



FOR PROFESSIONALS



A better fit starts inside:
 How the BCDrive™ transducer technology in the Baha® 5 System
 helps clinicians confidently fit more patients with bone conduction

Hear now. And always



Learning Goals:



- Bone Conduction Candidacy Criteria
 - List the challenges professionals face when fitting patients with conventional bone conduction solutions
- Conventional vs BCDrive transducers
 - Compare and contrast conventional transducer technology with BCDrive transducer technology
 - Describe how BCDrive transducer technology improves the patient hearing experience
- The Baha® 5 System: Enabling the total package of benefits
 - Key features of the Baha 5 System
- The Baha 5 System: Supporting Clinical Evidence
 - Understanding patient preference and why

Cochlear's Mission

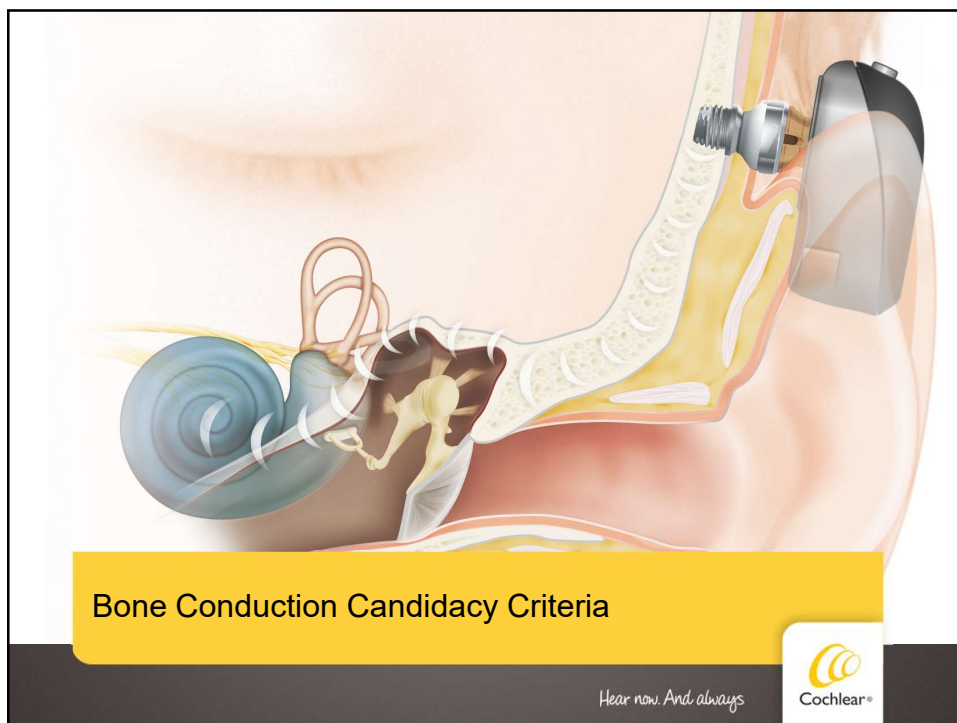


We help people hear and be heard.

We **empower** people to connect with others and live a full life.

We **transform** the way people understand and treat hearing loss.

We **innovate** and bring to market a range of implantable hearing solutions that deliver a lifetime of hearing outcomes.



Candidates for bone conduction systems



Patients with conductive, mixed hearing loss or single sided sensorineural deafness (SSD) can benefit from a bone conduction hearing implant* with:

- Excellent hearing outcomes¹
- Predictable and cost-effective^{1,2}
- Utilizes the patient's hearing nerve
- No risk for further damage to the hearing
- Open ear canal, no irritating earmold

Possible causes of hearing loss
Atresia/Microtia
Otitis Media
Cholesteatoma
Otosclerosis
Syndromes, such as: Treacher Collins, Down Syndrome, Cleft lip and palate
Trauma / Ototoxic drugs
Acoustic Neuroma
Viral infections
Meniere's disease

*In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of 5.

1. Evans AK, Kazahaya K. Canal atresia: "Surgery or implantable hearing devices? The experts question is revisited" Journal of Pediatric Otolaryngology 2007; 71, 367-374.

2. Watson GJ, Silva S, Lawless T, Harding JL, Sheehan PZ. Bone anchored hearing aids: a preliminary assessment of the impact on outpatients and cost when rehabilitating hearing in chronic suppurative otitis media. Clinical otolaryngology 2008.

More than just power

Regardless of the indication or reason for hearing loss, patient needs go beyond simply having sufficient power from their bone conduction system.¹⁻⁴

1. Olsen SO, Glad H, Nielsen LH. Comparison of two bone anchored hearing systems: BP100 and Ponto Pro. Int J Audiol 2011;50:920-6.
2. Bolman AJ, Snik AF, Hoj MK, Mylanus EA. Evaluation of a new powerful bone anchored hearing system: a comparison study. J Am Acad Audiol 2013; 28:1119-27.
3. Hill Fathen P, Roberts SA, Casals R. Digital processing technology for bone-anchored hearing aids: randomised comparison of two devices in hearing-impaired children of conductive hearing loss. J Laryngol Otol 2014; 128:119-27.
4. Busch S, Glue T, Lenz T, Meier H. Comparison of Audiologic Results and Patient Satisfaction for Two Osseointegrated Bone Conduction Devices: Results of a Prospective Study. J Am Acad Audiol 2013; 28:99-107.

Expectations on modern solutions



- Comfortable natural sound
- Discreet, easy to care for solution
- Improved speech understanding, especially in noisy, reverberent conditions
- Connections with a variety of electronic and mobile devices
- Assurance that the solution will be safe and effective over time, even as hearing needs change



AESTHETIC
DESIGN

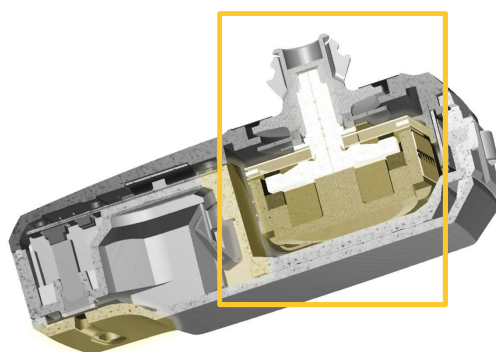


RELIABLE
PERFORMANCE



EASE
OF USE

Source: market research and post market surveillance for hearing implant systems



BCDrive
transducer



Conventional
transducer

Conventional vs BCDrive Transducers

Hear now. And always

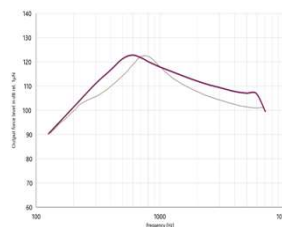
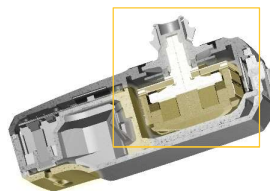


Maximize power through the transducer



The transducer is a powerful engine and the "heart" of the processor

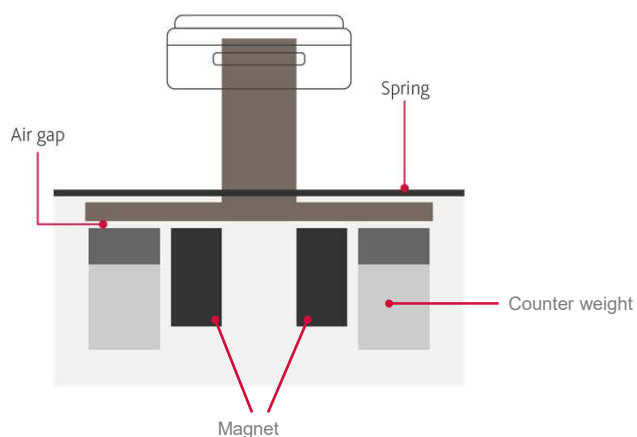
- A transducer plate and counterweight is pulled up or pushed down as electromagnetic force is applied via magnets with changing polarities.¹
- Distance between the transducer plate and magnets is called the air gap. This needs to be carefully balanced with a spring for good performance and overall reliability.¹
- Larger magnets and counter weight = more electromagnetic force = more power¹
- Highest power output in the system is at the resonance peak¹
- Increasing power requires more input current¹



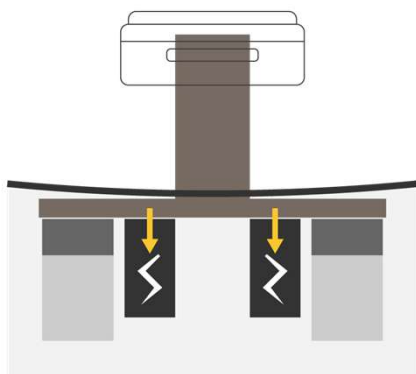
Representative frequency response for two different transducers

¹. Flynn, MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.

Conventional transducer technology



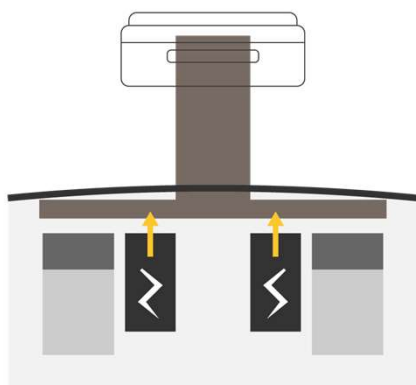
Active movement



Movement

- Dynamic magnet attracts or repels transducer plate
- Reversing polarity will either pull transducer plate towards magnet or push it from the magnet

Active movement



Movement

- Dynamic magnet attracts or repels transducer plate
- Reversing polarity will either pull transducer plate towards magnet or push it from the magnet

Drawbacks with the conventional design



- Relatively poor size to effect ratio
 - Makes it difficult to create a small sound processor with sufficient power
 - Makes more powerful sound processors very power-hungry resulting in poor battery lifetime
- Relatively poor reliability
 - Due to asymmetry, the spring maintaining the air gap may collapse leading to transducer failure
 - Deformation of the spring or other damage to the internal mechanism can cause sound quality to deteriorate over time

What this could mean for the patient



It may be harder to provide a satisfactory solution that meets patient expectations

- Larger, less discreet processors
- Limited available gain in HF and LF to meet power level for fitting range
- Risk for distorted or unnatural sound
- Costly to maintain
- More difficult to fit patients with greater hearing losses due to risk of feedback when power levels (and electromagnetic forces) rise



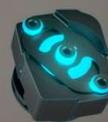
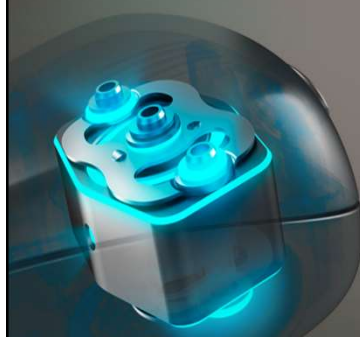
How do we address a patient's need for hearing via bone conduction without compromising on aesthetics?

BCDrive transducer technology



Cochlear's BCDrive transducer technology is a significant advancement over the conventional transducer in terms of design.

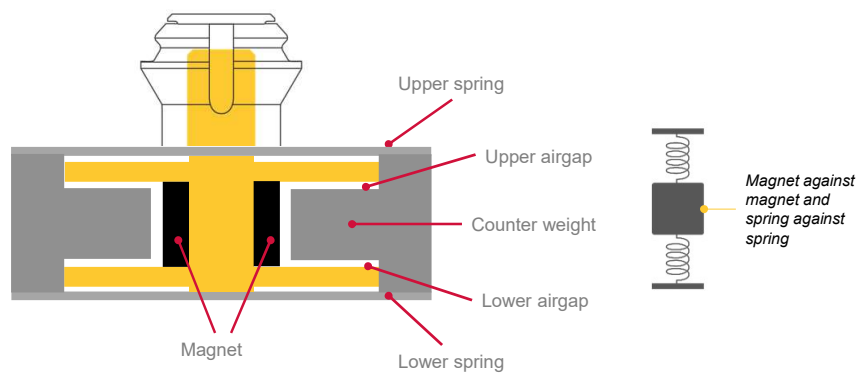
As part of the Baha 5 System, this improved design¹ makes it easier for clinicians to achieve a better hearing outcome for the patient.^{2,3}



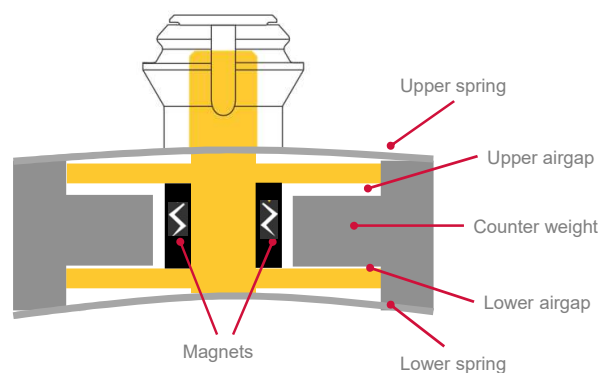
BCDrive transducer

1. Gustafsson J. BCDrive performance vs. conv. bone conduction transducer. Cochlear Bone Anchored Solutions AB. 629908, 2015.
2. Brassington, W., Leese, D., Marley, S., Flynn, M. & Johnson, I. Hearing outcomes from upgrading to the Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB. 0799853, 2016.
3. Ray J. Evaluation of audiological outcomes and subjective benefits of Cochlear Baha® 5 SuperPower Sound Processor on the Baha® Attract™ System. Paper presented at, Oses2017, Nijmegen, NL.

BCDrive technology



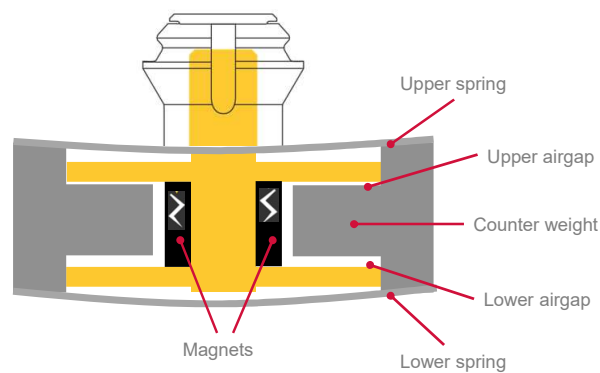
BCDrive technology



Movement

- Dynamic magnet attracts and repels counter weight

BCDrive technology



- Having two springs balancing each other allows symmetric movement
- Symmetric movement → more efficient transducer
- Increased efficiency allows size reduction or increase in power
- Increased efficiency reduces battery drain

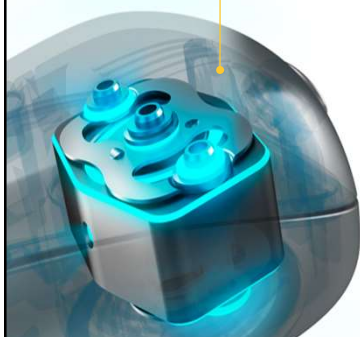
Better from the inside with BCDrive



- More power¹
- Less distortion²
- More reliable³
- Smaller size, twice as efficient³



BCDrive transducer



1. Flynn, MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.
2. Gustafsson J. BCDrive performance vs. conv. bone conduction transducer. Cochlear Bone Anchored Solutions AB, 629908, 2015.
3. BCDrive reliability vs. conv. bone conduction transducer. Cochlear Bone Anchored Solutions AB, DB44105, 2016.

More power across the frequency range

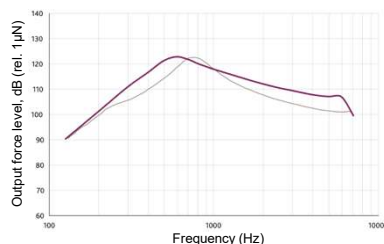


Higher Maximum Power Output (MPO)

The smoother frequency response improves access to useable gain in both high and low frequencies, offering clear crisp sound with lower risk of feedback or artefacts¹



BCDrive technology



OFL90 Baha Connect System
measured on skull simulator TU1000.
— Baha 5 Power Sound Processor
— Baha BP110 Power Sound Processor

1. Flynn, MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.

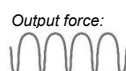
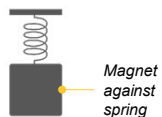
Designed for clearer sound



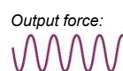
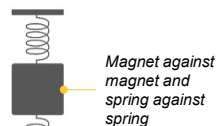
In the BCDrive transducer, the spring and magnet forces are symmetrical. This produces a clearer signal compared to a traditional asymmetrical transducer design¹.



Asymmetric transducer:
(conventional design)



Symmetric transducer:
(BCDrive design)



1. Flynn, MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.

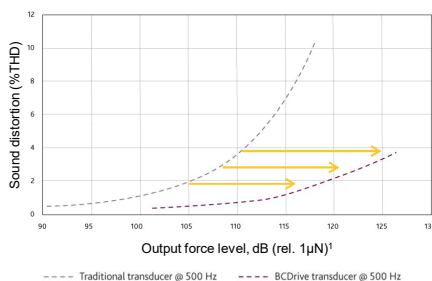
More power with less distortion



The BCDrive delivers significantly more power at the same distortion level compared with the traditional transducer design.¹

15 dB

More power at the same distortion level¹



1. Gustafsson J. BCDrive performance vs. conv. bone conduction transducer. Cochlear Bone Anchored Solutions AB, 629908, 2015.

At least 30%

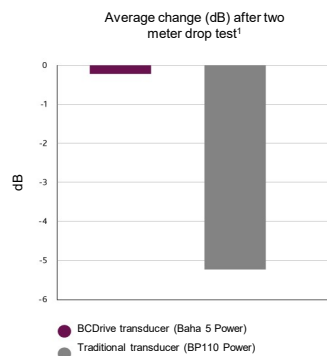
less distortion at the same power level¹

More robust and reliable technology



The BCDrive transducer is Cochlear's first transducer designed for and built using high-precision robots

The new balanced design, together with the accuracy of the fully-automated production process, makes it Cochlear's most robust and reliable transducer to date.¹



1. BCDrive reliability vs. conv. bone conduction transducer. Cochlear Bone Anchored Solutions AB, D844105, 2016.

Industry's best power-to-size ratio



The BCDrive transducer is twice as efficient compared to the previous generation.¹

**Half the size,
same power output**



BCDrive transducer
Baha 5 Sound Processor



Conventional transducer
Previous generation

**Same size,
twice as efficient**



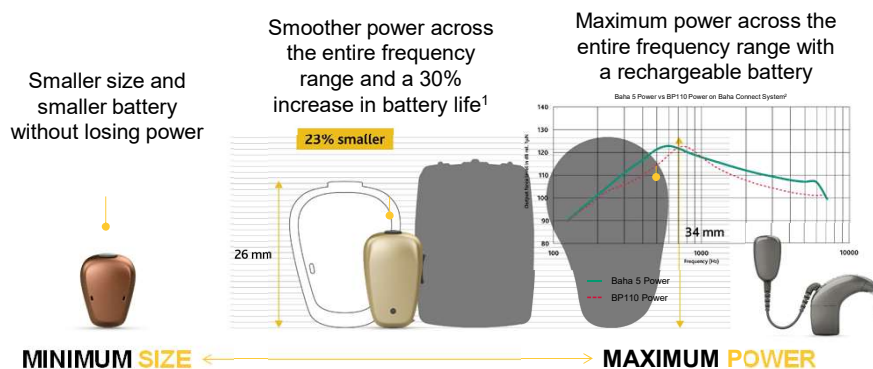
BCDrive transducer
Baha 5 Power & Baha 5 SuperPower

1. Flynn, MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.

Using efficiency to meet the unique needs of patients



The different applications of BCDrive technology deliver patient benefits across the entire Baha 5 portfolio.

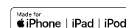


Available in every Baha 5 sound processor



Baha 5 System sound processors share the same unique technology building blocks to deliver a smart and seamless hearing experience to all patients.

- The industry's smallest sound processor.¹
- The only smart processors with direct-to-device wireless streaming and control.
- Two power sound processors including the industry's most powerful solution.²



1. Flynn MC. Smart and Small – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.
2. Norman, J. Review of fitting ranges. Cochlear Bone Anchored Solutions AB, D773528, 2015.

Compatible with every Baha 5 connection



Baha 5 System sound processors can be fit non-surgically with Softband or SoundArc, or as part of an implantable solution in either a direct or under-the-skin connection.

- Suitable for conductive and mixed hearing loss, as well as SSD¹
- Up to 20dB more power in high frequencies for Baha Attract² compared to the previous generation
- BI300 is the stable foundation³ for both Baha Connect and Baha Attract



75,000
patients worldwide



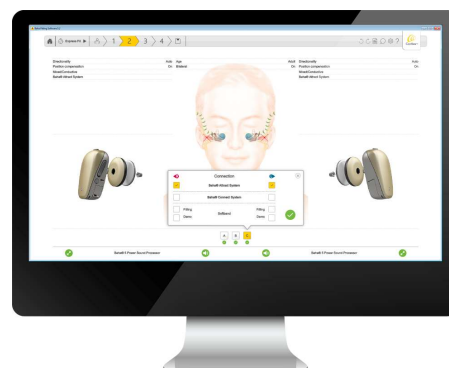
1. Norman, J. Review of fitting ranges. Cochlear Bone Anchored Solutions AB. D773528. 2015.
2. Baha 5 SuperPower compared with BP110 Power (both on the Baha Attract System) at 6,000 Hz.
3. Cochlear Bone Anchored Solutions AB, Mölndycke, Sweden. Long term stability, survival and tolerability of a (novel) Baha® implant system. In: ClinicalTrials.gov [Internet]. Bethesda (MD): National Library of Medicine (US). [Cited 2016 Jan 6]. Available from: <https://clinicaltrials.gov/ct2/show/NCT02092010>. NLM Identifier: NCT02092010.


Confident fitting without hidden compromise



Baha Fitting Software delivers clear and transparent guidance for a clinically achievable outcome for a patient when fit with a Baha 5 sound processor.

- BC Select and Cochlear Baha Prescription optimise gain based on patient's unique configuration
- Dual Track Feedback Management minimizes gain-limiting feedback
- EveryWear™ options offer flexibility when fitting greater hearing losses with Baha 5 SuperPower





The Baha 5 System: Enabling the Total Package of Benefits

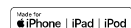
Hear now. And always.



Better aesthetics, no bulky extras



- Industry's smallest, smartest and most powerful portfolio with excellent patient ratings in sound quality and performance¹⁻³
- Low profile processors naturally blend into the hair
- Head-worn processor options for under-the-skin and direct systems
- Automatic signal processing adapts seamlessly, reducing need for manual adjustment
- Smart connectivity for discreet ways to control the hearing experience in noise or reverberant conditions



1. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Flynn M. Summary of the Cochlear Baha 5 Clinical Development. Cochlear Bone Anchored Solutions AB, D842564, 2015.
2. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Hansson I. Summary of the Cochlear Baha 5 Power Clinical Development. Cochlear Bone Anchored Solutions AB, D831708, 2016.
3. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Hansson I. Summary of the Cochlear Baha 5 SuperPower Clinical Development. Cochlear Bone Anchored Solutions AB, D831707, 2016.

Easy connectivity in the clinic and at home



- Made for iPhone, for discreet control and streaming
- Hands-free, neck-loop free use of mobile phones and other devices with True Wireless™ accessories
- Android™ and iPhone® compatible* Baha 5 Smart App for quick control and monitoring of processor



* Compatibility with specific smartphone models can vary, consult www.cochlear.com for latest information



Incredibly powerful performance



- Industry's most powerful bone conduction system¹, Baha Connect is suitable for up to 65 dB SNHL
- Industry's most powerful non-skin penetrating system¹, Baha Attract offers hassle-free hearing with minimal care²
- Proven transition pathway³ between systems based on the safe and reliable B1300 Implant⁴ if needs change



1. Brassington, W., Leese, D., Marley, S., Flynn, M. & Johnson, I. Hearing outcomes from upgrading to the Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB. D79853, 2016.
 2. Briggs R, Van Hasselt A, Lutz M, Goycoolea M, Wigren S, Weber P, Smeds H, Flynn M, Cowan R. Clinical performance of a new magnetic bone conduction hearing implant system: results from a prospective, multicenter, clinical investigation. *Otol Neurotol*. 2015;36(5):834-41.
 3. Wigren S, Weber P. Clinical guidance and considerations for successful outcomes with the Cochlear Baha Attract System. Mölndycke, Sweden: Cochlear Bone Anchored Solutions AB; 2014. Paper E83356.
 4. Cochlear Bone Anchored Solutions AB, Mölndycke, Sweden. Long term stability, survival and tolerability of a (novel) Baha® implant system. In: *ClinicalTrials.gov* [Internet]. Bethesda (MD): National Library of Medicine (US). [Cited 2016 Jan 6]. Available from: <https://clinicaltrials.gov/ct2/show/NC02092610>. NLM Identifier: NCT02092610.

Ideal for even the smallest heads



Baha Softband provides early access to sound and supports language development in children.^{1,4}

- Small, lightweight processors
- Made for iPhone for easy iPad® play
- True Wireless™ and FM compatibility improves hearing at home and in noisy classrooms^{2,5}
- Baha SoundArc for children that don't want to use Softband for aesthetic reasons
- Baha SoftWear™ pad* for a more comfortable hearing experience³
- Long lasting battery life⁵

Safe and effective⁴ solution for pediatrics



* Baha SoftWear Pad is registered under the name Baha Softpad for Softband

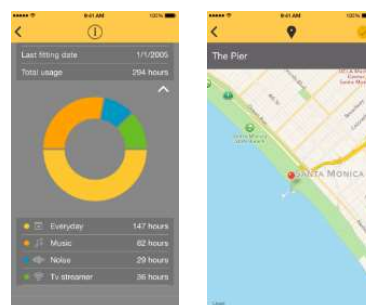
1. Flynn MC, Furlund H. Design concept and technological considerations for the new Baha Softband. Cochlear Bone Anchored Solutions AB. 031194. 2015.
2. Wolfe J, Menzio M, Schaller E. Improving hearing performance for cochlear implant recipients with use of a digital Wireless remote-microphone, audio-streaming accessory. J Am Acad Audiol. 2015 Jun;26(6):512-9.
3. Flynn MC, Furlund H. Design concept and technological considerations for the new Baha Softband. Cochlear Bone Anchored Solutions AB. 031194. 2015.
4. Christensen L, Smith-Olinic L, Kimberlin J, Richter GT, Domhoff J. Comparison of traditional bone-conductor hearing aids with the Baha system. J Am Acad Audiol. 2010;21(4):267-73.
5. Brassington W, Lesea D, Marley S, Flynn M & Johnson I. Hearing outcomes from upgrading to the Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB. 070953. 2015

High level of caregiver assurance



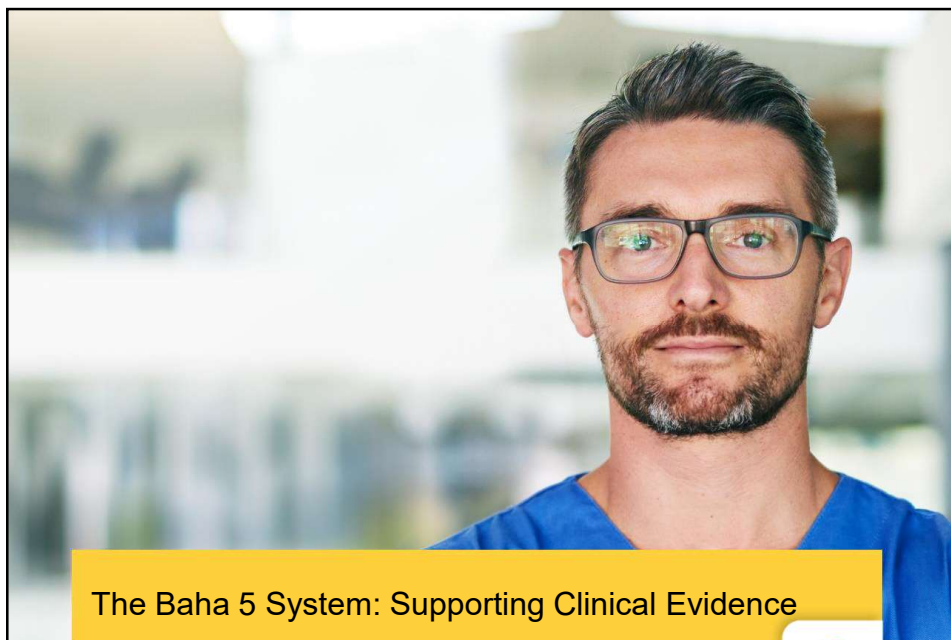
Baha 5 System offers parents and caregivers secure ways to control and monitor a patient's processor.

- Tamperproof door
- LED*
- Button lock
- Dongle-free wireless connectivity – nothing goes around the child's neck
- Smart App with Datalogging, Find my processor feature and Status Update for processor information




Works for iPhone | iPad | iPod

* only available in Baha 5 Power and Baha 5 SuperPower




The Baha 5 System: Supporting Clinical Evidence

Hear now. And always




Patient preferred design



When comparing design with two other commercially available processors, 48 out of 52 patients preferred the aesthetics of the Baha 5 Sound Processor.¹

92%
of patients prefer the Baha 5 Sound Processor design¹



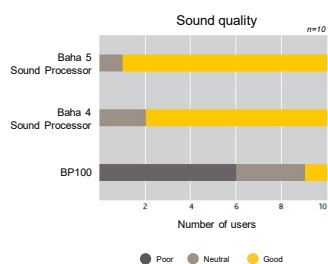
1. Hedin A, Andersson J, Agst T, Hoffmann J, Flynn M. The Clinical Investigations behind the Smart and Small Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB, D733871, 2015

Patient preferred sound quality



During clinical study and without knowledge of size and cosmetic benefits, 7 out of 10 patients preferred the sound quality of a sound processor with BCDrive technology¹, and 9 out of 10 rated sound quality as good.¹

7 out of 10
patients prefer the
clearer richer sound
of a Baha 5 Sound Processor¹



When comparing the sound processors in a single-blind test, 9/10 patients rated sound quality as "good" when using the Baha 5 Sound Processor.¹

1. Hedin A, Andersson J, Agst T, Hoffmann J, Flynn M. The Clinical Investigations behind the Smart and Small Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB, D733871, 2015

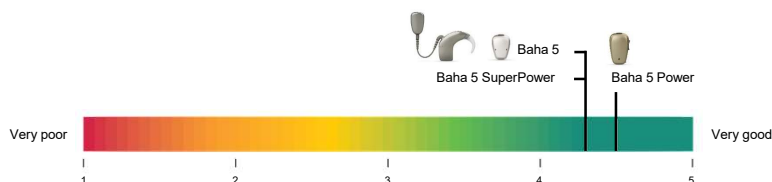
Very good sound quality



In listening tests, patients consistently rate sound quality of the Baha 5 sound processors as good to very good.¹⁻³

On average, all processors rated

4.3
or higher¹⁻³



1. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Flynn M. Summary of the Cochlear Baha 5 Clinical Development. Cochlear Bone Anchored Solutions AB, D842564, 2015.
2. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Hansson I. Summary of the Cochlear Baha 5 Power Clinical Development. Cochlear Bone Anchored Solutions AB, D931700, 2016.
3. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Hansson I. Summary of the Cochlear Baha 5 SuperPower Clinical Development. Cochlear Bone Anchored Solutions AB, D931707, 2016.

Very good speech understanding

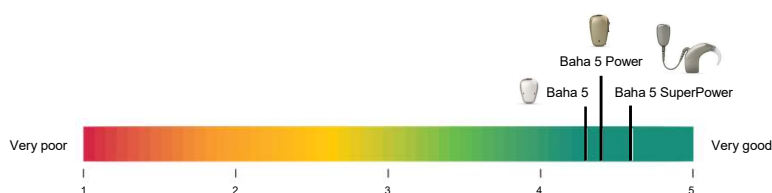


In listening tests, patients consistently rate speech understanding with the Baha 5 sound processors as good to very good.¹⁻³

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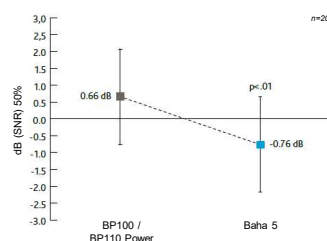


1. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Flynn M. Summary of the Cochlear Baha 5 Clinical Development. Cochlear Bone Anchored Solutions AB, D842594, 2015.
2. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Ivarsson I. Summary of the Cochlear Baha 5 Power Clinical Development. Cochlear Bone Anchored Solutions AB, D831708, 2016.
3. Hedin A, Andersson J, Agst T, Hoffmann J, Björk T, Ivarsson I. Summary of the Cochlear Baha 5 SuperPower Clinical Development. Cochlear Bone Anchored Solutions AB, D831707, 2016.

Upgrading the hearing experience



Multicenter investigation demonstrates that significant benefits in terms of patient hearing performance can be achieved by upgrading to the Baha 5 Sound Processor.¹



Excellent SSQ12-C ratings¹

significantly better hearing experience across all measures of speech, spatial and qualities of sound in favor of Baha 5

"... the BCDrive transducer combined with improved feedback control enabled improved audibility of lower intensity high frequency speech sounds..."

The increase in available gain, particularly for soft sounds, most likely was the reason for improved performance on the speech recognition."¹

11%

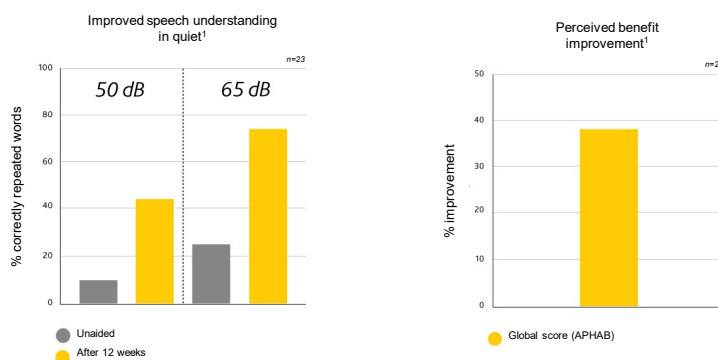
increase in recognition of speech in challenging listening situations.¹

1. Brassington, W., Leese, D., Marley, S., Flynn, M. & Johnson, I. Hearing outcomes from upgrading to the Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB, D709053, 2016.

Significantly improved hearing outcomes



Results from a multicenter clinical study demonstrate significantly improved outcomes for patients with mixed hearing loss using the Baha Attract System with a Baha 5 SuperPower.¹



1. Ray J. Evaluation of audiological outcomes and subjective benefits of Cochlear Baha® 5 SuperPower Sound Processor on the Baha® Attract™ System. Paper presented at: Osseo2017, Nijmegen, NL.

Improved demo experience with SoundArc



Results from controlled market release in Europe and US show improved patient confidence and motivation to continue with a bone conduction solution after trial on SoundArc.¹

- Excellent comfort
- Great sound quality
- Stylish aesthetics
- Strong retention
- Easy to use
- Good speech understanding

Scores of at least

4/5

in all demo ratings¹



1. First clinical experiences with Baha SoundArc. Cochlear Bone Anchored Solutions AB, D1247007, 2017.



Clinical confidence by design

BCDrive technology offers significant and proven benefits over the traditional transducer design¹ giving professionals more confidence to:

- **Holistically address patient needs** with a clinically proven system²⁻³
- **Provide an improved hearing experience¹⁻³** no matter how the patient connects
- **Deliver significant hearing benefit⁴**, even if the patient's needs change over time



1. BCDrive reliability vs. com: bone conduction transducer. Cochlear Bone Anchored Solutions AB, DB44105, 2016.
2. Brassington, W., Leese, D., Marley, S., Flynn, M. & Johnson, I. Hearing outcomes from upgrading to the Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB, D759553, 2016.
3. Ray, J. Evaluation of audiological outcomes and subjective benefits of Cochlear Baha® 5 SuperPower Sound Processor on the Baha® Attract™ System. Paper presented at: Otolite2017, Nijmegen, NL.
4. Wigren, S., Weber, P. Clinical guidance and considerations for successful outcomes with the Cochlear Baha Attract System. Mölndals, Sweden: Cochlear Bone Anchored Solutions AB; 2014. 128 pp.

Satisfaction for more patients, more often¹⁻²

Baha 5 System improves the hearing experience and is the smart solution for clinicians to help patients:

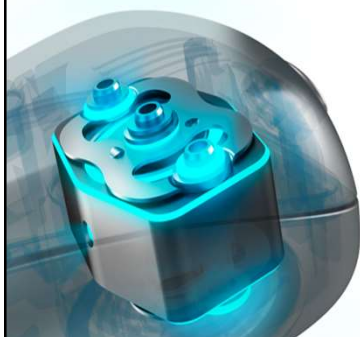
- **Hear better and communicate easier** with the world around them, especially in noise¹⁻²
- **Spend more time on-air**³ with less worry for daily care and maintenance⁴⁻⁵
- **Become more confident** with how they look and feel when hearing to be more socially engaged⁶

1. Brassington, W., Leese, D., Marley, S., Flynn, M. & Johnson, I. Hearing outcomes from upgrading to the Baha® 5 Sound Processor. Cochlear Bone Anchored Solutions AB, D799853, 2016.
 2. Ray, J. Evaluation of audiological outcomes and subjective benefits of Cochlear Baha® 5 SuperPower Sound Processor on the Baha® Attract™ System. Paper presented at: Ossec2017; Nijmegen, NL.
 3. BCOne reliability vs. com: bone conduction transducer. Cochlear Bone Anchored Solutions AB, D364105, 2016.
 4. Khan, M., Johnson, I. Clinical outcomes of sixty five consecutive Dermalock BA400 abutment Presented at 15th British Academic Conference in Otolaryngology (BACO), July 2016 Liverpool, U.K.
 5. Briggs, R., Van Hasselt, A., Luntz, M., Goyard, M., Wignen, S., Weber, P., Smeets, H., Flynn, M., Cowan, R. Clinical performance of a new magnetic bone conduction hearing implant system: results from a prospective, multicenter, clinical investigation. Otol Neurotol, 2015;36(5):834-41.
 6. First clinical experiences with Baha SoundArc. Cochlear Bone Anchored Solutions AB, D1247007, 2017.



So when it comes to getting a better fit
with a bone conduction system...

... start from the inside!





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In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of 5.

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Hear now. And always



Hear now. And always

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