing test

You will first need to have your hearing tested by an audiologist who is well trained in hearing implants and all advanced hearing technologies. Make an appointment with a Hearing Implant Specialist to determine if you qualify for a hearing implant.

www.cochlear.com/us/appointment

2 Insurance approval

Unlike hearing aids, most hearing implants are typically covered by Medicare.† They are also covered by many insurance plans and typically Medicaid.* Your insurance plan may require something called “pre-authorization” for certain services. If needed, your audiologist or physician may help obtain pre-authorization of coverage on your behalf. Your audiologist will also submit the necessary paperwork to your insurance company for approval.

Visit our Insurance Resource Center at www.cochlear.com/us/insurance.

If you need assistance navigating the insurance approval process or help with an appeal if pre-authorization has been denied, we offer individual insurance support. Contact Cochlear OMS Insurance Support at **866 433 4876** or email **oms@cochlear.com**.

3 Implant procedure

We understand the thought of surgery is intimidating, but it is necessary to provide you access to sound with a cochlear implant. The procedure is typically a same day, outpatient procedure and is performed under general anesthesia. The procedure is considered fairly routine and safe, but, as with any surgery, there are risks and you can speak with your surgeon about any concerns or questions.

4 Activation or fitting

The day you have been waiting for, when you start to enjoy your rediscovered ability to hear. You should set realistic expectations for this day as every person’s experience is unique. Over the next few months, you may work with your audiologist to fine-tune the device for optimal hearing.

5 Getting the most out of your hearing implant

Before long, you may be hearing better than you thought possible. Our Customer Support Service Team is here to help you.

We’re here for you, always

We know firsthand what a wonderful, life-changing decision you’re about to make. Cochlear strives to be a partner to you for a lifetime of hearing. We know you will have questions along the way, and we will be here to answer them for you. In addition, we have developed multiple tools, online videos and personalized resources that can be tailored to your needs.

We are committed to answering your questions, providing fast and convenient service and helping you get the most from your Cochlear Hearing Implant today and into the future.

Connect with us

If you have questions, we have experts that are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

concierge@cochlear.com

800 216 0228

Learn more about hearing implant systems. Visit www.cochlear.com

* Coverage for adult Medicaid recipients varies according to state specific guidelines. Contact your insurance provider or Hearing Implant Specialist to determine your eligibility for coverage.

† Covered for Medicare beneficiaries who meet CMS criteria for coverage

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 750,000 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.

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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.

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