






ADHEAR

A REVOLUTION IN BONE CONDUCTION TECHNOLOGY


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Disclosures

Financial – Employee of MED-EL Corporation. Paid consultant for HIMSA

Non-financial – member AAA, ASHA








Learning objectives

– After this course, participants will be able to:

- identify and name the main components of the ADHEAR audio processor
- describe the correct placement, and typical longevity of the ADHEAR adhesive adapter
- describe the four key advantages of the ADHEAR system
- describe candidacy for MED-EL's ADHEAR system



MED-EL Mission

To overcome hearing loss as a barrier to communication and quality of life.

We effectively yet gently restore hearing by offering a comprehensive set of intact-skin hearing solutions.

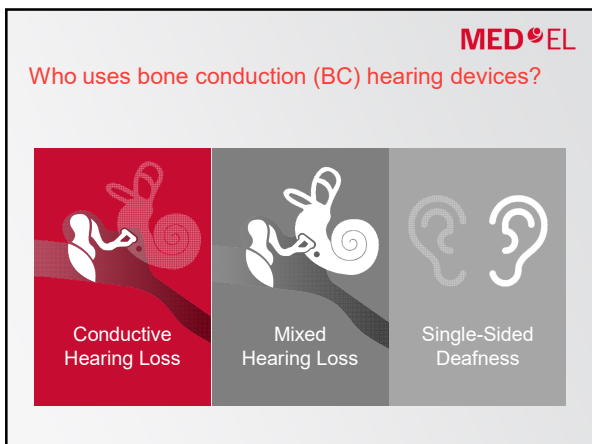
We thus provide best benefit to individuals with a hearing loss - today, tomorrow, worldwide.

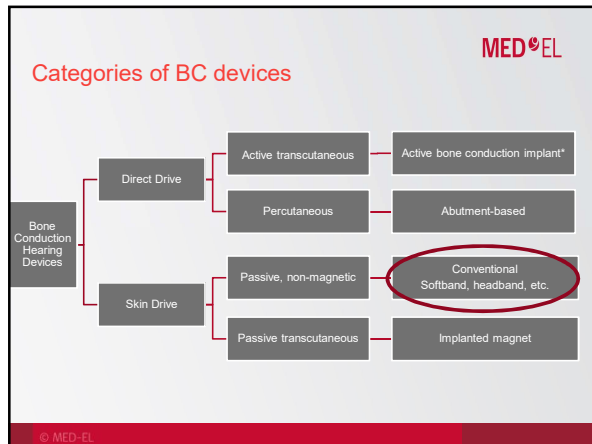
MED-EL Subsidiaries & Implantations Worldwide

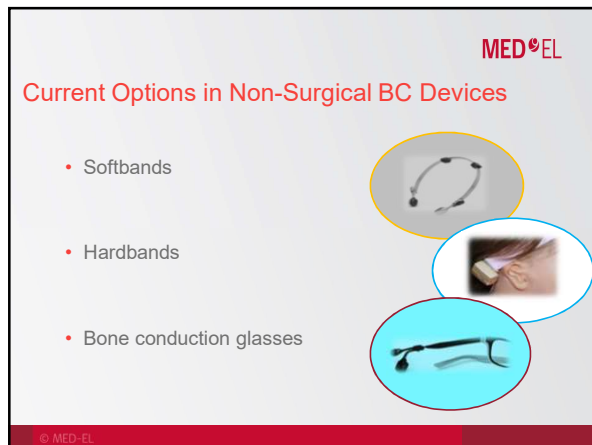
MED-EL: The Hearing Company











Category review:

Conventional BC options

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DISCOMFORT


RELIABILITY ISSUES

POOR COSMETIC APPEAL


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Impact of discomfort, reliability issues, and poor cosmetic appeal



Limited daily wear-time



Rush to a more permanent solution




Some patients are lost to follow up – Simply walk away

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Current Options in Non-Surgical BC Devices

- Softbands
- Hardbands
- Bone conduction glasses



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We need a better non-surgical option

- Easier
- More comfortable
- More reliable
- Better cosmetics
- Suitable for a broad age range



✓ More comfortable

✓ More reliable

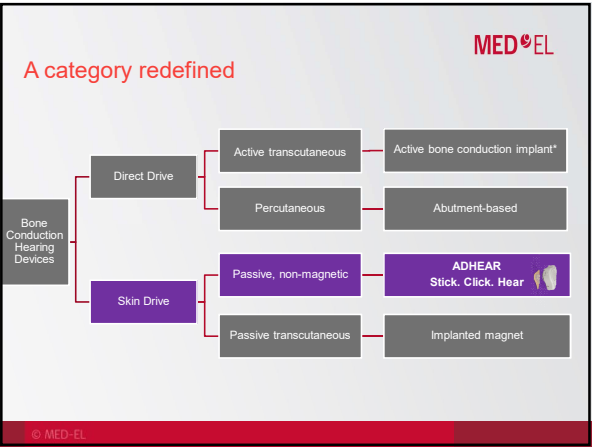
✓ More appealing

✓ Easier

✓ Non-Surgical

✓ For a broad age range





Video

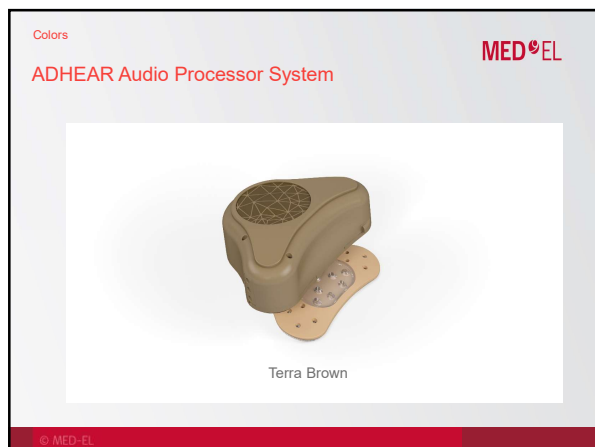
How ADHEAR works

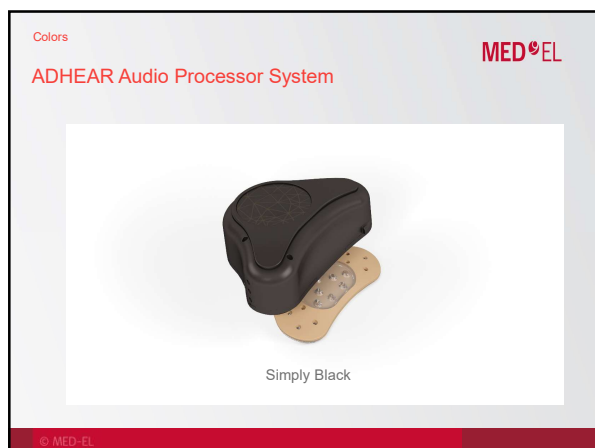


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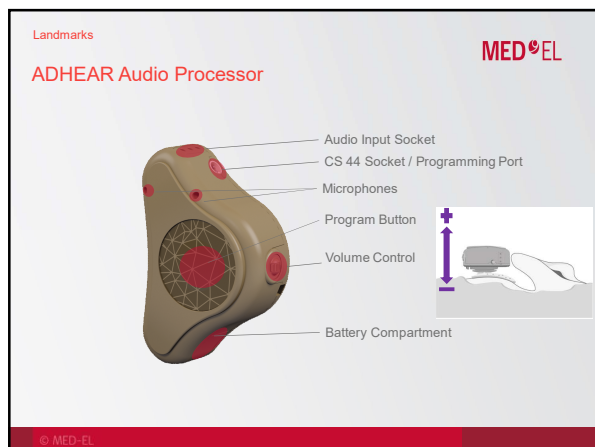
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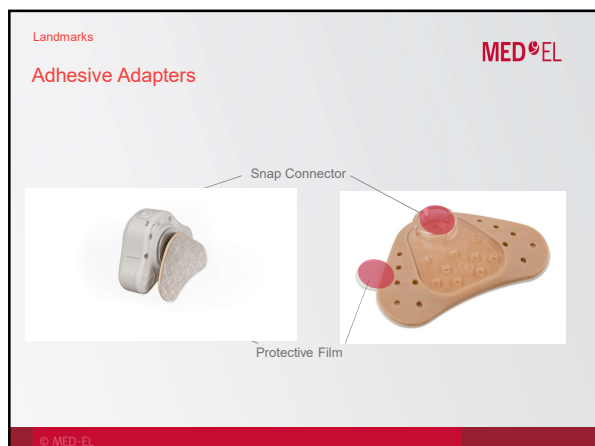




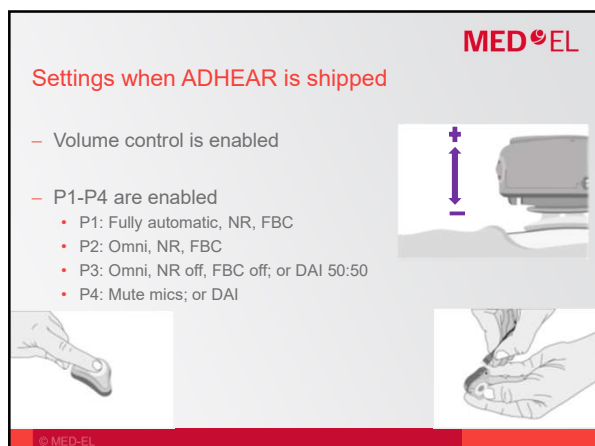












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ADHEAR: A revolution in BC technology

NO PRESSURE

LONG-TERM USE OF AN ADHESIVE ADAPTER

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No Pressure

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#1: Minimizing the mass of the skin-contact plate

Maximizes the efficiency of sound energy transferred to the bone

< 15g

Large mass contact plate & headband arrangement of conventional devices

< 1g

4000 g

NO BULKY SKIN CONTACT PLATE!

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ADHEAR

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MAXIMIZES THE EFFICIENCY OF SOUND ENERGY TRANSFERRED TO THE BONE

© MED-EL

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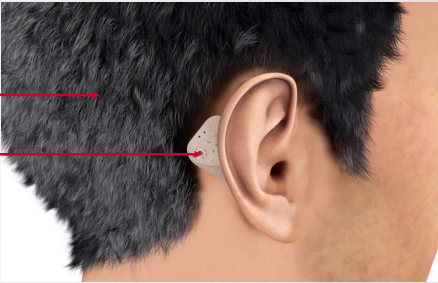
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No Pressure

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#2: Optimal position

Places ADHEAR at Position B for optimal stimulation of the ipsilateral cochlea



Position A

Position B

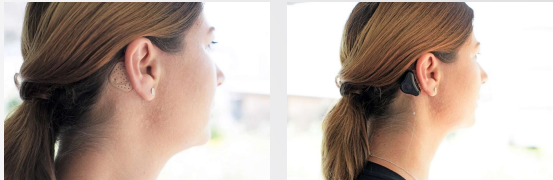
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No Pressure

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#3: Adheres to the hairless area

Results in no hair-related attenuation



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ADHEAR: A revolution in BC technology

NO PRESSURE	Maximize sound energy transfer
	Optimal position
	No hair attenuation

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Dual-interface Adhesive Adapter

Optimized for the skin; optimized for the user

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Dual-interface design

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#1: Skin-adapter interface

Adhesive strength allows for repeat connection and removal of the audio processor without dislodging

Adhesive longevity complements skin-renewal rate

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Dual-interface design

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#2: Adapter-device interface

Wear and tear on disposable adapter, not device

Allows for a low profile arrangement for enhanced cosmetics

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ADHEAR: A revolution in BC technology

Stays in place when attaching and replacing audio processor	LONG-TERM USE OF AN ADHESIVE ADAPTER
Matches skin renewal rate	
Medical grade; non-sensitizing	

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Optimized for the skin; optimized for the user; optimized for the real world

User acceptance



Performance



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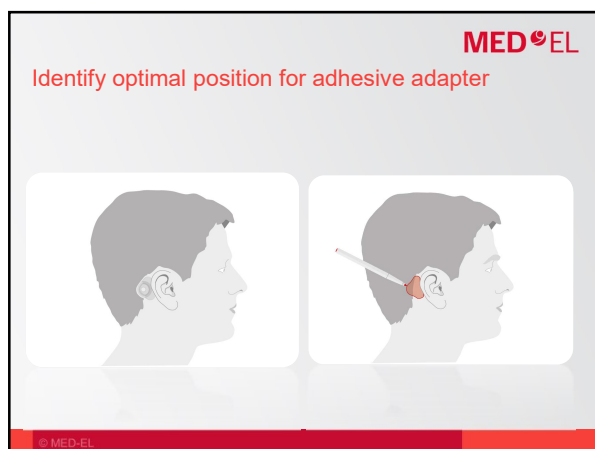
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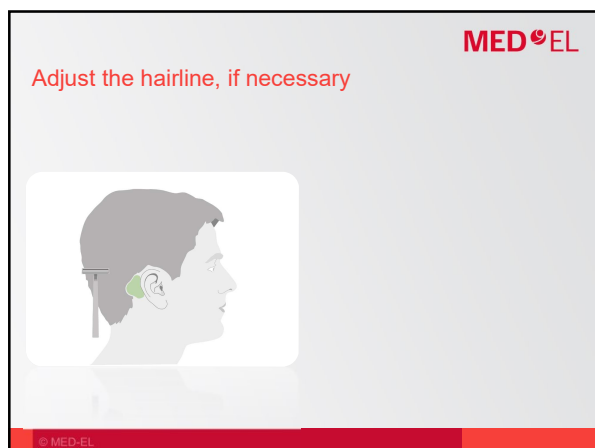
Steps to positioning and using ADHEAR

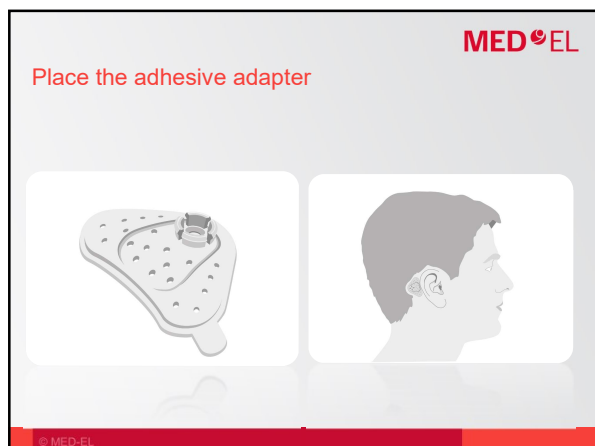


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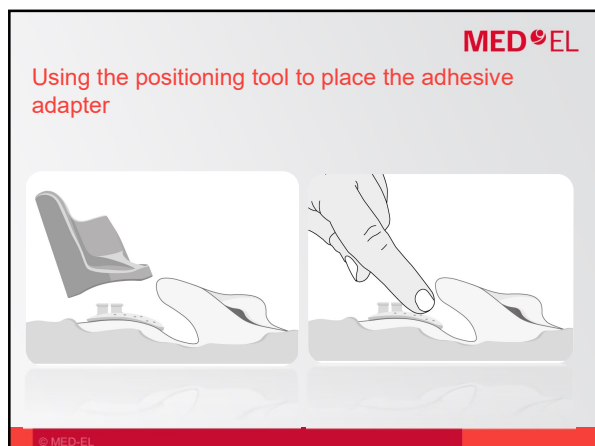


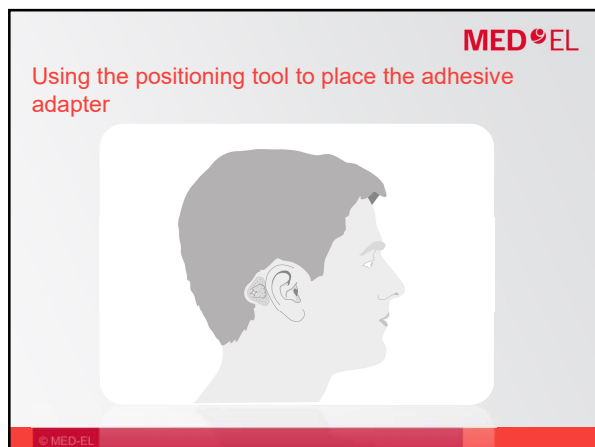


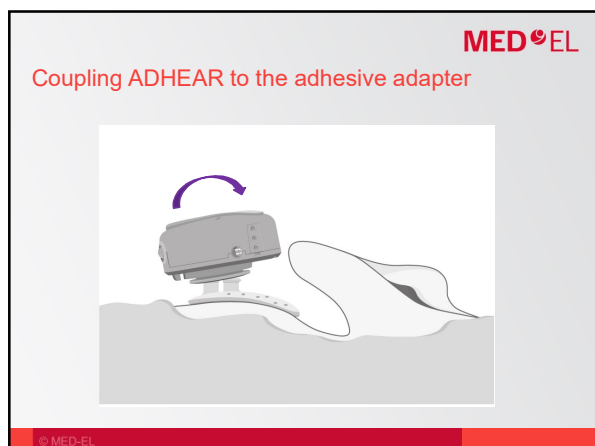


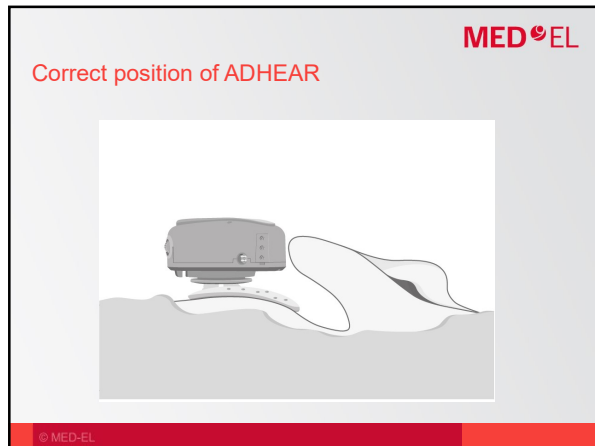


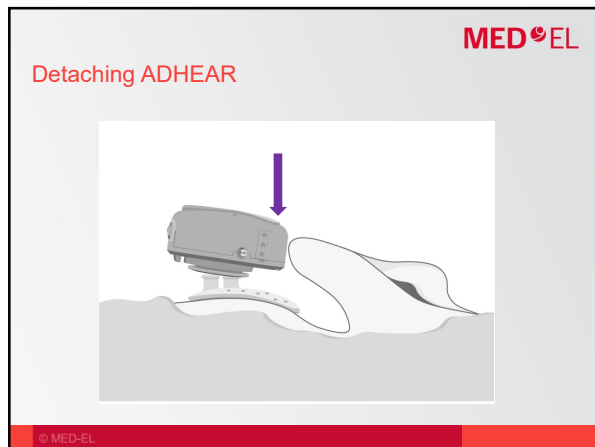














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ADHEAR Adhesive Adapter summary

Store at room temp.
Use-by-date.

When changing adapters,
remove in the evening,
apply in the morning

3-7 DAYS

Come in packs of 15

Water-compatible

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Candidacy for ADHEAR

Frequency (Hz)

Intensity (dB)

Bone Conduction Thresholds

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Who may benefit from ADHEAR?

Age

Surgical candidacy

Other medical or surgical considerations


No pressure with the device, no pressure with the decision



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Four key advantages of ADHEAR

- ADHEAR is effortless
 - Non-implantable solution
 - Simple handling
- ADHEAR is gentle
 - No pressure on skin
 - High wearing comfort
- ADHEAR is reliable
 - Stays in optimal position
 - Consistent access to sound
- ADHEAR is cosmetically appealing
 - Inconspicuous position behind the ear



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Pediatric Audiology Centers

ENT Clinics & Teaching Hospitals

School Systems

Audiology Centers Working with Craniofacial Teams

Private Practice

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Resources

MED-EL Corporation
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Website: www.medel.com/us/adhear
 In-House Audiology Support
 Local MED-EL Representative
 Regional Trainings
 Audiology Online

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