

Cochlear implants can help maximize your hearing performance ————— Cochlear™ Edge





“Now, with my cochlear implants, it’s just like a whole new world opened up. I can just carry on with my life and have a conversation.”

Cochlear™ Nucleus® Implant recipient*

Experience clearer sound and a lifetime of better hearing

When you live with hearing loss, you’re not simply missing out on sounds. You could be missing out on life. Conversations become difficult. Music becomes less enjoyable. And talking on the phone can be pretty much impossible.

It’s time to get back what you’ve been missing. If you are straining to hear even when using powerful hearing aids and find that you are unable to understand what is being said, a cochlear implant may be the solution you’ve been waiting for. A cochlear implant can do more than help you hear again, it can also help reconnect you to the life you love by helping you regain access to clearer sound.

Cochlear implants work differently than hearing aids. Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds not only need to be made louder, they need to be made clearer. Cochlear implants can help give you that clarity, especially in noisy environments.

Will you benefit from a cochlear implant?

Cochlear implants have improved the lives of hundreds of thousands of people across the world by providing access to sound. Typically after receiving your implant, you may expect to achieve better speech understanding. Research studies have shown that adults receiving cochlear implants understand sentences on average almost seven times better than they could with hearing aids.¹ Other improvements may follow, understanding phone calls and enjoying music.

Many factors contribute to improved hearing performance. Research and decades of experience have demonstrated that cochlear implants provide:

- Improved auditory awareness of sounds at levels within the normal range of hearing²
- Improved speech and language skills²
- Improved quality of life³
- Improved employment opportunities⁴







You will want to talk with your audiologist to set your hearing performance expectations.

Bimodal hearing (hearing aid + cochlear implant)

As hearing loss progresses, you may need something more than just hearing aids. Cochlear implants are proven to help people understand speech and improve the clarity of words and sounds even in the most difficult, noisy places compared to hearing aids alone.⁵ Many cochlear implant users continue to benefit from wearing a hearing aid in their opposite ear, typically referred to as bimodal hearing.^{6,7}

What can I expect?

Patients report higher satisfaction from a cochlear implant/hearing aid bimodal solution than from hearing aids alone. A recent study identified the benefits below.⁸

	Bilateral Hearing Aids (Appropriate Fit HAs)		Smart Bimodal (Nucleus 7 SP + Resound HA)
	Hearing performance satisfied or very satisfied	9%	—————> 95%
	Ability to understand what is said on TV	13%	—————> 76%
	Ability to understand conversations in a small group	8%	—————> 79%
	Hearing performance in background noise	2%	—————> 58%
	Ability to listen to and appreciate music	13%	—————> 68%
	Ability to understand people on the phone	6%	—————> 71%

“My cochlear implant and hearing aid are the ultimate dynamic duo. They work together so that I can hear the world around me. I’d forgotten how much I was missing.”²

Mathias B. – Bimodal Recipient

References:

1. Balkany T, Hodges A, Menapace C, et al. Nucleus Freedom North American clinical trial. Otolaryngol Head Neck Surg 2007;136(5):757-762.
2. Novak MA, Firszt JB, Rotz LA, et al. Cochlear implants in infants and toddlers. Ann Otol Rhino Laryngol Suppl 2000;185:46-49.
3. Hirschfelder A, Gräbel S, Olze H. The impact of cochlear implantation on quality of life: The role of audiologic performance and variables. Otolaryngol Head Neck Surg. 2008 Mar;138(3): 357-362.
4. Wyatt JR, Niparko JK, Rothman M, deLissovoy G. Cost Utility of the Multichannel Cochlear Implant in 258 Profoundly Deaf Individuals. Laryngoscope.1996;106:816–821.
5. Hirschfelder A, Gräbel S, Olze H. The impact of cochlear implantation on quality of life: The role of audiologic performance and variables. Otolaryngol Head Neck Surg. 2008 Mar;138(3): 357-362.
6. Gifford RH, Dorman MF, McKarns SA, Spahr AJ. Combined electric and contralateral acoustic hearing: Word and sentence recognition with bimodal hearing. Journal of Speech, Language, and Hearing Research. 2007 Aug 1;50(4):835-43.
7. Dorman MF, Gifford RH, Spahr AJ, McKarns SA. The benefits of combining acoustic and electric stimulation for the recognition of speech, voice and melodies. Audiology and Neurotology. 2008;13(2):105-12.
8. Lupo JE, Biever A, Kelsall DC. Comprehensive hearing aid assessment in adults with bilateral severe-profound sensorineural hearing loss who present for Cochlear implant evaluation. Am J Otolaryngol. 2020;41(2):102300. doi:10.1016/j.amjoto.2019.102300. *Views expressed by Cochlear recipients and hearing health providers are those of the individual. Consult your hearing health provider to determine.

*Views expressed are those of the individual. Consult your hearing health provider to determine if you are a candidate for Cochlear technology. Outcomes and results may vary.

A cochlear implant can make a big difference in your life

Take these easy steps to join the more than 250,000 people benefiting from a cochlear implant.

01 Hearing test

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

02 Insurance approval

Unlike hearing aids, hearing implants are typically covered by Medicare. They are also covered by many insurance plans and for some Medicaid beneficiaries.* Contact your insurance provider or cochlear implant specialist to determine your eligibility for coverage.

03 Implant procedure

We understand the thought of surgery is intimidating. The cochlear implant procedure is typically a same day, outpatient procedure. The procedure is considered fairly routine and safe, but, as with any surgery, there are risks. The procedure has been successfully performed on hundreds of thousands of patients worldwide by highly trained physicians. Recovery is typically quick. Most people are up and about the very next day and back to their normal activities in a few days.

04 Activating & fitting your system

After a healing period you will have an appointment within approximately two weeks after surgery and the healing of your incision, you will have an appointment with the audiologist to activate the cochlear implant. This is the day you will start to hear sound through the cochlear implant. You should set realistic expectations for this day, as every person's activation experience is unique. The audiologist will program the sound processor and set sound volume and pitch levels that are appropriate for you. Over the next several months, you will work with your audiologist to fine-tune the device for optimal hearing.

05 Getting the most out of your implant

Just as with any surgical procedure, you will need to undergo rehabilitation. Your brain will need to be retrained to understand sounds. Your audiologist may provide you with listening tasks to improve your new hearing experience. Of course, you will have to continue to practice at home as well as utilize rehabilitation tools that can be tailored to your hearing needs.

*Covered for Medicare beneficiaries who meet CMS criteria for coverage. 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.

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.

Copyright© Fuel Medical Group, LLC. All rights reserved.

©Cochlear Limited 2023. All rights reserved. Cochlear, Hear now. And always, Nucleus, Kanso, Baha, Osia, the elliptical logo, and marks bearing an ® or ™ symbol are either trademarks or registered trademarks of the Cochlear group of companies (unless otherwise noted).

FUN5051 ISS2 DEC23