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
Who uses bone conduction (BC) hearing devices?

- Conductive Hearing Loss
- Mixed Hearing Loss
- Single-Sided Deafness
Categories of BC devices

- Direct Drive
  - Active bone conduction implant
  - Abutment-based
- Skin Drive
  - Passive transcutaneous
  - Implanted magnet
- Passive, non-magnetic
- Conventional
  - Softband, headband, etc.

Current Options in Non-Surgical BC Devices

- Softbands
- Hardbands
- Bone conduction glasses

Category review:
Conventional BC options

- DISCOMFORT
- RELIABILITY ISSUES
- POOR COSMETIC APPEAL
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

Current Options in Non-Surgical BC Devices

- Softbands
- Hardbands
- Bone conduction glasses

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

A category redefined

Video
How ADHEAR works
Adhesive Adapters

Symmetrical design

Settings when ADHEAR is shipped

- Volume control is enabled
- P1-P4 are enabled
  - P1: Fully automatic, NR, FBC
  - P2: Omni, NR, FBC
  - P3: Omni, NR off, FBC off; or DAI 50:50
  - P4: Mute mics; or DAI
ADHEAR: A revolution in BC technology

NO PRESSURE

LONG-TERM USE OF AN ADHESIVE ADAPTER

#1: Minimizing the mass of the skin-contact plate
Maximizes the efficiency of sound energy transferred to the bone

NO BULKY SKIN CONTACT PLATE!

ADHEAR
MAXIMIZES THE EFFICIENCY OF SOUND ENERGY TRANSFERRED TO THE BONE
#2: Optimal position
Place ADHEAR at Position B for optimal stimulation of the ipsilateral cochlea.

#3: Adheres to the hairless area
Results in no hair-related attenuation.

ADHEAR: A revolution in BC technology
- Maximize sound energy transfer
- Optimal position
- No hair attenuation
Dual-interface Adhesive Adapter

Optimized for the skin; optimized for the user

Adhesive strength allows for repeat connection and removal of the audio processor without dislodging.
Adhesive longevity complements skin-renewal rate.

#1: Skin-adapter interface

Dual-interface design

Wear and tear on disposable adapter, not device.
Allows for a low profile arrangement for enhanced cosmetics.
ADHEAR: A revolution in BC technology

LONG-TERM USE OF AN ADHESIVE ADAPTER

- Stays in place when attaching and replacing audio processor
- Matches skin renewal rate
- Medical grade; non-sensitizing

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

User acceptance
Performance

Steps to positioning and using ADHEAR
Optional positioning tool

Identify optimal position for adhesive adapter

Adjust the hairline, if necessary
Place the adhesive adapter

Using the positioning tool to place the adhesive adapter
Using the positioning tool to place the adhesive adapter

Coupling ADHEAR to the adhesive adapter
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

Candidacy for ADHEAR

Who may benefit from ADHEAR?

- Age
- Surgical candidacy
- Other medical or surgical considerations

No pressure with the device, no pressure with the decision
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**

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In-House Audiology Support
Local MED-EL Representative
Regional Trainings
Audiology Online