

# Cochlear Family

Keeping you supported, connected, inspired

Issue 02 2021

Build  
listening  
skills with  
TED Talks

PAGE 13

How to  
detect 14  
sounds with  
an iPhone

PAGE 4

Meet  
a future  
leader

PAGE 2

## Building confidence

Anna's top tips for building confidence  
in children living with cochlear implants

PAGE 6



# Meet a future leader

18 year old Atharva, was only 7 months old when he was diagnosed with Bilateral Profound Sensorineural hearing loss.

This teenager's story is not one of limitation. Instead it's one of possibility, a mother's determination and that of a future leader in the making.

## A Mother's Determination

It was Atharva's maternal great-grandfather who first noticed that he wasn't responding to sounds or turning his head during playtime. Soon after this discovery, Atharva was diagnosed with Bilateral Profound Sensorineural hearing loss and fitted with the best quality hearing aids.

Despite having hearing aids and undergoing intensive auditory therapy, his mother Yogita, did not see significant progress in Atharva's speech and language development. Desperate to find a solution for her son, she would often find herself crying profusely and staying awake at night thinking for hours. This resulted in her exploring alternative hearing options and actively seeking cochlear implant surgery for Atharva.

In 2006, at the age of 3, Atharva had surgery to receive his first Cochlear™ implant. Determined to achieve the best possible outcomes for her son, Yogita studied and trained to become an Auditory Verbal Therapist and established a speech and hearing clinic focusing on paediatric habilitation.

Combined with auditory verbal therapy, Atharva's family noticed a vast improvement in his hearing and language acquisition post implantation. However, it was important for Yogita that her son hears bilaterally – if everyone in her family could hear with two ears, then why not Atharva?

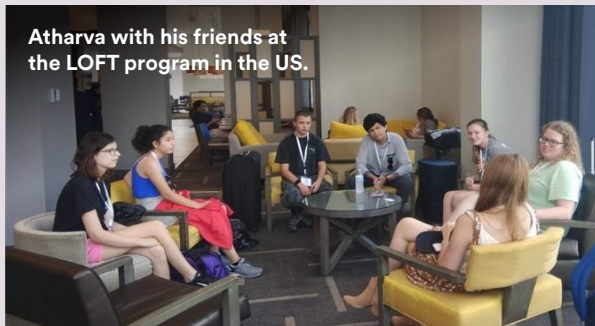


Atharva after his first Cochlear implant surgery.

Yogita arranged for Atharva to receive a cochlear implant at the age of 14 in his second ear. Yogita said, "After Atharva's surgery, I made sure that he wore both sound processors every day. He started to hear really soft sounds and the sound quality was so much richer after the second implant. In fact, he and his neighbourhood friends developed secret sound signals to call each other out to play and his appreciation for music grew after his second implant. He also heard the sound of the old family scooter clearly. This was particularly remarkable as it was only after the second implant that he heard this. It was one of the first things he mentioned after receiving his second implant."

## A Future Leader

With a strong advocate as a mother, it is no wonder that Atharva has grown up to be a confident, courageous and thoughtful young man. Currently, in his final year of high-school, Atharva is very involved in the school community. Atharva said, "As a kid I used to be very shy and introverted. But as my hearing got better, I was able to get more involved in the things I was interested in. ▶



◀ I love sport, especially swimming, cricket, tennis and basketball. I also really enjoy playing chess, painting and listening to music – I play an African musical instrument called the Djembe. I also learned to drive.”

He goes on further to say, “I was never taught to view my hearing loss as a barrier to my future. I am fortunate to have a supportive family. My mother and father always encouraged to be courageous, try new things and fearlessly explore the world around me.”

In 2019, Atharva was selected to be a part of the Leadership For Teens (LOFT) program by the AG Bell Academy in the United States. It is a program dedicated to shaping and transforming the lives of deaf and hard of hearing teenagers by teaching them skills in the areas of leadership, self-advocacy, teamwork, confidence and public speaking.

“The LOFT program helped me to understand my own strengths and abilities and challenged me in a good way. It taught me the importance of recognising my own self-worth and that I too, could be a leader one day. After graduating from high-school, I plan on studying for a Bachelor of Computer Applications (BCA) and hope to be a successful IT professional. I want to show other young people that they can do whatever they put their mind to and that our futures are so bright.”

## A Reason to Celebrate

In October 2020, Atharva turned 18 and there was more than one reason to celebrate. His parents gifted him new **Nucleus® Kanso® 2 Sound Processors**.

“My new sound processors are so easy to use, comfortable and not so easily seen. I really like how they give me the freedom to stream phone conversations, my favourite music and tv shows directly from my phone. I’m really interested in technology and I like how I can control my volume and program

“When I hear better, I feel more confident. It is less intimidating speaking to new people ... Because you can’t see them, it gives people the chance to get to know me first instead of getting to know my sound processors first, and then me second. I’m excited about all of the possibilities.”

Atharva on the new Nucleus® Kanso® 2 Sound processors that he received for his 18th birthday.



settings. It makes it so much easier to hear my friends when we are out and my family when we are all having dinner. I was also able to confidently drive from Mumbai to Vapi because of my new sound processors.”

Whilst he hasn’t had his new Kanso 2 Sound Processors for very long, Atharva is excited about the possibilities. He said, “When I hear better, I feel more confident. It is less intimidating speaking to new people and I know it will be a big advantage for me once I start university. Because you can’t see them, it gives people the chance to get to know me first instead of getting to know my sound processors first, and then me second. I’m excited about all of the possibilities.” ●

Did you know you can now set an iPhone to detect 14 different sounds – from a crying baby to a doorbell? Find out more about the latest tech designed to help you. ▶

# How to detect 14 sounds with an iPhone



With this new feature, you'll receive a message on your phone to let you know your iPhone has picked up a sound that you may have missed.



IMAGINE BEING SENT an alert on your mobile phone if your doorbell rings or your baby is crying? Thanks to the latest update by Apple, your iPhone can do just that.

Sound Recognition, a new feature in Apple's iOS 14 operating system for iPhone and iPod touch, means you can set your iPhone to detect 14 different sounds and alert you. As well as a crying baby and a knock on your door, it also detects running water and a dog barking.

With the update, you'll receive a message on your phone to let you know your iPhone has picked up a sound that you may have missed.

You can find the Sound Recognition\*\* feature in the accessibility section of iOS 14's settings menu.

### Live Transcribe

Meanwhile, if you're an Android™ user and find it hard to keep up with conversations, Google's Live Transcribe can help.

It's an app that offers speech-to-text transcriptions in real time, so text appears on your screen as the words are spoken. This means you can enjoy the conversations going on around you more easily.

You can type responses on the screen and store transcriptions for three days or save them elsewhere for later. You can also search within transcriptions if you want to recall a conversation.

Live Transcribe† is available on the Google Play Store for Android phones.

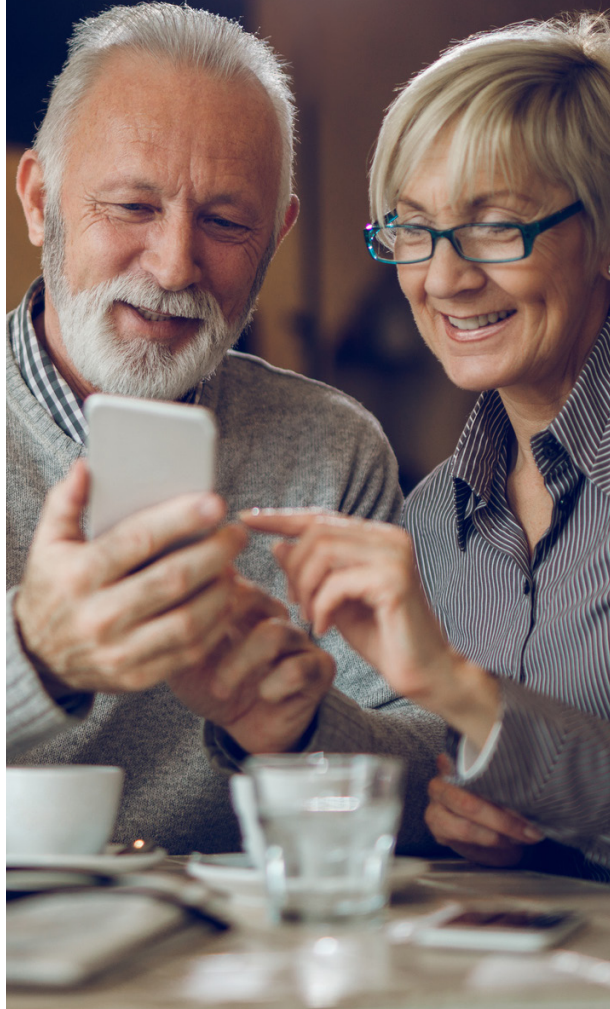
### Tech To Support Daily Life

For people with cochlear implants, there is a range of technology available to support daily life. As well as live transcribing and detecting and alerting you to sounds at home, there are also features in Cochlear's technology that are designed to help you hear more confidently.

Did you know that the ForwardFocus feature available in Cochlear's latest technology, the Nucleus® 7 and Kanso® 2 Sound Processors, can help you hear in noisy environments?

Once activated by your clinician, ForwardFocus can be switched on when you're at work, in a busy café or other noisy places to decrease background noise and help you focus on the face-to-face conversation.

ForwardFocus can be switched on when you're in a busy café to decrease background noise and help you focus on the face-to-face conversation.



It's easy to discreetly activate ForwardFocus directly from a compatible\* smartphone using the Nucleus Smart App.

Another feature is Cochlear™ SmartSound® with SCAN, which automatically analyses your surroundings and adjusts to optimise your hearing in different situations. This can help you to hear sound, speech and music more clearly when it's noisy or windy.

For more information about Cochlear Nucleus 7 Sound Processors or the Nucleus Smart App, [click here.](#) ●

# Build your child's self-confidence

Anna clearly remembers what it was like growing up with hearing loss and the impact her school teachers had on her confidence and motivation to succeed. Now, as a School Coordinator in charge of student affairs and a successful triathlete, Anna is passionate about teaching a new generation of kids with hearing loss to pursue their dreams. Here are her top tips for building confidence in children living with cochlear implants.



Anna: "I have never let my hearing loss stop me from competing and my parents always encouraged my dreams and goals."

AS A BILATERAL cochlear implant recipient since age two, Anna remembers what it was like growing up with hearing loss and the impact her school teachers had on her confidence and motivation to succeed.

"Growing up, there were times that I did not understand what was said or struggled to hear in loud environments," says Anna. "My deaf educators taught me to be assertive and tell my teachers and friends what I needed."

Having been a Teacher of the Deaf for four years and now a School Coordinator in charge of student affairs, Anna is passionate about giving young people the same level of confidence that has allowed her to succeed in her personal and professional life.

"Today the biggest challenges that children with hearing loss struggle with are confidence, making friends and advocating for themselves," she says of her experience working with children of all ages.

Anna lists five important tips for parents and teachers to give children with hearing loss every opportunity to achieve their best:

## 1 **Encourage your child's dreams no matter what they are.**

"My family is super supportive of me and has inspired me to get to where I am today," says Anna who is also a successful athlete. I have never let my hearing loss stop me from competing and my parents always encouraged my dreams and goals."

## 2 **Show them how to advocate for themselves during sports, school and with friends.**

"It can be hard to advocate for yourself and there is a level of learning and comfort with their hearing loss that children have to learn," says Anna. "Being an advocate means understanding their hearing loss and being able to express what they need." ▶



“Today the biggest challenges that children with hearing loss struggle with are confidence, making friends and advocating for themselves”

Anna



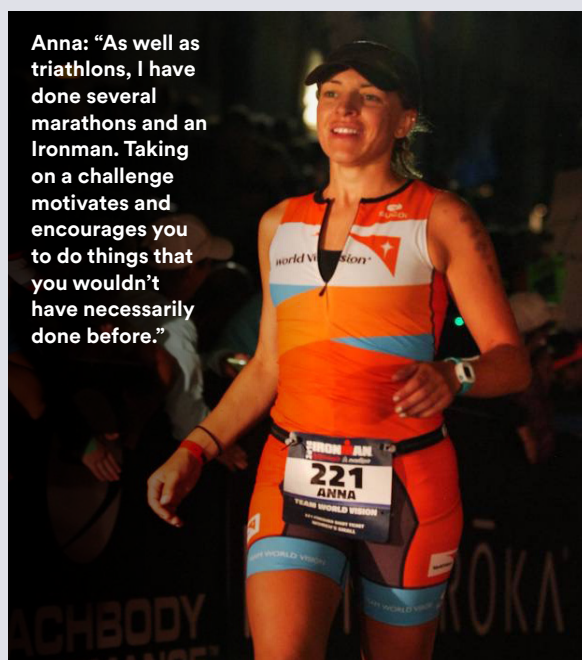


**3 Give them confidence and assure them that everyone is different.**  
“These differences are what make us all unique. We should be proud of the things that make us unique and show others that being different is normal,” says Anna. “My family always encouraged me to embrace my deafness and cochlear implants instead of hiding from it.”

**4 Never say “never”.**  
“As well as triathlons, I have done several marathons and an Ironman. Taking on a challenge motivates and encourages you to do things that you wouldn’t have necessarily done before. Attempting something and failing is better than not trying at all.”

**5 Always smile!**  
“Things won’t be easy and may get challenging but having a good attitude can make a difference,” says Anna. “A smile is contagious and encourages others to take on challenges of their own.”

In today’s world where there are the added pressures of online learning and remote working, Anna is also appreciative of the technology that allows her to more clearly hear her students and colleagues. By streaming the audio to her [Cochlear™ Nucleus® 6](#) and [7 Sound Processors](#), Anna has been able to use her compatible iPhone to video chat and conferencing apps for school and social calls.



“We should be proud of the things that make us unique and show others that being different is normal. My family always encouraged me to embrace my deafness and cochlear implants instead of hiding from it.”

Anna

“The most challenging thing is filling in the blanks. If two people start to talk or the internet cuts out, it is sometimes hard to figure out what was said,” says Anna.

Anna feels that having the right tools and hearing accessories can make school and socialising with friends online a lot easier for young people with hearing loss. For Anna, “the [Nucleus 6](#), [Nucleus 7](#) and [Mini Microphone](#) have been game changers when it comes to Zoom and FaceTime. I am able to stream right to my implant and the sound quality is excellent.”

Certainly, perseverance is something that Anna personally demonstrates in her own life. Encouraging children with hearing loss to push ahead despite the challenges is something that Anna has found to be key to success in life.

“There’s times that you don’t want to work at it anymore,” she says. “It’s not easy and there’s lots of challenges, but there’s nothing like crossing the finishing line.” ●



# Stay New Plan

A young girl with dark hair in pigtails, wearing a colorful floral dress, is running through tall green grass. She is smiling broadly and looking towards the camera. Another child is partially visible behind her, also running. The background is a soft-focus field of green grass.

## Exchange your old sound processor to StayNew!

We are committed to supporting you on your hearing journey, and strive to continually innovate and bring to market the latest technology.

We understand the importance of better hearing, and to help you upgrade to a new and advanced sound processor, we bring you the StayNew Plan.

The StayNew Plan is a sound processor exchange plan for those who want to upgrade to advanced sound processing technology.

**Contact the Customer Service Team for more information.**





Front cover artwork of the Cochlear Implant Connects Happiness book created by recipient U Ju.



# Stories come to life in inspirational book

When Cochlear Korea launched a nationwide competition asking recipients to share stories and artworks about their experiences with the latest Cochlear technology, the response was overwhelming.

MORE THAN 40 STORIES, which include narratives, poems, sketches and photographs, have been showcased in a book which brings to life the personal experiences of people who recently upgraded to a **Cochlear™ Nucleus® 7 Sound Processor**.

The initial aim of the project was to increase

awareness about cochlear implants and surface recipients' real life experiences with the Nucleus 7 system and how it affects their daily life.

What surfaced were deeply personal stories and images about their experiences, reconnecting with family and friends, enjoying music again and understanding conversations in noisy restaurants.

For many, it was about having the courage to try new things, thanks to the Nucleus 7 Sound Processor and its features.

The stories were so impactful, Cochlear Korea has distributed more than 600 copies of the books to hospitals, rehabilitation centres, and other online communities, and organisations, such as Snail of Love, a foundation that supports people with hearing loss. ▶





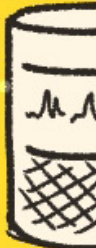
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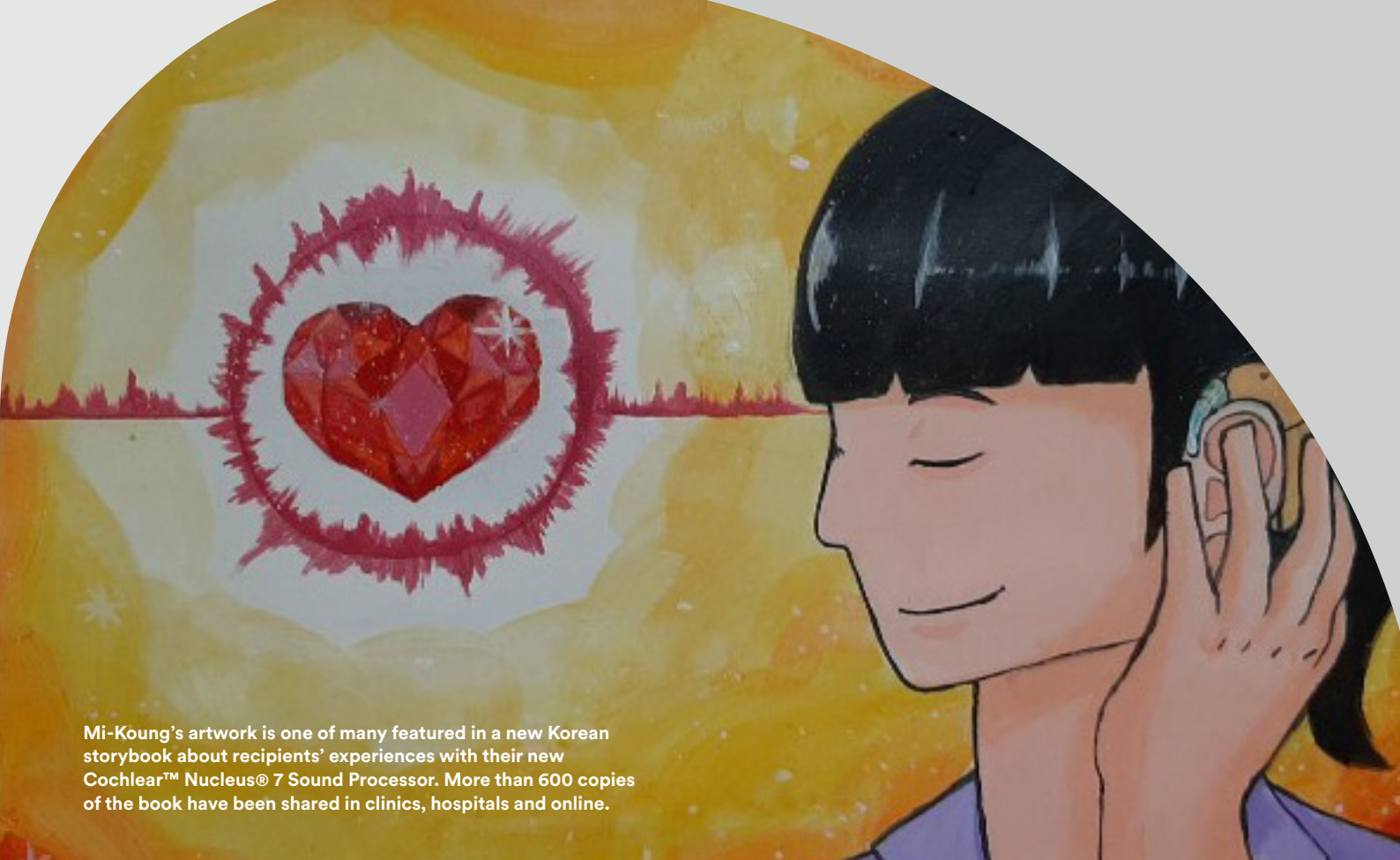
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안녕하세요.  
오늘의 날씨는...

Se-Eun Yoo, life before  
and after upgrading to  
receiving the Nucleus 7  
Sound Processor.



Mi-Koung's artwork is one of many featured in a new Korean storybook about recipients' experiences with their new Cochlear™ Nucleus® 7 Sound Processor. More than 600 copies of the book have been shared in clinics, hospitals and online.

“The Nucleus 7 Sound Processor’s biggest gift is the most beautiful voice in the world. It is the voice of my parents who raised me. Now I can speak two words very clearly: ‘Thank you. I love you.’” Writes teenager EunSuh Jo

◀ Sooyeon Ahn, a music teacher who has regained her passion for music, says she stayed up all night streaming music to her new Nucleus 7 Sound Processor.

“Most people say that happiness is very close to your heart. For me, my ‘happiness’ has been placed behind the ears,” writes Sooyeon Ahn in her story titled ‘If you asked me where happiness comes from’.

In a story titled ‘My new friend, Nucleus 7’, Gil Sun Lee recounts how the ForwardFocus feature makes dining out much more fun:

“A friend of mine who has ‘healthy’ ears sometimes tells me to speak loudly, saying that she can’t understand what I say in noisy places, but I am able to hear her better no matter where I am through ForwardFocus.”

ForwardFocus is a user-activated feature controlled by the Nucleus Smart App, which helps you hear better in challenging

listening environments. When switched on, ForwardFocus reduces distracting noise coming from behind a person, so they can more easily enjoy a face-to-face conversation<sup>1</sup>.

“It may seem like a minor change, but as this happens frequently in everyday life, I am getting more and more confident in communicating and working with people.”

Connecting with family was a big theme for many. Teenager EunSuh Jo writes: “The Nucleus 7 Sound Processor’s biggest gift is the most beautiful voice in the world. It is the voice of my parents who raised me. Now I can speak two words very clearly: ‘Thank you. I love you.’” ●

**Find more about the benefits of the Nucleus 7 Sound Processor [here](#).**



# Build listening skills with TED Talks

Do you listen to TED Talks?

At around 18 minutes, they're ideal to help you build listening skills without getting fatigued.

What's your favourite TED Talk right now?

DID YOU KNOW that digital tools like YouTube and TED Talks can open up a world of possibilities for people with cochlear implants – from learning a new hobby to practising your listening skills?

“The variety of topics, voices, and pitches really gets your ears listening,” says 23-year-old Shannon F who turned to digital tools to improve her listening skills.

“I tend to be around the same people, so I get used to their voices and way of speaking,” says Shannon, who works part-time at Deafblind UK. “When coming across different people and accents, I'd struggle.”

“TED Talks seemed like a really good way to listen to unfamiliar voices and accents.”

“It didn't matter if I couldn't understand it; I'd just find something else and give that a try. I've always preferred a deeper voice so, for me, I made sure that I listened to softer voices,” says Shannon, who started using a cochlear implant three years ago.

Each TED Talk is typically only 18 minutes – long enough for a speaker to flesh out an idea, but short enough for listeners to take in the information. Shannon says the short format is ideal to minimise listening fatigue.

YouTube has been another valuable tool for Shannon who is deafblind and wanted to explore a new hobby.

“A friend of mine tried to teach me to crochet a few years back, but I found it really difficult due to my sight loss. I looked at what ▶



“The variety of topics, voices, and pitches really gets your ears listening.”

Shannon

## Tips for listening to digital audio content

- Listen in a quiet room or stream directly to your sound processors.
- Keep listening sessions short (at least initially) to minimise fatigue.
- Try listening to speakers of different genders and ages. Speech style, tone and accent can make a big difference in your listening experience.
- Listen to a mix of podcast styles: try panel discussions such as Panel Up!, or the TED Radio Hour, which have different speakers each time, mixed with storytelling podcasts, such as This American Life, which have a particular host.



◀ YouTube channels people recommended and found one specifically that I was able to access because [the teacher] talked through what she was doing, which is vital for those with sight loss.”

YouTube is helpful for cochlear implant recipients with sight because you can use facial cues to help you interpret what is being said. Also, TED Talks have optional captioning so you can use visual cues to support your listening.

Whether Shannon is listening to YouTube, a TED Talk or her favourite singer songwriter, Lewis Capaldi, she says being able to stream the audio to her [Cochlear™ Nucleus® 7 Sound Processors](#) has been a real bonus: “Wireless streaming is my best friend!”

“I tend to stream from my iPhone straight to my processors. Sometimes I’ll use the laptop, which I access by using Mini Mic 2+, but direct wireless streaming is more practical for me. The main positive is not having to always rely on neck loops or ear hooks,” she says.


Shannon’s overall advice is to take things slowly: “Building up listening time gradually

makes a huge difference. You have to allow yourself time to adjust to the world of sound – some people find this easy; others struggle. Don’t be disheartened if you don’t reach your goal straight away. We all progress at different rates, and that’s okay.”

“My main tip is: Give it a go! Find a topic that you’re interested in and just try having a listen. If you don’t get on with it then you can always try something else.” ●

**If you use a Cochlear Nucleus 7, Kanso® 2 or Baha® 5 Sound Processor, you can stream from a compatible Apple or Android™ device using the Smart App. [Click here](#) for more information about how to start streaming**





## Keeping you connected and supported

Thank you for taking care, staying calm and being safe during these uncertain times.

We are still contactable and available to assist with your enquiries and support needs, just get in touch with one of our helpful Customer Service team members by emailing [cincustomerservice@cochlear.com](mailto:cincustomerservice@cochlear.com)



# 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 have the industry's best clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company

■ Cochlear Limited Ground Floor, Platina Building, Plot No. C59, G Block, Bandra Kurla Complex, Bandra (E), Mumbai 400 051, India, Telephone: + 91 20 67082935 Fax: + 91 22 6112 1100

[www.cochlear.com/in](http://www.cochlear.com/in)

1. Hey M, Hocke T, Böhnke B, Mauger SJ. ForwardFocus with cochlear implant recipients in spatially separated and fluctuating competing signals - introduction of a reference metric. Int J Audiol. 2019 Dec;58(12):869-878. doi: 10.1080/14992027.2019.1638527. Epub 2019 Aug 29. PMID: 31464542.

\*The Cochlear Nucleus 7 Sound Processor is compatible with Apple and Android devices. For compatibility information visit [www.cochlear.com/compatibility](http://www.cochlear.com/compatibility)

\*\* This feature is owned and operated by Apple Inc. and is not affiliated in any way with Cochlear.

†This feature is owned and operated by Android and is not affiliated in any way with Cochlear.

Baha implant systems are intended for the treatment of moderate to profound hearing loss.

Cochlear™ Nucleus® implant systems are intended for the treatment of moderately severe to profound hearing loss.

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.

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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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