

Exploring A Cochlear™ Bone Conduction Solution

Life's Worth Hearing



Hear now. And always



Cochlear®

Opening up a new world of sound.

When you live with hearing loss, you're not simply missing out on sounds, you could be missing out on life. It's time to get back what you've been missing.

If you struggle to hear because of conditions such as draining ears, chronic ear infections, acoustic neuroma or Microtia and Atresia, a bone conduction solution may be what you have been waiting for.



“My hearing loss no longer slows me down. The Baha 5 keeps up with me and my active lifestyle.”

Tiffany S. – Baha recipient

Hope when you need it most.

Every hearing loss is different and the causes vary from person to person. Your hearing loss may affect one ear or both ears and it may stem from a problem in the inner, middle or outer ear. Depending on the degree of hearing loss and which part of the ear is damaged, a bone conduction solution can help you regain access to the sounds you have been missing.

Cochlear™ bone conduction solutions are clinically proven medical treatment option for those with single-sided deafness, conductive hearing loss or mixed hearing loss.

Single-Sided Deafness

You have little or no hearing in one ear, but normal hearing in the other ear.

Possible causes:

- Sudden deafness
- Acoustic neuroma
- Birth defects
- Genetics
- Head trauma
- Meniere's disease
- Adverse reactions to drugs
- Malformation at birth or missing inner ear or cochlea

Conductive Hearing Loss

When your outer or middle ear is damaged and prevents sound from reaching your inner ear.

Possible causes:

- Malformations at birth
- Microtia and/or Atresia
- Draining ears
- Chronic ear infections
- Previous ear surgeries
- Chronic mastoiditis or middle ear infections
- Skin growth or cyst (cholesteatoma)
- Syndromes such as Down, Goldenhar and Treacher Collins

Mixed Hearing Loss

Refers to a combination of conductive and sensorineural hearing loss. This means there may be damage in both the outer or middle ear and the inner ear.

Any of the causes of conductive hearing loss plus any of the following:

- Aging
- Exposure to loud noise
- Head trauma
- Genetics
- Meniere's disease

Understanding treatment options for your hearing loss.

Solutions for your hearing loss.

Today there are a variety of hearing solutions to treat different types of hearing loss. Depending on the type of hearing loss you have, some hearing solutions may be more effective than others. Your hearing implant specialist will recommend the best solution for your hearing loss.

Single-sided deafness

- CROS hearing aids
- Bone conduction solutions

Conductive and mixed hearing loss

- Medications
- Surgery
- Hearing aids
- Bone conduction solutions

How a bone conduction solution is different from CROS hearing aids and conventional hearing aids.

- Our portfolio of bone conduction solutions offers discreet wearing options that you only need to wear on the hearing impaired ear(s), while CROS hearing aids require users to wear devices on both the normal and the hearing impaired ear.
- Studies show that bone conduction solutions provide better speech understanding in noise than CROS hearing aids.¹
- While wearing conventional bone conduction hearing aids, volume and sound quality can be limited because the skin acts as a barrier.
- Some hearing aids require users to wear an earmold, which can aggravate existing conditions, such as draining ears.

Middle ear surgery.

- If you have had an unsuccessful middle ear surgery or surgeries to help restore natural hearing, a bone conduction solution might be for you.
- There is risk of damaging your inner ear or cochlea during middle ear surgery, which can leave you with hearing loss.
- With a bone conduction solution, there is no risk of damaging residual hearing or the cochlea.

The advantages of hearing with bone conduction.

There are two ways we hear sound: through air conduction and through bone conduction. They both work together to help us listen to and perceive sound.

For more than 40 years, bone conduction solutions have positively affected how people with conductive hearing loss, mixed hearing loss and single-sided deafness live their lives. Bone conduction solutions work by bypassing the middle and outer ear and sending clearer, more crisp sound to your inner ear.²



Could a bone conduction solution help you?

Ask yourself the following questions. If you answer "yes" to any of them, then a bone conduction solution might be right for you.

- Can you only hear from one ear?
- Do you suffer from sore or irritated ears due to your hearing aids?
- Do you have trouble getting sufficient loudness when using hearing aids?
- Do you suffer from chronic ear infections?
- Do you have draining ears?
- Do you battle feedback such as whistling hearing aids or distorted sound?
- Do you have malformed ears or ear canals?

Benefits of hearing through bone conduction:

Research and decades of experience demonstrate the benefits of a bone conduction solution compared to leaving your hearing loss untreated.³⁻⁶

With a bone conduction solution you may be able to:

- Hear better, even in noisy situations.
- Enjoy a clean, more natural sound because bypassing the damaged part of your ear may reduce the amount of amplification needed to help you hear better.
- Hear sounds as if they are coming from both sides.
- Become more aware of your surroundings, increasing your ability to hear important sounds.

Insurance Coverage for a Bone Conduction Solution

Unlike hearing aids, bone conduction solutions are covered by Medicare. They are also covered by many insurance plans and typically Medicaid.* Contact a Hearing Implant Specialist to determine if you are candidate.

For additional insurance information and resources visit www.Cochlear.com/US/Insurance

| | Private Insurance | Medicaid | Medicare |
|----------------------------------|-----------------------------------|----------------------|-------------------------|
| Bone Conduction Solutions | Covered by most insurance plans.* | Typically covered.** | Covered† |
| Hearing Aids | Typically not covered. | Typically covered.** | By law are not 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.

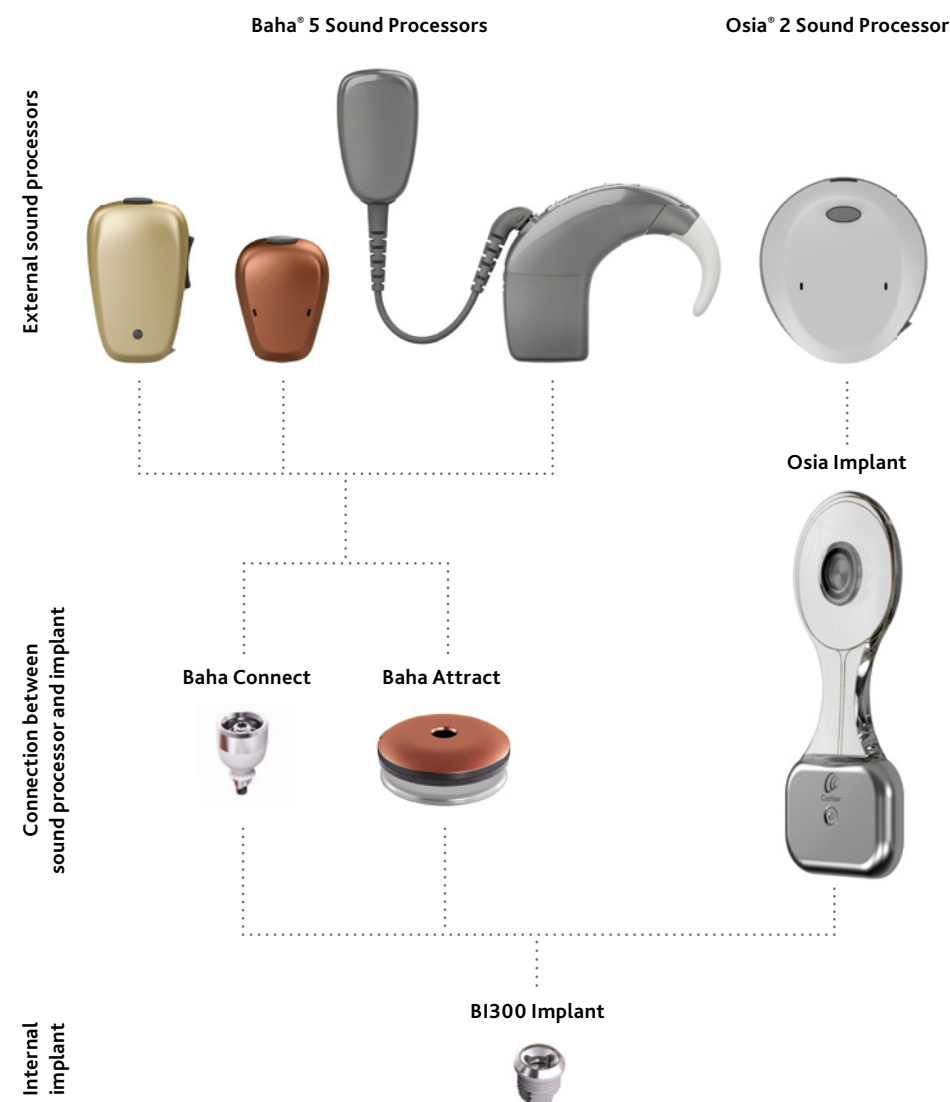
Cochlear bone conduction solutions.

The Cochlear 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.

Our bone conduction solutions include the following main components:

- **External sound processor** – our sound processors provide different levels of power to best fit your hearing needs.
- **Connection between sound processor and implant** – we offer magnetic connections as well as a connection through an abutment.
- **Internal implant** – all of our bone conduction implant systems use the stable foundation of our BI300 Implant with proven long-term reliability and sound transmission.⁷



The BI300® Implant—designed for a lifetime of better hearing.



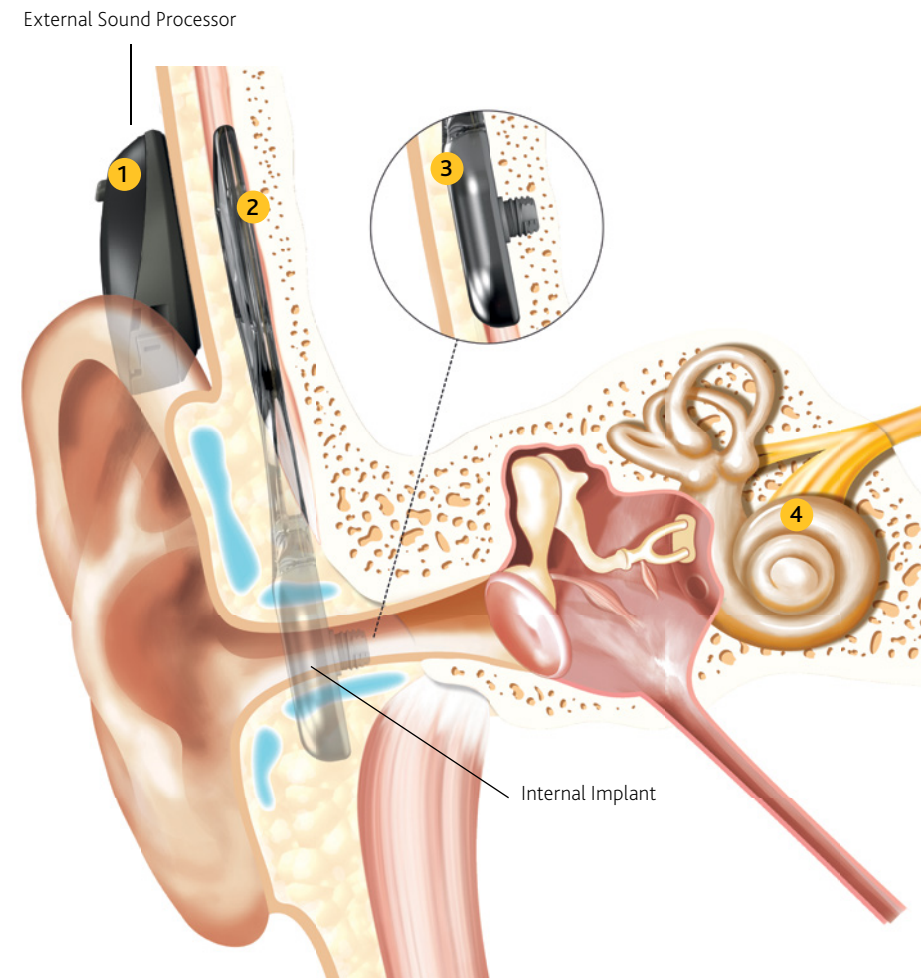
The Cochlear™ Baha® BI300 Implant set the industry standard for long-term reliability and hearing performance. The BI300 is Cochlear's latest titanium implant featuring TiOblast™ surface technology. The implant is designed to promote faster and stronger integration to the bone (through a natural process known as osseointegration) to provide a stable foundation. Our state-of-the-art implant has an exceptional reliability rate of over 98% and is backed by years of clinical research, which ensures that your implant may remain stable for years to come.⁸ The BI300 Implant lays the essential foundation for our bone conduction solutions systems which includes: the Osia® Implant System as well as the Baha® 5 Systems.

Try it first, then decide.

With a bone conduction solution, you have the unique advantage of trying it first before you make any decisions.

The Osia Implant System.

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.



How the 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 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.

* In the United States, the Osia System is cleared for children ages 12 and older.

The Osia[®] 2 Sound Processor

- For those with hearing loss up to 55 dB SNHL*
- Discreetly sits off the ear for comfortable all day wear
- Dust and moisture resistant** and has been thoroughly drop tested for durability
- Can easily become waterproof with the Aqua+ accessory**

Advantages of hearing with Piezo Power™ Technology:

- Lifetime testing shows that Piezo Power technology provides powerful and consistent performance over time⁹
- Has the ability to vibrate at high frequencies, enabling access to the area of sound most important for speech understanding
- The transducer has a state-of-the-art design when compared to other traditional bone conduction transducers
- Since there is no movement between parts, Piezo Power technology delivers long-term performance and durability

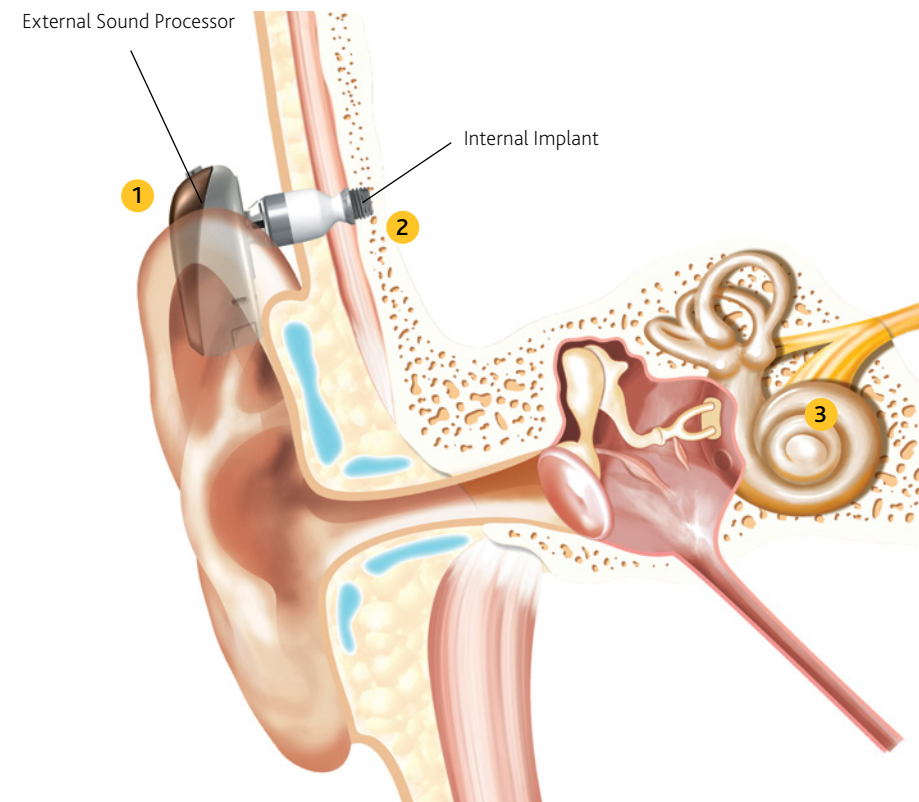


* SNHL means sensorineural hearing level.

** The Osia 2 Sound Processor with Aqua+ is water resistant to level IP68 of the International Standard IEC60529 when used with LR44 alkaline or nickel metal hydride disposable batteries. Refer to the relevant User Guide for more information. The Osia 2 Aqua+ may not be available in all markets and is subject to regulatory approval and product availability.

The Baha® 5 Implant System.

There are two types of Baha® 5 Systems to help meet your individual needs and lifestyle – the Baha Attract System and the Baha Connect System. Both offer unique Cochlear™ technology designed to help you hear and communicate with confidence.



How the Baha® Connect System works

- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound vibrations are transferred through an abutment to a small titanium implant inserted in the bone behind the ear.
- 3 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. These impulses travel to the brain, allowing you to perceive sound naturally.

Your Hearing Implant Specialist can recommend which system is best suited to your individual needs.

The Baha 5 Sound Processors.

The Baha® 5 System is the first bone conduction system to offer three head-worn sound processors, each one designed to meet a different level of hearing loss.



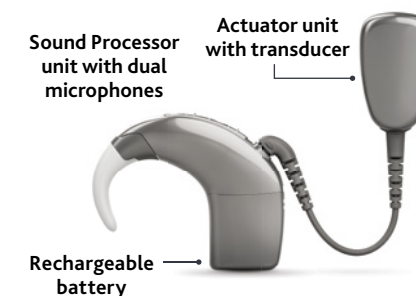
Baha 5 Sound Processor

- For hearing loss up to 45 dB SNHL*
- The Baha 5 Sound Processor is small, smart and is full of advanced hearing technologies to help you hear better than ever before



Baha 5 Power Sound Processor

- For hearing loss up to 55 dB SNHL*
- The sound processor is designed for comfort with 30% less distortion than other bone conduction systems¹⁰



Baha 5 SuperPower Sound Processor

- For hearing loss up to 65 dB SNHL*
- Industry's first head-worn super power bone conduction solution
- The actuator and microphones on the behind-the-ear sound processor are separated by a cable into two different units to allow for maximum sound power potential



Baha SoundArc a Non-Surgical Solution

- If you or a loved one are not yet ready to move forward with a surgical solution or do not yet meet the age requirements for an implant system**
- It works with one or two of any of the Baha 5 Sound Processors
- Once you are comfortable with the Baha 5 SoundArc system, you can work with your Hearing Implant Specialist to determine which solution is best for you

* SNHL means sensorineural hearing level.

** In the United States, the Osia System is cleared for children ages 12 and older, the Baha 5 System is cleared for children over the age of 5.

Our bone conduction sound processors use advanced technology.

Osia® 2 and Baha® 5 sound processor features:

- Dual microphones that help you filter out background noise
- Automatic sound processing that automatically adapts to your environment, without the need for manual adjustments
- Made for iPhone compatibility** so you can stream phone calls, music, entertainment and more
- Smart App† allows you to easily control your settings or find a misplaced sound processor
- Built in 2.4 GHz True Wireless™ technology to help you hear more clearly in challenging situations without neck-worn loops or wires

Sound processors that adjust automatically—like natural hearing.

Every listening environment is different with varying levels of background noise. Natural hearing adapts seamlessly to these changes. Both the Osia® 2 Sound Processor and all of the Baha® 5 Sound Processors are designed to act the same way that natural hearing works without the need to make manual adjustments.

SmartSound® iQ technology is designed to:

- Analyze your surroundings, identify the listening environment and automatically adjust based on where you are
- Provide a more comfortable listening experience with improved hearing performance
- Help you enjoy clearer, crisper sound even in noisy environments



Bella P. – Baha recipient

Help you hear better in all situations:



Speech in loud noise
Have a conversation in noisy surroundings



Speech in soft noise
Chat after dinner while the dishwasher is running



Loud speech
Make lively conversations more comfortable



Soft speech
Enjoy a child's soft whispers



Soft noise
Reduce the hum of background noise



Loud noise
Hear comfortably in noisy situations



Quiet
Appreciate soft sounds in quiet environments

A seamless connection to life—from your smartphone.

The Osia Sound Processor and Baha 5 Sound Processors allow you to conveniently stream phone calls, video, music, GPS navigation and entertainment directly from your compatible Apple® device. For Android™ devices or other smartphones, you can stream directly to your sound processor using our True Wireless™ Phone Clip.

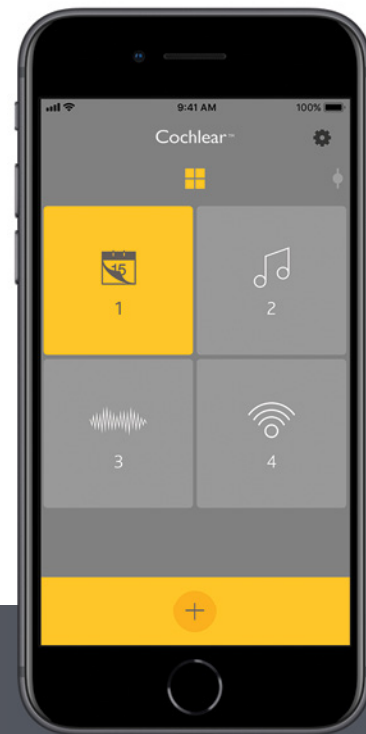
You can easily customize your sound experience with the Osia Smart App or the Baha 5 Smart App. You can manage, monitor and control your sound processor to ensure you're hearing your best.

From your compatible Apple® or Android™ device, you can quickly and easily:

- Change programs
- Start wireless streaming
- Adjust the volume, treble and bass
- Save custom settings for your favorite locations**
- Get help finding your lost sound processor



Osia Smart App compatible with Apple Watch



Control and adjust your settings

Exclusive wireless technology brings you closer to the sounds you love.

Our sound processors feature exclusive wireless technology to help you hear more clearly in challenging situations. Cochlear™ True Wireless™ accessories send sound directly to your sound processor.

Experience True Wireless Freedom

The Osia 2 Sound Processor and the Baha 5 Sound Processors are equipped with proprietary 2.4 GHz wireless technology which is similar to the wireless protocol that Bluetooth® and Wi-Fi devices depend on. Watch TV, listen to your favorite music, hear speech and conversation or talk on the phone — all without the constraints of anything around your neck or additional wires that you find with less advanced systems. With our full range of True Wireless accessories including the Mini Microphone 2+, Phone Clip and TV Streamer, you'll be able to focus less on hearing and more on what's important: life



Mini Microphone 2+



TV Streamer



Phone Clip



*For compatibility information, visit www.cochlear.com/compatibility.
**Not available with the Baha 5 Smart App on Google Play.

You'll never be alone on your journey.

Cochlear strives to be your partner for a lifetime of better hearing. We have developed multiple tools and personalized resources that can be tailored to your needs. We are committed to providing fast and convenient service and helping you get the most from your bone conduction solution today and into the future.



Connect with a Mentor

At any point during your journey, you may want to connect with others who have gone through the process. There is a large community of families who have been exactly where you are and want to support you and share their stories.

Visit: www.Cochlear.com/US/Connect-with-a-Mentor



Enjoy personalized services and information with Cochlear Family

Cochlear Family is a program designed to help guide your family on this amazing hearing journey. By activating your free account, you'll have personalized access to tips, tools and resources to help you get the most out of your hearing experience. You'll connect with other Cochlear Family members and enjoy the peace of mind that comes from knowing we're with you every step of the way.

Visit www.Cochlear.com/US/CochlearFamily



Robust rehabilitation resources available on the Communication Corner

The Communication Corner is our robust rehabilitation site that provides age-specific materials and activities at all levels to help you improve your listening and communication skills.

Visit: www.Cochlear.com/US/CommCorner



Fast service for repairs and replacements with the Hear Always Program

Your clinic and Cochlear want to make sure you experience sound uninterrupted, which is why we partnered on the exclusive Hear Always program. Hear Always ensures expedited replacement of your sound processor if you are ever without sound.

“Once they attached my Bahas it was amazing, I could finally hear all the little sounds that I was never able to hear. Thanks to my Bahas I was able to come out of my cocoon.”

Anne S. – Baha bilateral recipient



Anne S. – Baha recipient

Better hearing starts here.

We've never heard anyone say, "I wish I would have waited." In fact, the opposite is true. Those who have a bone conduction solution reported a significantly higher quality of life compared to when they left their hearing loss untreated.^{11,12} Once you make this life-changing decision, there are a few steps to get you on your way to hearing your best.

Visit a Hearing Implant Specialist for a hearing test

#1 If you haven't already met with a Hearing Implant Specialist, then now is the time. You will complete a hearing test to find out if you can benefit from a bone conduction system.

To find a Hearing Implant Specialist in your area, visit www.Cochlear.com/US/Appointment

Obtain insurance approval

#2 Unlike hearing aids, bone conduction implant systems are typically covered by Medicaid, Medicare and most insurance plans.* The hearing implant team or your audiologist may submit the necessary paperwork to your insurance company to start the approval process.*

For more information, visit www.Cochlear.com/US/Insurance

Choose the best bone conduction solution for you

#3 All bone conduction solutions are designed to restore access to sound in a similar fashion, yet there are noticeable distinctions between the devices. Think beyond today and consider what you want for the future. You may also want to think beyond the product itself and remember that Cochlear will provide support to you for a lifetime.

Throughout your entire journey, you can always connect with other Cochlear bone conduction recipients and families who can share their personal experiences.

Visit www.Cochlear.com/US/Connect-with-a-Mentor

Outpatient surgery

#4 A bone conduction implant 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. We encourage you to speak with your surgeon about any concerns or questions.

Activating your bone conduction system

#5 After the initial healing period of about 12 weeks, you will have an appointment with your audiologist to receive your new sound processor. This is the day you will start to hear sound through your new device!

Ongoing care

#6 We have many "how to" videos available on myCochlear, a 24/7 online service portal, and our Customer Service team will be happy to answer any questions you have along the way to ensure you are taking good care of your new device. We understand things happen, keep in mind, we offer a one-time loss replacement for your sound processor.

Hearing therapy

#7 Just as with any surgery, rehabilitation is critical to your success and will continue to be important throughout your hearing journey. For additional support, we offer robust rehabilitation programs through the Communication Corner that can be tailored to your needs at every learning level and age group.

Visit www.Cochlear.com/US/CommCorner

Every moment matters. **WHY WAIT?**

* Covered for Medicare beneficiaries who meet CMS criteria for coverage. Coverage for adult Medicaid recipients varies according to state specific guidelines.

Cochlear gives you more than hearing. We give you hope.

That's why we are devoted to pioneering the most advanced implantable hearing solutions. Over 40 years ago Dr. Tjellström and his team of experts pioneered the world's first bone conduction solution, it opened up a whole new world of hearing to those who suffer from conductive hearing loss, mixed hearing loss and single-sided deafness. Since then, we've never stopped improving the technology. And you can be confident we never will.

If you're struggling to hear clearly even with powerful hearing aids, a bone conduction solution may be the answer you've been looking for. Take the next steps today.

Learn more about bone conduction solutions and schedule an appointment with a Hearing Implant Specialist.

Online: www.Cochlear.com/US

The Cochlear Concierge group is a team of experts that are ready to answer your questions and assist you in learning about the process, our products, technology and company.

Email: Concierge@Cochlear.com
Call: 1 800 216 0228

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Chris W. – Osia recipient

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.

You should talk to your physician to see if you are a candidate for a Baha System, and to understand the associated risks and benefits. Implantation with a Baha System is a surgical procedure, and carries with it the risks typical for surgery, and outcomes cannot be guaranteed. For additional information please refer to the applicable package insert available at www.Cochlear.com/US/BahaIndications.

You should talk to your physician to see if you are a candidate for the Osia System, and to understand the associated risks and benefits. Implantation with the Osia System is a surgical procedure, and carries with it the risks typical for surgery, and outcomes cannot be guaranteed. For additional information please refer to: <https://www.cochlear.com/us/en/professionals/products/osia-pro/candidacy>.

The Cochlear Baha 5 Smart App is available on App Store and Google Play. For compatibility information visit www.Cochlear.com/Compatibility.

Cochlear Baha 5 sound processors are compatible with iPhone, iPad and iPod touch. For compatibility information visit www.Cochlear.com/Compatibility.

The Cochlear Osia Smart App is available on the Apple App Store and Google Play. For compatibility information visit www.Cochlear.com/Compatibility.

Cochlear sound processors are compatible with iPhone, iPad and iPod touch. For compatibility information visit www.Cochlear.com/Compatibility.

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Views expressed by Cochlear recipients 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.

www.Cochlear.com/US

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