



**Parents' Perspective:
The Decision Making Process for
Bone Anchored Hearing Systems for
Children**

October 2015




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Today's Agenda

- Introduction to Oticon Medical
- Bone Anchored Hearing System Overview
- FM/Wireless Possibilities with today's technology
- Melissa Tumblin's Experience
- Ann Pipes' Experience
- Q&A Session




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Course Learning Objectives

- After this course learners will be able to identify the parent consideration process in selecting a bone anchored hearing system for a child.
- Learners will be able to explain how to select and setup an FM system for use in the classroom.
- Learners will be able to identify the various types of FM systems used by most schools.



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The Oticon Medical Company

- Part of William Demant – Global leader in hearing health care
- Oticon Medical's core business is hearing implant solutions
- Headquartered in 3 Locations
 - Copenhagen, Denmark – Close to WDH/Oticon headquarters
 - Gothenburg, Sweden – the "cradle" of bone anchored hearing
 - Nice, France – Technology park at Sophia Antipolis
- Focus on delivering lifelong patient outcomes based on innovative solutions and support

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Our Brand Promise

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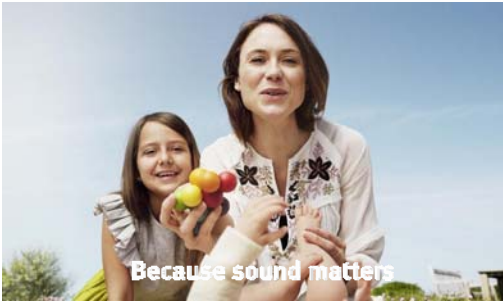
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Understanding Patients
Everything we do starts with patients



- Our founding philosophy is "People First"
- Passion for working closely with patients and understanding their hearing needs and challenges
- Research in close partnerships with real patients and clinics
- Innovations to meet patient's needs in daily life
- Ensure patient testing in product development
- Collaboration with local patient organizations
- Facilitating patient network groups online

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Bone Anchored Hearing Systems

Freedom of choice for superior hearing

- BAHS business division in Gothenburg, Sweden
- First commercial bone anchored launched in 2009
- Fast growing with over 25% of new patients choosing Ponto
- Superior sound quality
 - 2 out of 3 choose Ponto when given the choice


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The Oticon Medical Streamer

Obstacle	How does personal FM help?	Why?
Noise	Reduce background noise	Sound travels directly to the ear, not through contaminated sound and noise.
Distance	Enhance signal	FM technology brings the sound directly to the ear, and it replaces the normal sound reduction over distance.
Reverberation	Provide clear signal	Sound travels directly to the ear, and does not pick up reverberation in the room.

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FM Systems



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The Oticon Medical Community

BoneAnchoredHearingAid.com



facebook.com/OticonMedical

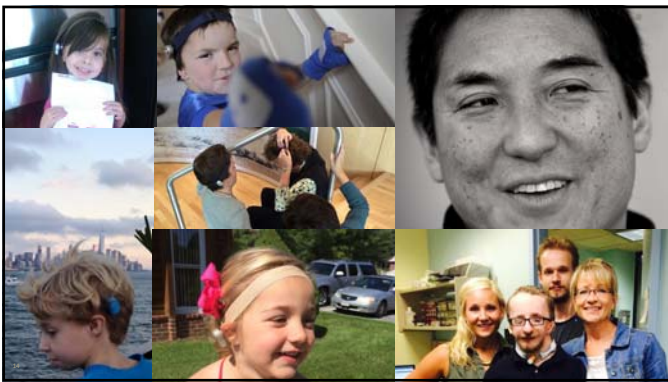
instagram.com/OticonMedical



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Meet Melissa Tumblin



- Founder and Executive Director of the Ear Community
- Mom to Alyssa "Ally" Tumblin, a child born with right sided Microtia and Aural Atresia
- Founder of the Microtia and Atresia Support Group on Facebook
- She has spoken at microtia and atresia surgical conferences and has presented at EAA (Educational Audiology Association) conferences and AudiologyOnline
- Has 15 years of medical device marketing experience marketing electrosurgical devices and laparoscopic instruments

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Meet Ann Pipes

- Mom to Winslow Pipes, a child with a bilateral severe to moderate loss due to Pierre Robin Sequence and Stickler Syndrome
- Founding board member of Little Ears Hearing Center, a non-profit pediatric audiology clinic
- Trained as a parent advocate through the Family Information Network on Disabilities
- Worked as a Guide by Your Side through the Kentucky chapter of Hands & Voices
- Spoken on parent panels Kentucky Hands & Voices and panels sharing parent perspectives and concerns with audiology students



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Let's Get to Know
Melissa & Ally Tumblin



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Meet Ally



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Microtia and Atresia



- Microtia is a congenital deformity affecting the outer ear (pinna) where the ear does not fully develop during the first trimester of pregnancy.
- Aural Atresia is the absence or closure of the external auditory ear canal.

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Conductive Hearing Loss

Right Ear = 75/85dB
Left Ear = normal hearing loss

Still has delays in communication, speech, and in the processing of information

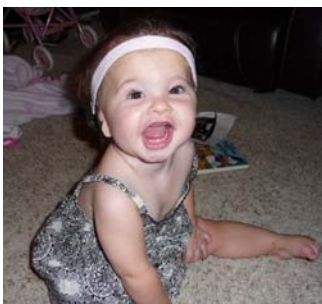
Solutions tried prior to aiding:

1. signing
2. early intervention therapies
3. many appointments and online information

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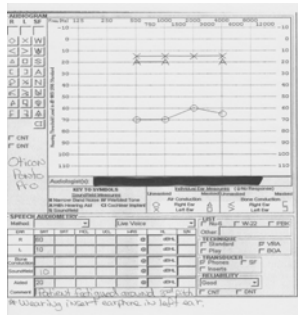
The Beginning of Hearing for Ally



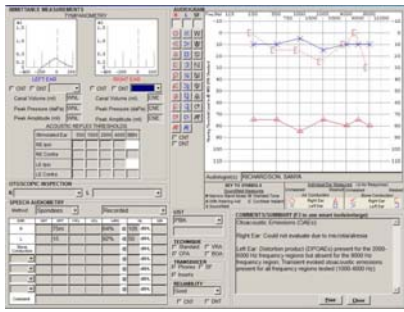
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Conductive Hearing Loss While Aided



Conductive Hearing Loss While Aided



Severe Hearing Loss 75/85dB



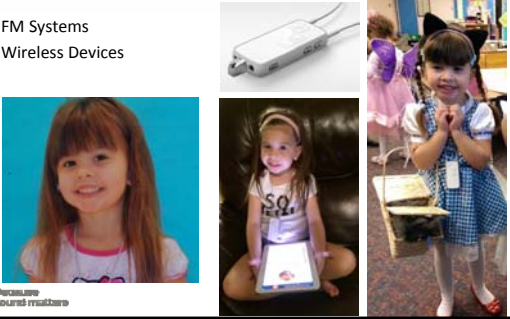
Considerations Along the Way

- Cochlear Americas BP100/Baha 3
- Oticon Medical Ponto Pro
- Sophono Alpha I
- Cochlear Americas Baha 4
- Oticon Medical Ponto Plus




Compatibility with the Ponto Plus

- FM Systems
- Wireless Devices




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Helpful Tips for Wearing a BAHS

- **Soft band head band:**
 - Be persistent, don't give up (set timer)
 - Make it fun (sing, play music, show pictures)
 - Wear when in an upright position
 - Make it easy (remove during eating)
 - Wear during distractions (zoo, mall, stores)
 - Know that a BAHS can only help, not hurt

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Make it Fun!



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Let's Get to Know
Ann & Winslow Pipes

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Winslow Pipes

- Failed newborn hearing screen
- Multiple medical issues — “deaf plus”
- Diagnoses and impact on hearing issues
- What were the *best* solutions for his hearing issues?

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Degree of Hearing Loss

2010 Audiogram

2015 Audiogram

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Not Too Many Options at First...



Divino

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Intenso



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Leading Up to Surgery



Tried the Ponto Pro Power on a soft band alongside the BP110


Leading Up to Surgery



Considerations for Choice:

- Quality of sound
- "loud enough"
- Feedback issues/lack of
- Non-proprietary post
- Customer service
- Ease of use – battery door

The Surgery




Surgery Considerations


- Sedation
- Vanity
- Quality of sound

• A success on all accounts! A few months after recovery and activation, he asked to have his left side implanted.

• Now, Winslow wears an implanted Ponto Pro Power on the right side and an implanted Ponto Plus Power on the left.




How Does Winslow Use His Ponto Today?



At School...

- Streamer connected with Bluetooth microphone worn by his teacher
- Streamer connected with Bluetooth or audio cable to iPads, laptops, desktop computers and other electronic devices in the classroom that would typically use headphones
- Bilateral implants allow him to listen to comments from ALL sides—in classroom, cafeteria and in group work settings
- Bilateral implants also allow him to be connected to the teacher on one "side" and still hear background and incidental conversations on the other



How Does Winslow Use His Pontos Today?

• At Home...

- Streamer connected with Bluetooth to iPod or iPad to listen to music or watch videos
- Streamer connected via the ConnectLine box to watch TV
- Streamer connected to cellphone to talk with friends and relatives



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Get In Touch with Oticon Medical

- Website: OticonMedical.com
- Blog: BoneAnchoredHearingAid.com
- Community: facebook.com/OticonMedical
- Email: info@OticonMedicalUSA.com
- Call: 1-888-277-8014

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