

Sound Partnership™ was developed by Cochlear™ to bring the miracle of sound to more people with hearing loss — A true partnership and comprehensive program to assist clinics in becoming more efficient throughout the entire continuum of patient care. Here is a six month update to share some of the successes of Sound Partnership.

Revolutionizing CI Audiology

Hear Always

See why one clinic is calling Hear Always “the most significant introduction of services in the hearing health industry in the last decade”

- Did You Know?*
- Hear Always currently supports 53% of our entire U.S. CI recipient base through participating clinics
 - Hear Always removes more than \$2,500,000 in un-reimbursed costs annually across the U.S.
 - Hear Always reduced the incidence of no fault found sound processor RMAs for a leading implant clinic by 50%.
 - Services now available in Spanish

Mini Case Study

Impact of Hear Always on U.S. CI clinics

Clinic Type	Implants/yr	Hear Always contacts/mo	Annual Un-reimbursed Clinician hours saved
Teaching Hosp.	125	72	290
Private Clinic	60	39	160
Pediatric Hosp.	75	15	57

“Our patients really like the Hear Always program, ... They always know that we are here for them but so is Cochlear! We tell them we have “grown our team!” And they love it!”

Jan Gilden, M.A., Executive Director, Houston Ear Research Foundation

Business Solutions & myCochlear.com

The future “one stop shop” of Cochlear

A user-friendly, feature rich and secure online shopping experience, designed to ease the administrative burdens for clinicians.

Currently Available	Coming Soon
Order Nucleus®, Baha® and accessory products	Register CI & Baha recipients rapidly
Track all orders and payment history	Track service requests and view warranty status
Browse product catalogue with up to date pricing information online	Securely manage recipients and clinic account information online
Share orders between Purchasing and Audiology	Receive notifications upon order submission, fulfillment, and order shipment

Did You Know?

- **More than 70** clinics are now signed up for myCochlear.com
- The largest order placed on myCochlear.com to date: **42 Nucleus cochlear implants**

The value that myCochlear.com brings to the clinics is:

- **Security** — Secure online order processing
- **Peace of mind** — Order accuracy, notifications and order tracking
- **Simplicity** — One single location to manage your business interactions with Cochlear

“myCochlear.com allows us to track what’s been ordered by a patient, track the number of implants remaining on our bulk purchase orders, and helps the O/R to know when its time to reorder.”

Kevin Franck Ph.D., M.B.A., CCC-A (CHOP)

Freedom from Reimbursement Barriers

The reimbursement program provides billing services for Medicare and Medicaid patients.

In the last year Reimbursement Services:

- Billed for **13,913 patient orders**
- Devoted more than **18,000 hours** to ensure recipients have the opportunity to hear



A specialized division of Reimbursement

- Cochlear insurance experts help patients understand healthcare coverage and payment
- OMS will support more than 600 Nucleus and Baha patients in 2007
- Often patients seeking approval for implantable hearing devices would be denied coverage without the contribution of the OMS team and their dedication to Hear Now. And Always.

Providing training to offer recipients the best continuum of care

Nearly 5,000 hearing and educational professionals, parents and recipients trained on topics ranging from "The Importance of Early Intervention," "Hands-on Surgical Techniques," and "Back to School Needs for Children with Cochlear Implants."

Number of trained professionals in the U.S.

2,620	HOPE Seminars for hearing and educational professionals
900	Literacy workshop on reading skills development techniques
700	Educational seminars across the country focusing on the importance of Early Intervention
435	Surgical Support & Training improving surgical techniques and outcomes
160	Audiological Workshops developing audiological skills to care for recipients

Does Sound Partnership make a difference?

Nearly 5,000 professionals trained annually

Helping more than 600 people with obtaining insurance approval annually

Removing \$2,500,000 of un-reimbursed costs annually

myCochlear.com — providing efficient business tools to reduce administrative burdens for clinics

Billing Medicare/Medicaid for 13,000 patient orders annually

Troubleshooting technical issues directly with recipients

