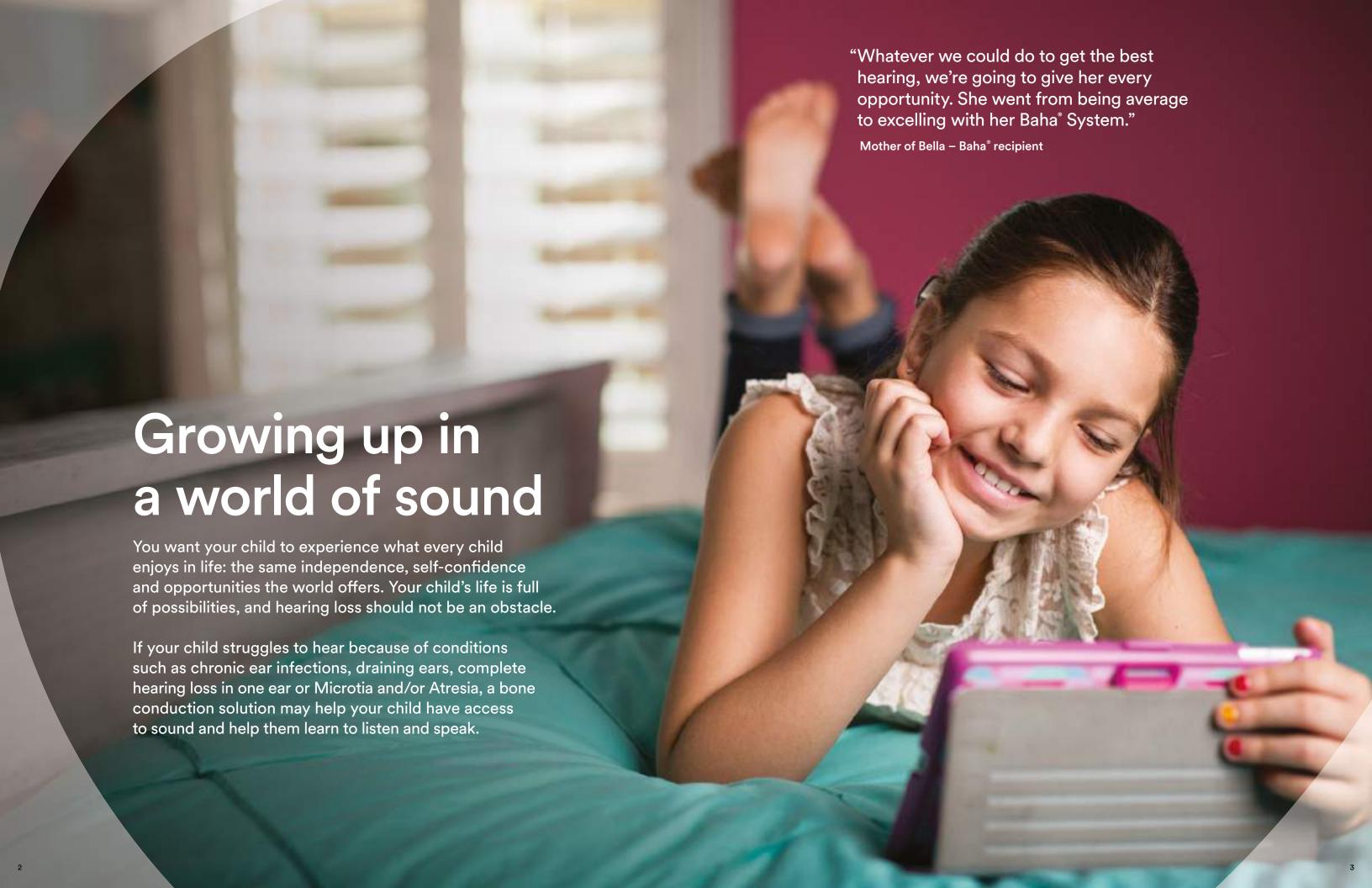


### Life's worth hearing

Introduction to pediatric bone conduction solutions



# Understanding your child's hearing loss

Sound is important in helping us understand the world around us. It helps your child acquire speech and language and gives your child the possibility to learn and engage with others. Understanding your child's hearing loss and possible solutions can encourage them, and you, to get the most out of a hearing life.

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

### Single-sided deafness

Sensorineural hearing loss in one ear where you have little or no hearing in that 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:

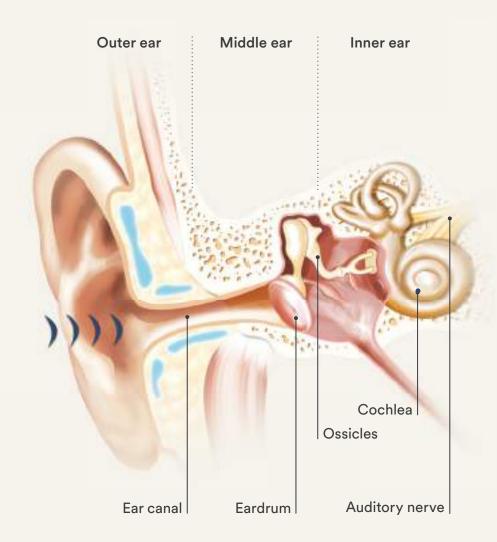
- Malformations at birth
- Microtia and/or Atresia
- Draining ears
- Chronic ear infections
- Previous ear surgeries
- Chronic mastoiditis or middle ear infections
- Skin growth or cyst (cholesteatoma)
- Syndromes such as Down,
   Goldenhar and Treacher Collins

### 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



Anatomy of the ear

# Treatment options for your child's hearing loss

Selecting the most appropriate hearing technology is critical to your child's hearing success. Early access to sound is proven to make a difference in helping children learn, engage and fully experience the richness of their environment. There are non-surgical and surgical solutions, and your child's audiologist and hearing health team will work closely with you to determine the best solution for your child based on their type and degree of hearing loss.



## Possible solutions for single-sided deafness

- CROS hearing aids
- Bone conduction solutions
  - Cochlear™ Baha® Start
  - Cochlear™ Osia® System\*\*
    - If Osia is not a suitable surgical option, the Cochlear Baha System\* may be an alternative implantable solution.

## Possible solutions for conductive and mixed hearing loss

- Medications
- Surgery
- Hearing aids
- Bone conduction solutions
  - Cochlear™ Baha® Start
  - Cochlear™ Osia® System\*\*
  - If Osia is not a suitable surgical option, the Cochlear Baha System\* may be an alternative implantable solution.

### How bone conduction solutions are different

#### Than CROS and traditional 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 you to wear devices on both the normal and the hearing impaired ear.
- Research in patients with SSD shows better speech recognition in noise with bone conduction hearing devices compared to CROS hearing aids.<sup>2-4</sup>
- Some hearing aids require users to wear an earmold, which can aggravate existing conditions, such as draining ears.

#### Than middle ear surgery:

 If your child has had an unsuccessful middle ear surgery or surgeries to help restore natural hearing, a bone conduction solution might be right for them.

<sup>\*</sup> In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five.

<sup>\*\*</sup> In the United States, the Osia 2 System is cleared for children ages twelve and older. In Canada, the Osia 2 System is approved for children ages five and older.

# Will your child benefit from a bone conduction solution?

You may be wondering if a bone conduction solution is right for your child.

### Ask yourself these questions and if you answer "yes" to any of them, then your child may be a good candidate:

- ☐ Was your child born with Microtia and/or Atresia (malformed ears or ear canals)?
- ☐ Was your child born with Down Syndrome, Treacher Collins or Goldenhar Syndrome?
- ☐ Does your child suffer from chronic ear infections?
- ☐ Does your child have draining ears?
- ☐ Does your child have trouble getting sufficient loudness when using hearing aids?
- ☐ Does your child battle feedback or distorted sound quality when using hearing aids?
- ☐ Does your child suffer from sore or irritated ears due to hearing aids?
- ☐ Is your child deaf in one ear?

### Advantages of a bone conduction solution for your child

Research and decades of experience demonstrate that a bone conduction implant system may help your child:5-9

- Hear better, even in noisy situations
- Enjoy a clear, more natural sound because bypassing the damaged part of their ear may reduce the amount of amplification needed to help them hear better
- Hear sounds as if they are coming from both sides
- Become more aware of their surroundings, increasing his or her ability to hear important sounds
- Engage in conversations more easily because they no longer need to keep turning to use their 'good' ear

"We wanted to ensure that when she hit kindergarten, she would be in the same place as her hearing peers."

Mother of Lucy - Baha® recipient



### 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 your child may be a 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 <sup>†</sup>
Hearing aids	Generally not covered <sup>⁺†</sup>	Typically covered**	By law are not covered in traditional Medicare. Coverage may be available in certain Medicare Advantage Plans

For candidates residing in Canada, you should contact your local hearing implant center to determine coverage. The cost of a hearing implant may be covered by your provincial and territory health insurance plan. Every health insurance plan is different. Coverage varies by each province and territory, the type of hearing implant you may need and your hearing loss.

<sup>\*</sup> Contact your insurance company or local Hearing Implant Specialist to determine your eligibility for coverage.

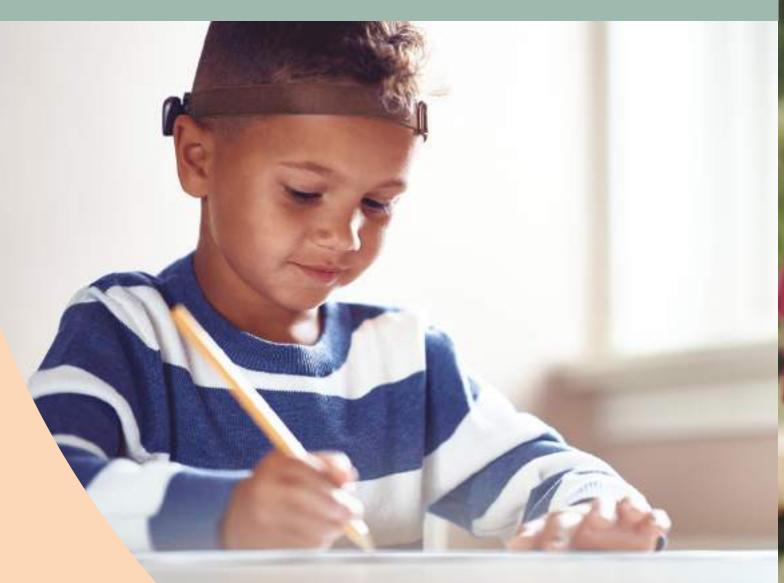
<sup>\*\*</sup> Coverage for adult Medicaid recipients varies according to state-specific guidelines.

<sup>†</sup> Covered for Medicare beneficiaries who meet CMS criteria for coverage.

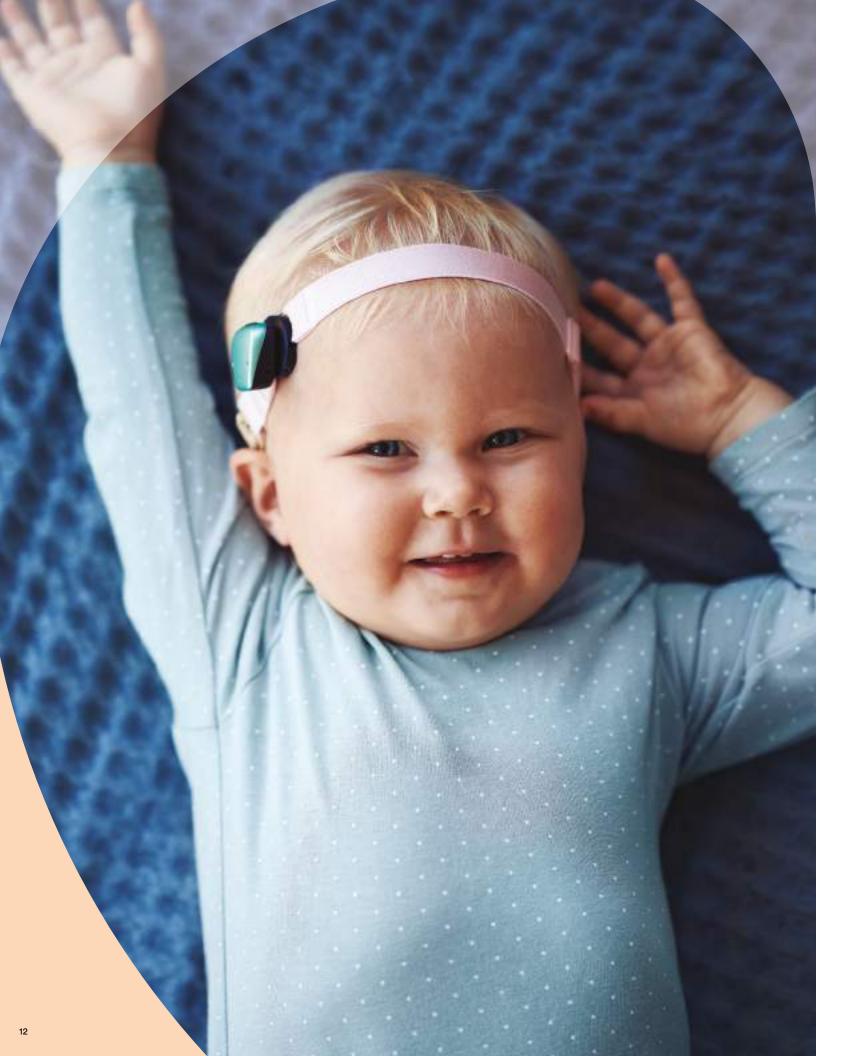
<sup>&</sup>lt;sup>††</sup> Coverage of hearing aids may be an option under some plans.

# Cochlear bone conduction solutions

The Cochlear portfolio of bone conduction solutions offers non-surgical and implantable options that are designed to meet your child's individual needs and provide unparalleled hearing performance from infancy through adulthood. All solutions use bone conduction which is a scientifically-proven treatment for conductive and mixed hearing loss and single-sided sensorineural deafness. Using vibrations of the skull, the process transmits sound to the inner ear bypassing the blocked or damaged part of the outer and/or middle ear or reroutes sound from the ear with profound hearing loss to the normal hearing ear.







Cochlear non-surgical bone conduction solution

### **Baha Start**

Baha Start is your child's first step to better hearing and can be appropriate for young children and babies.

It is our non-surgical solution that features the Baha® Softband or SoundArc™ with the Baha® 6 Max Sound Processor. It is an ideal solution for those children who are too young or not yet ready for a surgical solution.\* Baha Start provides your child with early access to sound that will help them learn to listen and speak and is designed to deliver sound to help your child develop on par with their hearing peers.<sup>11,12</sup>





Baha Softband

Baha SoundArc

"By the age of of one year old, Manny's hearing had improved significantly with the Cochlear Baha Softband and two Cochlear Baha Sound Processors."

Mother of Manny - Baha® recipient

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<sup>\*</sup> In the United States and Canada, the placement of a bone-anchored implant is contraindicated in children below the age of 5.

Cochlear bone conduction solution

### **Baha System**

With the Baha System, an external sound processor captures sound from the air that is then turned into vibrations and sent through the bone. These vibrations are then carried by the bone to the inner ear.\*

External sound processor

### **How the Baha Start System works**

- 1) The sound processor captures sound in the air.
- 2 It turns the sound into vibrations and sends them to the bone.
- 3 The bone carries these vibrations through to your child's inner ear.



See how Baha Start works

### **Baha 6 Max Sound Processor**

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 6 Max Sound Processor, we wanted to ensure that although it is small in size, it is packed with power.

- For hearing loss of up to 55 dB SNHL\*
- Offers direct streaming from compatible Apple® and Android™ devices\*\*
- Our highest dust and water resistence at IP68<sup>t, 13-14</sup>
- LED light to confirm that the sound processor is on and connected
- Control your hearing experience conveniently from your smartphone as well as the ability to update your sound processor's firmware, remotely, using the Baha Smart App\*\*
- Can take advantage of Remote Assist," a feature that allows your clinician to program your device remotely using the Baha Smart App\*\*
- Uses disposable batteries with up to 132 hours battery life<sup>15</sup>



#### **Baha 6 Max Sound Processor**

### **Color options:**



Mint















Silver Blonde



Baha 5 Superpower (fitting range up to 65 dB) **Color options:** 









Carbon Mocha Smoke

<sup>\*</sup> In the United States and Canada, the placement of a bone-anchored implant is contraindicated in children below the age of 5.

<sup>\*</sup> SNHL typically refers to Sensorineural Hearing Loss.

<sup>\*\*</sup> The Cochlear Baha 6 Max Sound Processor is compatible with Apple and Android devices. The Cochlear Baha Smart App is available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility

<sup>†</sup> The Cochlear Baha 6 Max Sound Processor, with battery compartment excluded, is dust and water resistant to level IP68 of the International Standard IEC60529. Refer to the relevant user guide for more information. Tested by the RISE Research Institutes of Sweden AB.

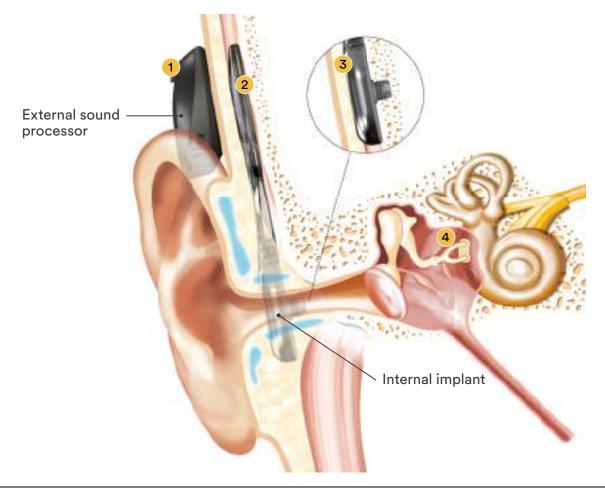
<sup>&</sup>lt;sup>††</sup> Remote Assist for Baha sound processors is intended for a follow-up adjustment or setup of a replacement or upgrade sound processor for suitable qualified patients based on clinical judgment. Only available at clinics that have enrolled in Remote Care. Your clinician might require payment for a Remote Care session once completed. Clinic must be enrolled in Remote Care to participate.

Cochlear bone conduction solution

### Osia System

The Osia System is the world's first active osseointegrated steady-state implant.\*

It uses piezoelectric stimulation to bypass the damaged areas of the middle and outer ear to send vibrations directly to the inner ear. This type of stimulation is novel for bone conduction solutions. The Osia System is made up of two parts: the implant and transducer (the part that creates the vibrations) that are located under the skin, and the sound processor which is placed externally off the ear.



### **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.



See how the Osia System works

### Osia® 2 Sound Processor

The slim, off-the-ear Osia® 2 Sound Processor is light and comfortable to wear. As a one-piece unit that includes the magnet and battery, it simply can be placed on your child's head, and they are ready to go.

- For those with hearing loss up to 55 dB SNHL\*
- Dust and moisture resistant and can become waterproof\*\* with the Aqua+ accessory
- Offers direct streaming with compatible Apple® devices<sup>†</sup>
- LED light to confirm that the sound processor is on and connected
- Uses a disposable battery with battery life up to 35 hours
- The Osia System provides easier access to MRI scans at 1.5T without the need for surgery, and the flexibility for MRI at 3.0T<sup>‡</sup>



#### **Osia 2 Sound Processor**

### **Color options:**





Chocolate

Brown





Silver Grey



If Osia is not a suitable surgical option, the Cochlear Baha System<sup>‡‡</sup> may be an alternative implantable solution. Please talk to your hearing health professional for more information.

<sup>\*</sup> SNHL means sensorineural hearing level.

<sup>\*\*</sup> The Cochlear Osia 2 Sound Processor with Aqua+ is dust and water resistant to the level of IP68 of the International Standard IEC60529 when used with LR44 alkaline or nickel metal hydride disposable batteries. This water protection rating means that the sound processor with the Aqua+ can be continuously submerged under water to a depth of up to 3 meters (9 feet and 9 inches) for up to 2 hours. Refer to the relevant User Guide

<sup>†</sup> For compatibility information, visit www.cochlear.com/compatibility.

<sup>&</sup>lt;sup>††</sup> Battery life is dependent on streaming, sound environments and gain setting.

<sup>‡</sup> The OSI200 Implant is MR Conditional at 1.5T with the magnet in place with the use of an MRI Kit and at 3 T with magnet removed.

Prior to receiving an MRI, please seek advice from your ear nose and throat (ENT) physician

to talk about the available options that may be right for you.

<sup>##</sup> In the United States, the Osia 2 System is cleared for children ages twelve and older. In Canada, the Osia 2 System is approved for children ages five and older.



# Advanced technology for your child's best hearing

#### Baha 6 Max and Osia 2 Sound Processors feature:

- Dual microphones that help filter out background noise
- Automatic sound processing that adapts to your child's environment
- Direct streaming from compatible smartphone devices\*
- Smart Apps\* that allow for easy and convenient adjustments to settings and to locate a missing sound processor
- Built-in 2.4 GHz True Wireless<sup>™</sup> technology to help your child hear better in noise without neck-worn loops

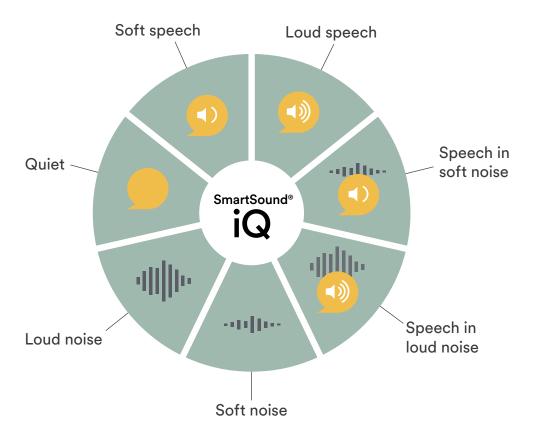
Advanced technology

## Sound processors that adjust automatically—like natural hearing

Every listening environment is different with varying levels of background noise. And, children spend much of their day in noisy places like school, the playground, sports and playing at home and with their friends. Natural hearing adapts seamlessly to these changes. Both the Baha 6 Max and Osia 2 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 child's surroundings, identify the listening environment and automatically adjust based on where they are
- Provide a more comfortable listening experience with improved hearing performance
- Help your child enjoy clearer, crisper sound even in noisy environments



<sup>\*</sup> The Baha Smart App works with the Baha 6 Max Sound Processor and compatible Apple and Android devices.

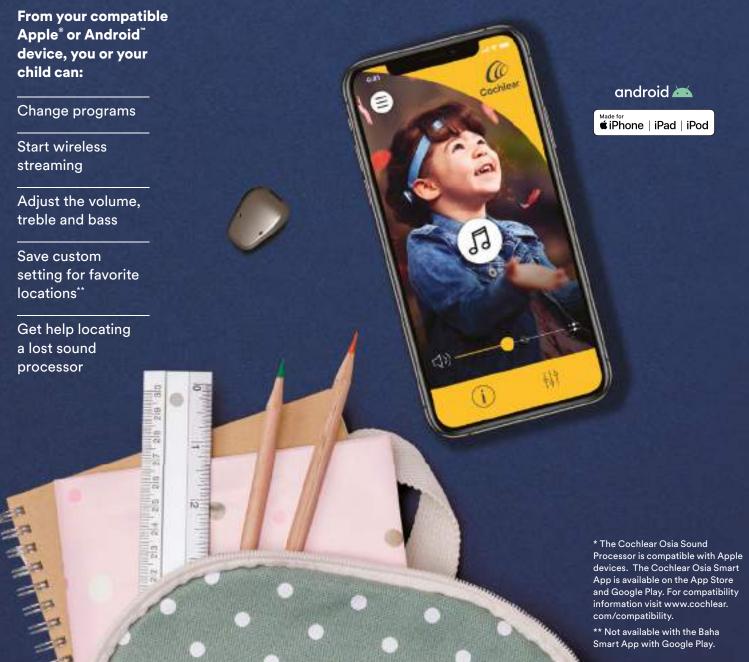
For up-to-date compatibility, please refer to www.cochlear.com/compatibility

Advanced technology

## A seamless connection to life—from your smartphone

The Baha 6 Max and Osia 2 Sound Processors allow your child to easily and conveniently stream phone calls, music, video and entertainment directly from a compatible smartphone or device.\*

With the Baha 6 Max Sound Processor, your child can stream from Apple® and Android™ devices, including an Apple Watch, whereas the Osia 2 Sound Processor allows for direct streaming from compatible Apple devices.\* Your child can also easily customize their sound processor experience and settings with the Baha Smart App or the Osia Smart App.\*



Advanced technology

## Exclusive wireless technology can bring sound even closer to your child

Compatible with the Baha 6 Max and Osia 2 Sound Processors, our built-in True Wireless<sup>™</sup> technology helps your child hear more clearly in noisy situations by streaming sound into their sound processor.

Cochlear™ True Wireless accessories connect to your child's sound processor using Bluetooth® technology, without any cords, neck loops or extra attachments to the sound processor. Our True Wireless accessories utilize the same 2.4 GHz wireless protocol that Bluetooth® and Wi-Fi devices depend on. It's a robust, time-tested, dependable technology that sets the standard for wireless connectivity. Your child can enjoy the benefits of True Wireless technology when watching TV with the TV Streamer, talking on the phone with the Phone Clip, and at school, activities and more with the Mini Microphone 2+, including connecting to FM systems at school.

You can also use the wireless Remote Control 2 to change programs, adjust volume, start streaming from a wireless accessory or monitor battery life—all with just a push of a button.



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### **Cochlear Care**

Cochlear strives to be your child's partner for a lifetime of hearing. With over 40 years of experience within the industry, you can feel confident that your child is getting the best support. We are committed to developing new technologies and providing personalized services to guide your child to better hearing.





### Enjoy personalized services and information with the Cochlear Family

By activating your free Cochlear Family account, you'll have personalized access to tips, tools and resources. You'll connect with other Cochlear Family members, and you'll enjoy the peace of mind that comes from knowing we're with you every step of the way.

www.cochlear.com/us/family



### Anytime, anywhere access to important information with myCochlear

As part of the Cochlear Family, you will have access to a convenient online resource called myCochlear. Your myCochlear account provides you with information about your specific device, including warranty and upgrade information, troubleshooting tips, as well as special promotions.



### Cochlear Concierge can answer your questions

A team of experts is ready to answer your questions and assist you in learning about the process, our products, technology and company. concierge@cochlear.com



### Insurance process support and direct insurance billing

You will have access to our specialized team that can help you obtain insurance approval or support appeals when coverage for one of Cochlear's implantable hearing solutions has been denied. In addition, we offer direct billing services to your insurance company for upgrades to help make the payment and insurance claim process easier.

www.cochlear.com/us/insurance



#### Lend an Ear program

Cochlear's Lend an Ear program was created for children who need early access to sound through a bone conduction solution. Our unique program provides your child with a non-surgical Baha Start Solution while the insurance approval process takes place. This means that your child can have access to critical sounds as early as possible to help them hear, learn and develop essential communication skills.



#### Fast service with Hear Always

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.



### Robust hearing therapy resources on the Communication Corner

The Communication Corner is our extensive hearing therapy website which provides materials and activities for all levels to help you improve your listening and communication skills. It includes a range of practice tools, as well as an assessment that provides guidance on where to start and which program is best for you.

www.cochlear.com/us/commcorner



### Get quality care anywhere with Cochlear Remote Care

Cochlear Remote Care solutions offer simple and convenient ways for your hearing health professional to support you without a clinic visit. Using your compatible smartphone\*, you can access care where and when it's convenient for you – whether you're at home, at work, or away.

<sup>\*</sup>For compatibility information, visit www.cochlear.com/compatibility

# Steps to help give your child access to better hearing

Providing your child access to sound when hearing loss is first detected is very important. It can help determine your child's ability to develop language and social skills so your child can be successful in school and society later in life.

#### 01

# Visit a Hearing Implant Specialist for a hearing test

If you haven't already met with a Hearing Implant Specialist, then now is the time. Your child will complete a hearing test to find out if he or she can benefit from a bone conduction system. If it's determined your child is a good candidate, they'll get to test the sound processor and hear the difference this technology can make. That's the unique advantage about a bone conduction solution—your child can try it first before deciding to move forward.

To find a hearing implant specialist in your area, visit www.cochlear.com/us/appointment

### 02

## Obtain insurance approval

Unlike hearing aids, bone conduction implant systems are typically covered by Medicaid and most insurance plans.\*

The hearing implant team or your child's audiologist may submit the necessary paperwork to your insurance company to start the approval process.

### For more information, visit www.cochlear.com/us/insurance

Once qualified and while insurance approval is pending, our Lend an Ear Program may help your child gain access to sound sooner. We also offer assistance navigating the insurance approval process or can help with an appeal if a claim has been denied.

Contact Cochlear insurance support at 800 633 4667 option 4 or email oms@cochlear.com

### 03

# Choose the best bone conduction solution for your child

All bone conduction solutions are designed to restore access to sound in a similar fashion, yet there are noticeable distinctions between the devices.

Make sure to ask the right questions before choosing the right device for your child. Think beyond today and consider what you want for your child well into the future. You may also want to think beyond the product itself, and remember that Cochlear will provide support to you and your child for a lifetime. It may be most appropriate for your child to begin with a non-surgical bone conduction solution until they are ready for an implant. Speak with your child's Hearing Implant Specialist about what they recommend.

### 04

## Outpatient surgery

If your child is ready and old enough\* for an implantable solution, the procedure is fairly routine and typically lasts less than an hour. The risks of implant surgery are typically low and most children are back to their normal activities within a few days.

#### 05

# Activating your child's bone conduction system

Once a bone conduction solution is chosen, your child will have an appointment with their audiologist to receive their new sound processor. If your child has had surgery, this appointment could be up to 12 weeks afterwards. This is the day your child will start to hear sound through their new device. Your child's audiologist will adjust the settings to match your child's needs and show you how it works. Just like that, your child's world will open up through sound.

A large community of people have been exactly where you are and want to support you and share their stories.

Visit www.cochlear.com/us/connect-with-a-mentor

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<sup>\*</sup> 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.

<sup>\*</sup> In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five. In the United States, the Osia 2 System is cleared for children ages twelve and older. In Canada, the Osia 2 System is approved for children ages five and older.

# Cochlear gives your child more than hearing—we give them 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.



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

www.cochlear.com/us



We have a dedicated team of candidate support members that are ready to answer your questions and assist you in learning more about bone conduction solutions.

candidatesupport@cochlear.com 800 805 3531



### 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 700,000 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 collaborate with leading clinical, research and support networks.

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.

Cochlear Sound Processors are compatible with Apple and Android devices. Cochlear Smart Apps are available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility.

Remote Assist for Baha sound processors is intended for a follow-up adjustment or setup of a replacement or upgrade sound processor for suitable qualified patients based on clinical judgment. Only available at clinics that have enrolled in Remote Care.

For sound processor and app compatibility information visit www.cochlear.com/compatibility

Your clinician might require payment for a Remote Care session once completed. Clinic must be enrolled in Remote Care to participate.

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