

Exploring A Baha® Bone Conduction System

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. Conversations become difficult, music becomes less enjoyable, and talking on the phone can be pretty much impossible.

If you struggle to hear because of chronic conditions such as draining ears, chronic ear infections, acoustic neuroma or Microtia and Atresia, a Baha® Bone Conduction Implant System may be the solution you have been waiting for.

By using your body's natural ability to conduct sound through direct bone conduction, the Baha System has the potential to give you a more complete and fulfilling listening experience. A Baha System might not only help you hear again, it can reconnect you to the life you love and the sounds you have been missing. And, the results can be life changing.

"People don't even notice I have hearing loss. The Baha System has given me the ability to live my life and do the things I have always loved."

Cindy M. – Baha recipient





The Baha 5 Sound Processors—Small. Smart. Powerful.

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. Often times, your hearing loss may be a result of a combination of problems within your ear. Depending on the degree of hearing loss and which part of the ear is damaged, bone conduction hearing implants may be a solution to help you regain access to the sounds you have been missing.

The Baha System is a clinically proven medical treatment option for children* and adults 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:

- Skin allergies
- Malformations at birth
- Microtia and 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
- Otosclerosis
- Meniere's disease



**Baha 5
Sound Processor**



**Baha 5 Power
Sound Processor**



**Baha 5 SuperPower
Sound Processor**



**Baha Attract
Magnet**



**Baha DermaLock™
Connect Abutment**



**Baha B1300
Implant**

* In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five. Children under five can use a Baha Softband or Baha SoundArc to gain access to sound.

Considerations while choosing your hearing solution.

Ears work as a team

Hearing with two ears can provide clear advantages. When you hear with both ears, you can better understand speech and hear more clearly, especially in noise. Communicating with your loved ones and actively engaging in life can be easier when both ears are working together.

Possible hearing solutions.

Depending on the type and degree of hearing loss that you have, there is a variety of hearing solutions that may help give you access to sound.

Single-sided deafness

- CROS hearing aids
- Bone conduction implants

Conductive and mixed hearing loss

- Medications
- Surgery
- Hearing aids
- Bone conduction implants

How the Baha system is different from CROS hearing aids and conventional hearing aids

- The Baha System is a discreet solution worn on the hearing impaired ear(s), while CROS hearing aids requires users to wear devices on both the normal and hearing impaired ear.
- Studies show that the Baha System provides 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, or create constant feedback.
- **Unlike hearing aids, bone conduction implants are typically covered by most insurance plans.***

Middle ear surgery

- Surgery is an irreversible treatment option.
- Bone conduction implants provide a greater hearing benefit at a lower cost than medical surgery.²

*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.

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. However when we hear ourselves speak, it is the lower frequencies through bone vibrations that help us recognize our 'normal' tone of voice.

For more than 40 years, bone conduction implants have positively affected how people with conductive hearing loss, mixed hearing loss and single-sided deafness live their lives. Bone conduction implants work by bypassing the middle and outer ear and sending clearer, more crisp sound to your inner ear.³



"I can hear sounds like I did ten years ago. I can hear the ocean, the rain, I can even hear the drops hit the pavement. Every day is a new day. I am hearing so many different things that you take for granted."

Randi L. – Baha recipient

Could a bone conduction hearing implant help you?

Ask yourself the following questions. If you answer "yes" to any of them, then the Baha System might be right for you.

- Can you only hear from one side?
- 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 have draining ears?
- Do you battle feedback or distorted sound?
- Do you have malformed ears or ear canals?

It's time to get back the sounds you've been missing. Don't wait to start living your life to the fullest. Schedule an appointment with a Hearing Implant Specialist and learn if a Baha Bone Conduction Implant is right for you.

www.Cochlear.com/US/Appointment

Benefits of the Baha Implant System:

Research and decades of experience demonstrate the benefits of the Baha System compared to leaving your hearing loss untreated.⁴⁻⁷

With the Baha System, 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.
-

How much does a Baha Bone Conduction Implant System cost?

Unlike hearing aids, bone conduction implants may be 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. They can help determine coverage and estimate any out-of-pocket costs that may be your responsibility.

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

Try it first, then decide.

With the Baha System, you have the unique advantage of trying it first before you make any decisions.

*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.

The Baha Implant System offers two ways to connect to better hearing

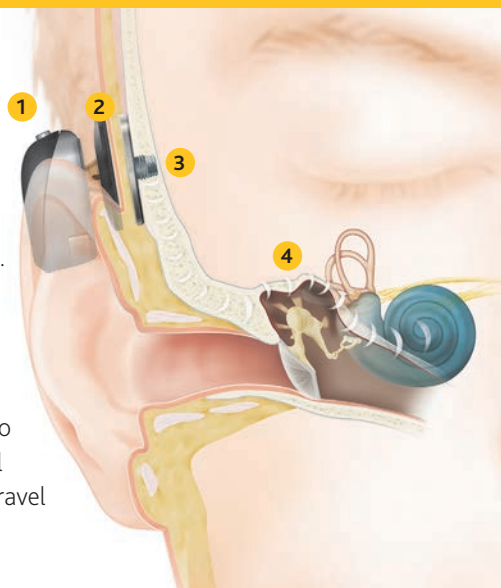
There are two types of Baha Systems to help meet your individual needs and lifestyle – the Baha Attract System and the Baha Connect System. Both offer unique Cochlear™ technology designed to help you hear and communicate with confidence.

Invisible Connection

The Baha Attract System uses a magnetic connection to attach the sound processor to the implant.

Baha Attract System

- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound processor passes the sound vibrations to the attached external magnet that attracts to the internal magnet.
- 3 The sound vibrations are transferred through the magnetic attachment to the small titanium implant inserted in the bone behind the ear.
- 4 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.

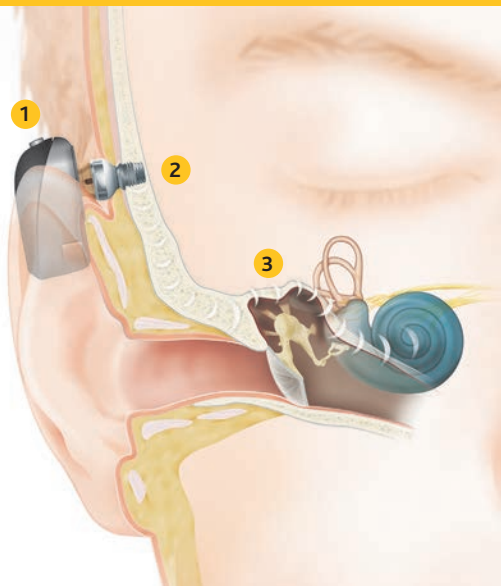


Direct Connection

The Baha Connect System uses a small abutment to attach the sound processor directly to the implant.

Baha Connect System

- 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[®] Implant—designed for a lifetime of better hearing.



Consistent and reliable access to hearing for life

The Baha Implant, which is inserted into the bone, is the strong foundation of every Baha System. The Baha B1300 is Cochlear's latest titanium implant featuring TiOblast™ surface technology, which is designed and tested for long-term reliability and better sound transmission compared to other systems.^{8,9} The TiOblast™ surface technology is designed to promote faster and stronger osseointegration, or integration between the bone and the implant. The B1300 Implant delivers a 99.5% reliability rate* which means that the implant will remain stable for years to come. Together, the design, dimensions and characteristics of the B1300 Implant have proven reliability through long-term clinical use.¹⁰⁻¹⁸

Should your hearing needs change over time, the Baha Implant offers added flexibility to upgrade to a new sound processor without the need for additional surgery. This allows you to take advantage of Cochlear's continued advancements in technology.



“Getting the Baha System definitely was a life changing experience. I was able to pick up sounds that I hadn’t heard in years; and they weren’t just louder, they were clearer. It was incredible.”

John K. – Baha recipient

*This study was based on the implant survival rate. Multiple factors contribute to rates of survival, including but not limited to, implant design and surgical technique.

The power you need to hear the sounds you're missing.

Because your hearing needs are unique and may even change over time, you need options for today and the future.

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. From the smallest to the most powerful, you'll have peace of mind knowing that Cochlear offers smart choices for a lifetime of better hearing.

Each of our Baha 5 Sound Processors features our advanced SmartSound iQ technology, which is designed to replicate natural hearing by capturing sound and automatically adapting to your environment.



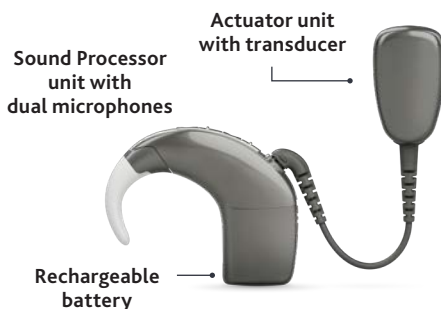
Baha 5 Sound Processor for hearing loss up to 45 dB

"Incredibly small" is what many people say when they first see the Baha 5 Sound Processor. And it's true. The award winning Baha 5 Sound Processor is 20% smaller than all other comparable sound processors,¹⁹ yet it is full of advanced hearing technologies designed to help you hear better than ever before.



Baha 5 Power for hearing loss up to 55 dB

If you have a greater degree of hearing loss—up to 55 dB—the Baha 5 Power Sound Processor is designed to give you the amplification you need in different listening environments. The sound processor is designed for comfort with 30% less distortion than other bone conduction systems.²⁰ While smart on the inside, the sound processor also features buttons on the device for ease of use and peace of mind.



Baha 5 SuperPower for hearing loss up to 65 dB

Created for those with a substantial degree of hearing loss—up to 65 dB—the Baha 5 SuperPower Sound Processor is the industry's first head-worn super power bone conduction solution. The transducer, located inside the actuator unit, transfers the sound vibrations to the internal implant. The actuator unit 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.

The award winning Baha 5 Sound Processor is

20% SMALLER than all other comparable sound processors.¹⁹



Our Baha 5 Sound Processors

are designed for your comfort with 30% less distortion than other bone conduction systems.²⁰

Neabella P. – Baha recipient

Connect to the world around you with our exclusive Made for iPhone technology.

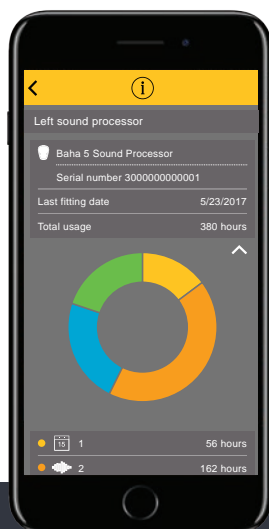
The Baha 5 Sound Processors are the industry's only bone conduction implant sound processors that can stream sound directly from your favorite Apple® devices.²¹ You can enjoy your favorite movies, TV shows, apps, music—even a FaceTime® call from family on the other side of the world—with audio streamed directly to your sound processor.

Easily manage your hearing experience from your smartphone with the Baha 5 Smart App.

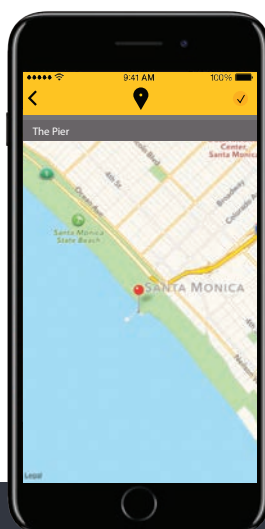
The Baha Smart App provides you with a convenient and easy way to tailor your hearing to your personal preferences.

From your Android™ or iPhone®, you can quickly and easily:

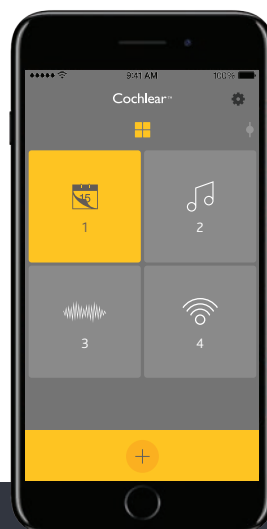
- Change programs
- Start wireless streaming
- Adjust the volume, treble and bass
- Save custom settings for your favorite locations*
- Get help finding your sound processor if you misplace it



View your personalized hearing information



Locate a lost Baha 5 Sound Processor



Control and adjust your settings



*Not available with Google Play.

*If you use an Android™ device or any other smartphone, you can stream phone calls, music and more directly to your Baha 5 Sound Processor by using the True Wireless Phone Clip.

Our advanced technology helps make hearing easier – especially in noise.

The Baha 5 Sound Processors feature exclusive wireless technology that is designed to help you hear your best in a variety of noisy environments.

Experience True Wireless™ freedom

The Baha 5 Sound Processors are equipped with advanced 2.4 GHz technology which is the same 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+



Phone Clip



TV Streamer

Sound processors that automatically adapt to your world

Our revolutionary SmartSound® iQ* technology automatically selects the appropriate program based on where you are and optimizes the sound to enhance your hearing in that listening environment. Whether you're at work or in a noisy restaurant, you won't have to guess which program is best; your sound processor will do it for you.



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



WHAT'S UP
KID?

WE GIVE YOU HOPE

that you can get sound back.

Josh G. – Baha recipient

Your journey to better hearing is worth every step.

We've never heard anyone say, "I wish I would have waited." In fact, the opposite is true. Those who have a Baha Implant system reported a significantly higher quality of life compared to when they left their hearing loss untreated.²² Once you make this life-changing decision, there are a few steps to get you on your way to hearing your best.

Hearing test

If you haven't already met with a Hearing Implant Specialist, now is the time. You'll complete a hearing test to find out if you can benefit from a Baha System. If it's determined you are a good candidate, you'll get to test the sound processor and hear the difference for yourself. That's one of the best things about a Baha System—you can try it first before deciding to move forward.

Outpatient procedure

We understand the thought of surgery can be intimidating, yet it's necessary to provide you access to sound with a bone conduction implant. Fortunately, the procedure is fairly routine, typically lasting less than an hour and is performed under general anesthesia. The risks of the implant surgery are typically low, and most people are back to their normal activities within a few days.

Fitting appointment

This is the moment you have been waiting for. After the recommended healing period (up to 12 weeks), you'll visit your audiologist to receive your new sound processor. They'll adjust the settings to match your needs and show you how it all works. You will then be ready to start your new hearing experience.

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

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

Learn more about Baha Bone Conduction Implants 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

Every moment matters.

WHY WAIT?

Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 450,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We aim to give our recipients the best lifelong hearing experience and access to innovative future technologies. For our professional partners, we offer the industry's largest 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

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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.

The Baha 5 Smart App works together with all Cochlear Baha 5 sound processors. It is verified on iPhone, iPad and iPod touch running iOS 9.1 and Samsung Galaxy S6 and S7 running Android OS 5.0 Lollipop. For more detailed device compatibility see the Baha 5 Smart App description on App Store or Google Play.

Cochlear Baha 5 sound processors are compatible with iPhone 8 Plus, iPhone 8, iPhone 7 Plus, iPhone 7, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone SE, iPhone 5s, iPhone 5c, iPhone 5, iPad Pro (12.9 inch), iPad Pro (9.7 inch), iPad Air 2, iPad Air, iPad mini 4, iPad mini 3, iPad mini 2, iPad mini, iPad (4th generation), iPod touch (6th generation) and iPod touch (5th generation) using iOS 7 or later.

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