

Hear Your Way

The Cochlear™ Baha® Implant System

You are unique and your hearing solution should be, too.





Cindy M. – Baha recipient

Your lifetime of better hearing starts today.

Everyone has a different hearing journey. Perhaps you woke up one morning only to discover you couldn't hear out of one ear. Maybe you went through childhood struggling to hear or you simply learned to cope with your hearing loss, rather than doing everything you really wanted to do.

Can you relate to one of these situations? If so, you are not alone. You may benefit from a Cochlear™ Baha® Bone Conduction Implant System which may greatly affect how you live your life and the way you engage with others.

The journey you are about to embark on is an exciting one, and the decisions you make could be life-changing. We'll be with you every step of the way, supporting you and cheering you on.

Our goal is to make sure you feel confident about choosing a Cochlear Baha Implant System. As part of our promise to help you “Hear now. And always”, we are committed to helping you achieve your personal best hearing experience every day. This means providing you with innovative hearing solutions and unsurpassed support throughout your entire hearing journey—today and into the future.

First things first. We'll provide you with the foundation and resources you need to get started. We want to prepare and equip you to make the best decisions for a lifetime of better hearing.

We are your partner in this journey.

We know you'll have questions along the way, and we'll be there to answer them. In the meantime, this Resource Guide will arm you with key information about understanding your hearing loss, Baha Implant solutions and Cochlear's commitment to service and support.

You are unique and your hearing solution should be, too. With the Cochlear Baha Implant System, we help you hear your best with more choices of wearing options, wireless connections and personalized services.

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Tiffany S. – Baha recipient

Chapter 1:

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If you have questions, we have experts who are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

Email: Concierge@Cochlear.com

Phone: 1 800 216 0228



How hearing works is amazing.

One of the first steps in understanding the treatment options available for your hearing loss is to understand more about how hearing works and the types of hearing loss.

How hearing works

Hearing is the process of sound traveling through the outer, middle and inner ear. Although sound enters through the ear, it is interpreted by the brain. So you actually hear with your ears *and* your brain.

Parts of the ear:

- **Outer ear** – consists of the outer part that you can see (*the pinna*) and the ear canal.
- **Middle ear** – consists of the eardrum and three tiny connected bones (*ossicles*), which are often referred to as the hammer, anvil and stirrup.
- **Inner ear** – contains the snail-shaped cochlea and the hearing nerve, as well as semicircular canals that help with balance.

Each of these parts of the ear play a critical role in transmitting sound. Your natural hearing depends on them working together. If you have a problem anywhere in the process, you may experience hearing loss.



How natural hearing works

- 1 Sound travels down the ear canal to the eardrum.
- 2 The movement of the eardrum makes the tiny bones in the middle ear vibrate.
- 3 These vibrations are transmitted to the inner ear (*cochlea*).
- 4 Tiny sensory hair cells in the cochlea pick up the vibrations and transmit signals to the brain where they are interpreted as sound.

Degrees of hearing loss.

The degree of hearing loss is generally categorized into different levels ranging from mild to profound. Based on the degree of your hearing loss some words may be more difficult to understand than others.

Mild hearing loss

You may hear some speech, but soft sounds are hard to hear such as a whisper or the consonants on the end of words like "shoes" or "fish."

Moderate hearing loss

You may hear speech from another person speaking at a normal level, but will have difficulty understanding what is said. You might hear the vowels within a sentence but not the consonants, which makes sentence comprehension almost impossible.

Severe hearing loss

You may hear little to no speech of a person talking at a normal level and only some loud sounds. You may respond to a very loud sound such as a car horn, but it might not be startling or scary in the same way it would be to a person with normal hearing.

Profound hearing loss

You will not hear any speech and only very loud sounds. You will likely feel the vibrations of only the loudest of sounds.



Types of hearing loss.

Hearing loss can be classified into different types, depending on which part of the ear is damaged.

Sensorineural hearing loss

Sensorineural hearing loss occurs when the inner ear (*cochlea*) or hearing nerve is damaged or does not work properly. With sensorineural hearing loss, sounds are not only softer, but difficult to understand—especially when it is noisy.

Common causes include:

- Congenital hearing loss
- Aging
- Exposure to loud noise
- Head trauma
- Genetics
- Ménière's disease
- Adverse reaction to medications

Treatment options include:

- Hearing aids
- Cochlear implants



Single-sided deafness

Sensorineural hearing loss can occur in one or both ears. If the loss is in one ear, it is often referred to as unilateral hearing loss or single-sided deafness. This is when there is little or no hearing in one ear, but normal hearing in the other ear.

Common causes include:

- Viral infections
- Ménière's disease
- Adverse reaction to medications
- Head or ear injuries
- Many other unknown reasons

Treatment options include:

- CROS hearing aids
- Bone conduction implants



Conductive hearing loss

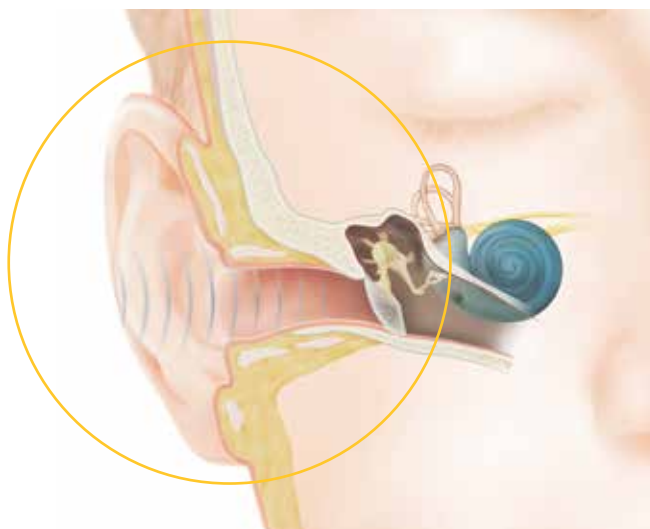
Conductive hearing loss occurs when damage to the outer ear or middle ear blocks sound vibrations from reaching your child's inner ear, or cochlea. With this type of hearing loss, ears may feel plugged and speech may sound muffled, especially if there is a lot of background noise.

Common causes include:

- Malformations at birth such as Microtia and Atresia
- Syndromes such as Down, Goldenhar and Treacher Collins
- Chronic mastoiditis or middle ear infections
- Skin growth or cyst (*cholesteatoma*)
- Draining ears
- Chronic ear infections
- Previous ear surgeries
- Benign tumors

Treatment options include:

- Medication
- Surgery
- Hearing aids
- Bone conduction implants



Mixed hearing loss

Mixed hearing loss refers to a combination of conductive and sensorineural hearing loss. This means there may be damage in both the outer or middle ear and in the inner ear.

Common causes include:

- Any of the causes of conductive hearing loss plus any of the causes of sensorineural hearing loss

Treatment options include:

- Medication
- Surgery
- Hearing aids
- Bone conduction implants



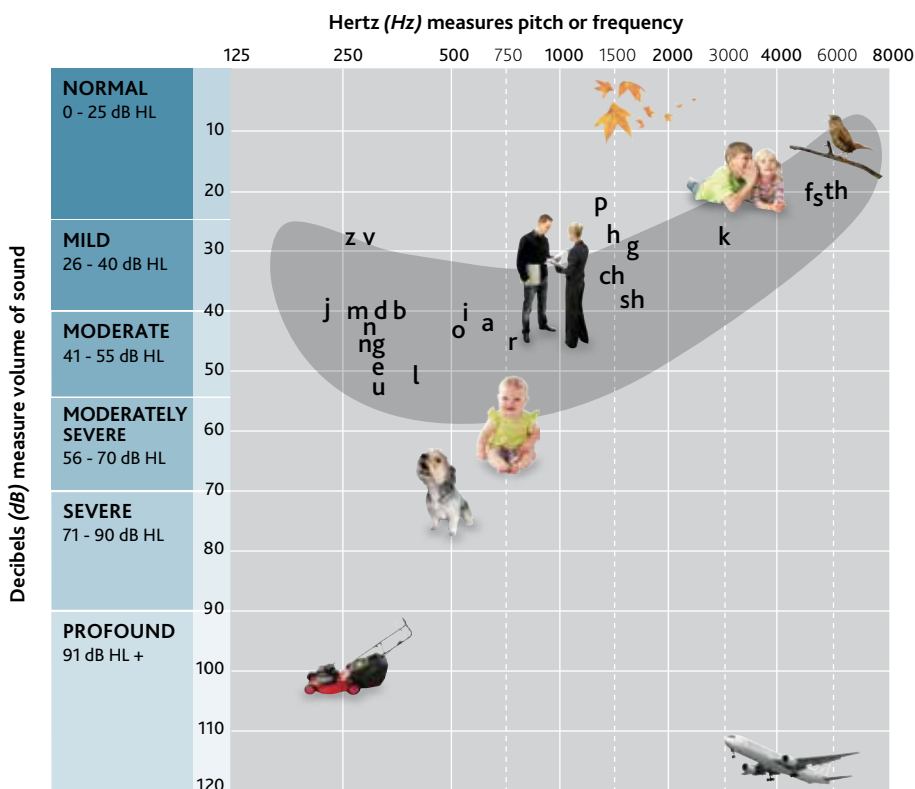
Understanding the audiogram.

During hearing tests, audiologists record information about your hearing on an audiogram. An audiogram is a visual illustration that shows the softest sounds you hear, or hearing thresholds. Pitch, also known as frequency, is measured in hertz (*Hz*) and loudness is measured in decibels (*dB*).

A person with normal hearing can detect very soft sounds at or below 20 dB, such as a whisper, to a very loud sound at or above 120 dB, such as an airplane.

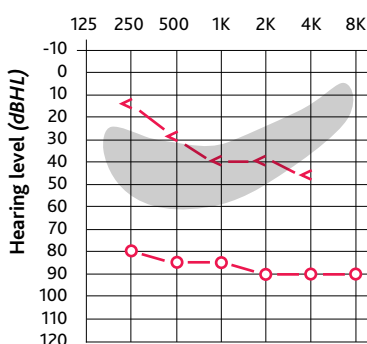
Consonants and vowels are spoken at frequencies in the spectrum of sound that fall within the highlighted area, known as the "speech banana."

Pictures can represent the sounds you can typically hear at different volume and frequency levels.



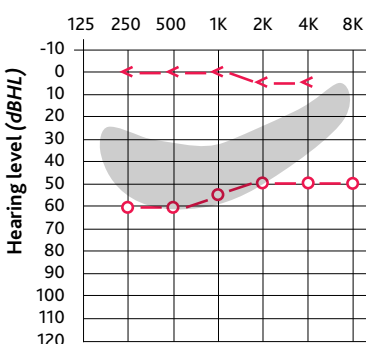
Your audiologist will plot your hearing loss using "X" or ">" for the left ear in blue, and "O" or "<" for the right ear in red. If you are a candidate for a bone conduction implant your audiogram may look like one of the following:

Hertz (Hz) measures pitch or frequency



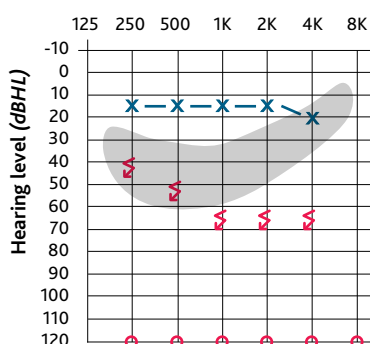
Mixed hearing loss – Right ear

Hertz (Hz) measures pitch or frequency



Conductive hearing loss – Right ear

Hertz (Hz) measures pitch or frequency



Single-sided deafness (SSD)
Left ear (normal hearing),
Right ear (hearing loss)

Hear more of life's beautiful sounds.

Selecting the most appropriate hearing technology is critical to your hearing success.

Treating your hearing loss

Traditional hearing aids

Traditional hearing aids are small electronic devices that capture sound and transmit that sound to the brain using amplification. For some, hearing aids may be an effective option to treat hearing loss. Others may have trouble getting sufficient loudness or they may battle feedback or distorted sound quality. This may sound like listening to a badly tuned radio. When this happens, a hearing implant may be able to help.

Bone conduction hearing aids

Bone conduction hearing aids work by picking up sound, amplifying it and changing it into vibrations. The vibrations travel through the bones in your head and are picked up by the inner ear (*cochlea*) as sound, thus bypassing any blockage in the middle or outer ear. Bone conduction hearing aids use a behind-the-ear processor connected to a bone vibrator that is held tightly to the skull. For some, this set up may be cumbersome and can even cause discomfort.

CROS hearing aids

Contralateral Routing of Signal (*CROS*) hearing aids are designed to help people who are deaf in one ear. They work by picking up sound on your 'bad side' and transmitting it via a hard wire or a wireless signal to your normal hearing ear. This requires that you wear a hearing aid on both ears.

Cochlear implants

Cochlear implants help people with moderate to profound sensorineural hearing loss in both ears. They work by bypassing the damaged portion of the inner ear (*cochlea*) and stimulating the hearing nerve directly.

Bone conduction implants

For more than 40 years, bone conduction implants have positively affected how people with conductive hearing loss, mixed hearing loss and single-sided deafness live their lives. Similar to bone conduction hearing aids, bone conduction implants work by bypassing the middle and outer ear and sending clearer, more crisp sound to your inner ear.¹ They provide better speech understanding in noise than CROS hearing aids and are a stable, long-term, yet flexible solution compared to bone conduction hearing aids.²⁻⁴

Bone conduction implants provide better speech understanding in noise than CROS hearing aids and are a stable, long-term, yet flexible solution compared to bone conduction hearing aids.²⁻⁴

Experience clearer sound—in both ears.

Ears work as a team, and hearing with both improves speech recognition and the ability to detect where sounds are coming from.⁵

Binaural hearing (*hearing with two ears*)

Hearing with two ears, or binaural hearing, provides clear advantages. When you hear with both ears, you can better understand speech and hear more clearly. You can also determine where a sound is coming from and hear better in noise. Hearing and actively engaging in life is easier when both ears are working together.

Hearing with both ears can be achieved in several ways—with two hearing aids, a hearing aid and a hearing implant, or two hearing implants.

Bimodal hearing (*hearing aid + hearing implant*)

Bimodal hearing combines the benefits of a hearing aid in one ear and a hearing implant in the other ear. With bimodal hearing, a hearing implant provides you sound clarity, while using a hearing aid in the other ear may continue to enhance your hearing satisfaction and comfort. The Baha Bone Conduction System works with all hearing aids to provide the benefits of bimodal hearing. You may find that understanding speech is easier, and you're able to enjoy a more complete hearing experience, especially in noisy environments.

Bilateral implants (*two hearing implants*)

If your hearing loss has progressed in both ears to where a bimodal configuration is not helping you understand sound and speech, bilateral hearing implants may be a good solution.

Whether it is with one implant or two, hearing sounds in both ears is important to provide your brain with enough stimulation to understand conversations and communicate effectively.

“Binaural hearing provides you with the ability to tell where sounds are coming from and to understand speech in noisy environments. It allows you to take advantage of brain mechanisms that can separate the speech you want to hear from other sounds in the area.”^{2,3}

Ruth Litovsky, Ph.D. – Professor of Communication Disorders, University of Wisconsin, Director, Binaural Hearing Lab, Waisman Center



Try it first, then decide.

With the Baha System, you have the unique advantage of trying it first before you make any decisions. Make an appointment with your Hearing Implant Specialist today.

Hope when you need it most.

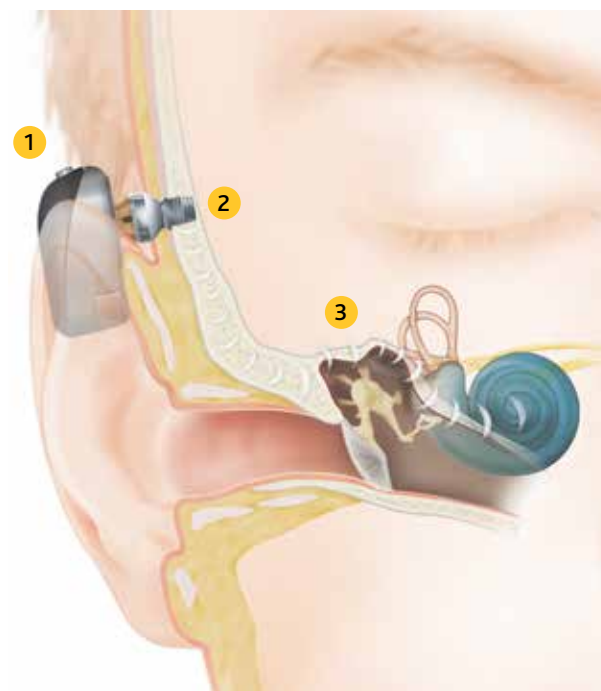
Life has so much more to offer with the Baha Bone Conduction Implant System. It helps give you the freedom and confidence to listen to music, enjoy a movie, eat out at a noisy restaurant, go to a concert and socialize with your friends—without worrying about missing out.

The Baha System—Small. Smart. Powerful.

The ability to hear better and enjoy life. This is what we want for you. And, it's why we continue to create industry-leading breakthroughs. The Baha Implant System features a wide range of options designed to meet your individual hearing needs, while providing unparalleled hearing performance—today and always.

There are three main components of the Baha Implant System:

- **External sound processor** – includes three options to best fit your hearing needs throughout your lifetime
- **Connection between sound processor and implant** – choice of magnet or abutment
- **Internal implant** – features proven long-term reliability and sound transmission⁶



How the Baha Connect System works

- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound vibrations are transferred through an abutment to a small titanium implant inserted in the bone behind the ear.
- 3 The sound vibrations are then sent directly through the bone to the inner ear (*cochlea*) where they are converted into electrical impulses by tiny hair cells inside the cochlea. These impulses travel to the brain, allowing you to perceive sound naturally.

See pages 38 & 39 to learn more about the Baha Attract and Baha Connect Systems.

Is the Baha Implant System right for you?

Ask yourself the following questions. If you answer “yes” to any of them, then schedule an appointment with a Hearing Implant Specialist who can help determine whether you are a candidate for a Baha Implant System.

- Can you only hear from one side?
- Do you have trouble getting sufficient loudness when using hearing aids?
- Do you battle feedback or distorted sound quality when using hearing aids?
- Do you suffer from sore or irritated ears due to your hearing aids?
- Do you have draining ears?
- Do you have malformed ears or ear canals?

Will you benefit from the Baha Implant System?

Research and decades of experience demonstrate that the Baha Implant System may help you:^{3,5,7-9}

- Hear better, even in noisy situations⁷
- Enjoy a clean, more natural sound because bypassing the damaged part of your ear may reduce the amount of amplification needed to help you hear better⁷
- Hear sounds as if they are coming from both sides
- Become more aware of your surroundings, increasing your ability to hear important sounds⁵
- Engage in conversations more easily because you no longer need to keep turning to use your 'good' ear

Unlike hearing aids, Cochlear Baha Bone Conduction Implant Systems are covered by many insurance plans. Contact your insurance plan or local Hearing Implant Specialist to determine eligibility.*





Randi L. – Baha recipient

Chapter 2:

- State of the Art Implant
- Sound Processor Options
- Sound Processing Technology

If you have questions, we have experts who are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

Email: Concierge@Cochlear.com

Phone: 1 800 216 0228

Hear your way with industry-leading hearing performance.

You deserve to hear your best. We lead the way with innovations to help improve your hearing performance now and for a lifetime.

The Cochlear difference

We continue to create industry-leading breakthroughs, which is why more people choose Cochlear than all other hearing implant companies combined.^{1,2} In fact, over 150,000 people worldwide have benefited from bone conduction implant technology, and thanks to the latest innovations, that number will only continue to rise.

The Cochlear Baha Implant System

The Baha System includes unique components and innovative technology designed to provide unparalleled hearing performance. Some of the Baha 5 System features include:

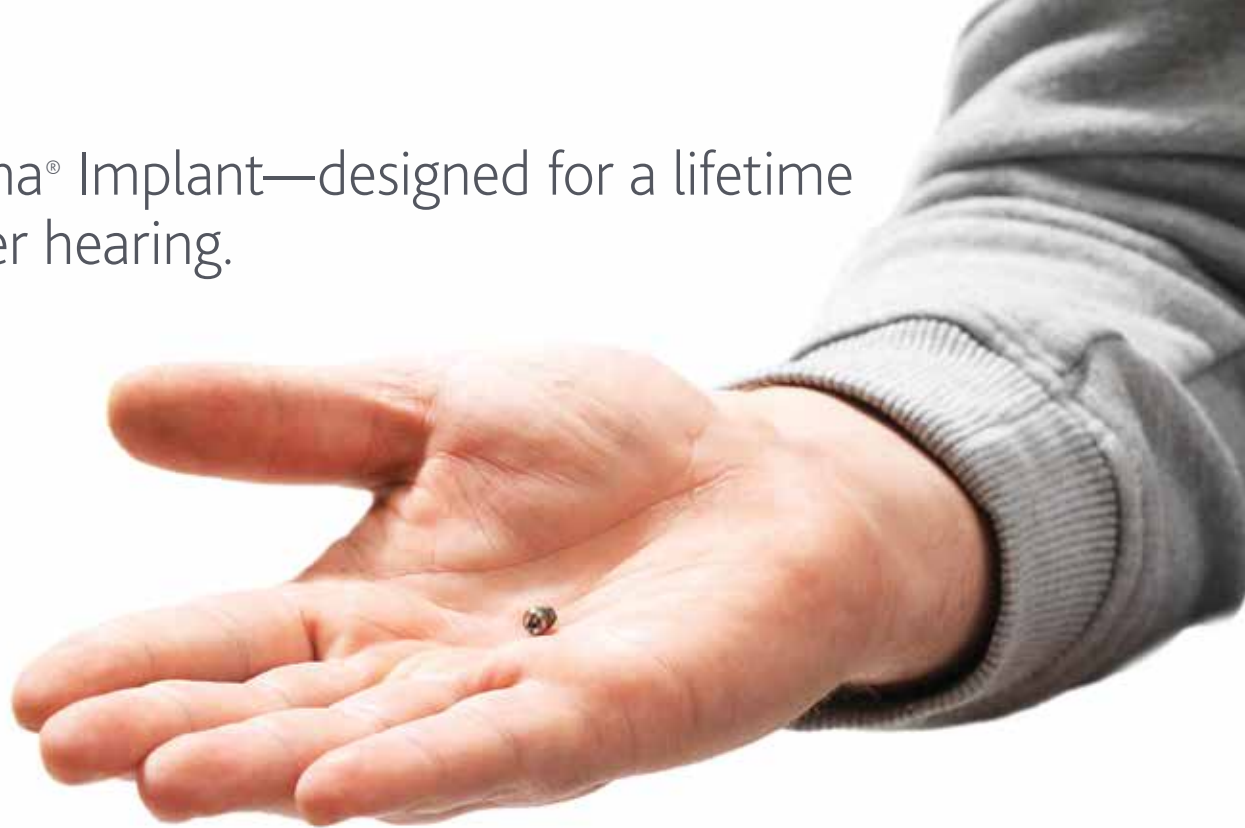
- Stable implant with proven reliability and better sound transmission compared to other systems^{3,4}
- A choice of sound processor power capabilities to meet your individual hearing needs
- Sound processors that automatically adjust to make hearing easier
- Two types of Baha Systems, Attract and Connect, designed to help you hear and communicate with confidence

“Getting the Baha System definitely was a life changing experience. I was able to pick up sounds that I hadn’t heard in years; and they weren’t just louder, they were clearer. It was incredible.”

John K. – Baha recipient

Cochlear is the
MOST CHOSEN
hearing implant company¹

The Baha® Implant—designed for a lifetime of better hearing.



Consistent and reliable access to hearing for life

The Baha Implant, which is inserted into the bone, is the strong foundation of every Baha System. The Baha B1300 is Cochlear's latest titanium implant featuring TiOblast™ surface technology, which is designed and tested for long-term reliability and better sound transmission compared to other systems.^{2,3} The TiOblast™ surface technology is designed to promote faster and stronger osseointegration, or integration between the bone and the implant. The B1300 Implant is backed by clinical research demonstrating an excellent reliability rate at 99%, which means that the implant will remain stable for years to come.⁴⁻⁷

Should your hearing needs change over time, the Baha Implant offers added flexibility to upgrade to a new sound processor without the need for additional surgery. This allows you to take advantage of Cochlear's continued advancements in technology.

**This study was based on the implant survival rate. Multiple factors contribute to rates of survival, including but not limited to, implant design and surgical technique.*



Cochlear™ Baha Sound Processors—they work hard so you don't have to.

Our smartest sound processors yet

The Baha Sound Processor portfolio features our latest technology to help you hear your best.

- Small, smart, powerful sound processors designed to meet your hearing needs today and into the future
- Dual microphones that help filter out background noise
- Automatic sound processing to help make hearing easier
- Data logging to help provide key usage information to your audiologist
- Made for iPhone compatibility—a first for bone conduction implants
- 2.4 GHz True Wireless™ connectivity

The power you need to hear the sounds you're missing

Because your hearing needs are unique and may even change over time, you need options for today and the future.

The Baha 5 System is the first bone conduction system to offer three head-worn sound processors, each one designed to meet a different level of hearing loss. From the smallest to the most powerful, you'll have peace of mind knowing that Cochlear offers smart choices for a lifetime of better hearing.

The Baha 5 Sound Processors—Small. Smart. Powerful.





Baha 5

Baha 5 Sound Processor for hearing loss up to 45 dB SNHL*

"Incredibly small" is what many people say when they first see the Baha 5 Sound Processor. And it's true. The award winning Baha 5 Sound Processor is 20% smaller than all other comparable sound processors,⁸ yet it is full of advanced hearing technologies designed to help you hear better than ever before.

Debra B. – Baha recipient

**SNHL means sensorineural hearing level.*



Baha 5 Power

Baha 5 Power for hearing loss up to 55 dB SNHL

If you have a greater degree of hearing loss—up to 55 dB—the Baha 5 Power Sound Processor is designed to give you the amplification you need in different listening environments. The sound processor is designed for comfort with 30% less distortion than other bone conduction systems.⁹ While smart on the inside, the sound processor also features buttons on the device for ease of use and peace of mind.



Baha 5 SuperPower

Baha 5 SuperPower for hearing loss up to 65 dB SNHL

Created for those with a substantial degree of hearing loss—up to 65 dB—the Baha 5 SuperPower Sound Processor is the industry's first head-worn super power bone conduction solution. The actuator and microphones on the behind-the-ear sound processor are separated by a cable into two different units to allow for maximum sound power potential.

You don't have to remember everything, our sound processors do it for you.

Data logging provides key information to your audiologist

Life is busy. Some days it's tough to remember the details of how you're using your sound processor. That's why our sound processors feature innovative data logging technology that records detailed usage information. Your audiologist can pull this information and review the data for trends and important information that will show how you are using the system and make any necessary adjustments. All to make sure you're always hearing your best.

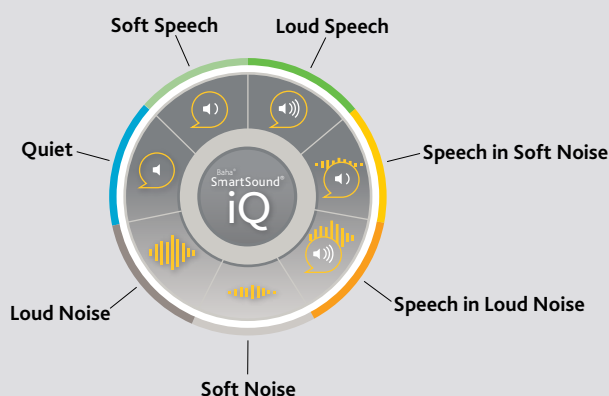
Your audiologist will have access to:

- Number of hours per day your sound processor is used
- Different sound environments you experience during your day
- Volume levels while in use

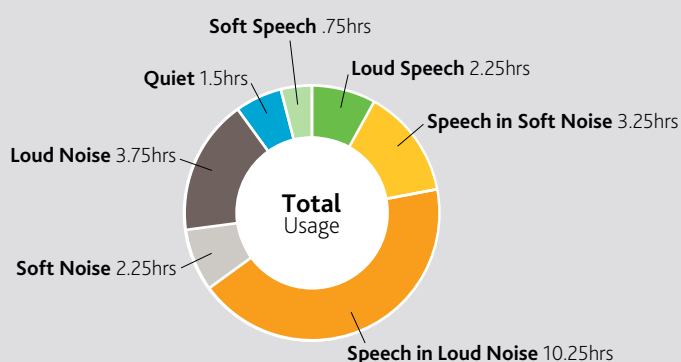
“With data logging, having that extra information is helpful. It’s what you put in your toolkit as a clinician. The information it gives us is so valuable.”

Hilary Gazeley, Au.D., CCC-A, F-AAA – Koss Cochlear Implant Program

Baha SmartSound® iQ Programs:



Time in noise and speech:



Sound processors that adjust automatically—like natural hearing.

You are constantly moving into different listening environments, and you want your sound processor to adapt to each of them—effortlessly.

Two, synchronized microphones help filter out background noise

Having more than one microphone on your sound processor can help you localize sounds and focus on what you want to hear, especially in noisy environments.

Our Baha Sound Processors feature dual-microphone zoom technology designed to filter out background noise and optimize your hearing experience. The two synchronized microphones work together to reduce sound from behind and to the sides, so you hear more of what you want.

Automatic sound processing makes hearing easier

Our innovative SmartSound iQ technology is designed to duplicate your natural hearing by capturing sound and automatically adapting to your environment, without the need to make manual adjustments.

How it works:

1. The dual microphones first capture and filter sound
2. The industry's first automatic scene classifier analyzes your current surroundings and identifies the listening environment as one of seven common scenes
3. SmartSound iQ then automatically optimizes the sound and adjusts the setting for that scene to provide your best hearing, without the need for manual adjustments to the sound processor

The seven SmartSound iQ environments help you hear better in all situations:



Speech in loud noise
Have a conversation
in noisy surroundings



Speech in soft noise
Chat after dinner while
the dishwasher is running



Loud speech
Make lively conversations
more comfortable



Soft speech
Enjoy a child's
soft whispers



Soft noise
Reduce the hum of
background noise



Loud noise
Hear comfortably
in noisy situations



Quiet
Appreciate soft sounds
in quiet environments



John K. – Baha recipient



Chapter 3:

- Smartphone Compatibility
- True Wireless Technologies and Accessories
- Remote Controls

If you have questions, we have experts who are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

Email: Concierge@Cochlear.com

Phone: 1 800 216 0228

Experience the convenience of our exclusive wireless technology.

You can connect to the people you love and the world around you with our Made for iPhone and True Wireless technologies.



Bringing sound closer—no strings attached

Cochlear Baha Sound Processors can help you extend your hearing experience, improve your ability to hear and enjoy your hearing every day by letting you connect wirelessly to all your favorite devices. You can watch TV, talk on your smartphone, stream movies and videos from your tablet and hear speech and conversation—all without the constraints of wires or bulky neck-worn components.

Made for iPhone

The Baha Sound Processor allows you to conveniently stream phone calls, video, music and entertainment from your compatible Apple® device directly to your sound processor.

Baha Smart App

The Baha Smart App lets you monitor, manage and control your hearing experience to ensure you are hearing your best. *(Available with both iPhone® and Android™ devices.)*

True Wireless 2.4 GHz Technology

Our True Wireless accessories help you hear more clearly in challenging situations by sending sound directly to your sound processor.

Remote Control

Change simple settings or adjust your programs from the palm of your hand.

A seamless connection to life—all you have to do is listen.

Thanks to Made for iPhone compatibility, you can connect to the people and entertainment you love as you stream phone calls, videos and music directly to your Baha Sound Processor.

Only bone conduction implant sound processor that is Made for iPhone¹

The Baha 5 Sound Processors are the industry's only bone conduction implant sound processors that can stream sound directly from your favorite Apple® devices.¹ You can enjoy your favorite movies, TV shows, apps, music—even a FaceTime® call from family on the other side of the world—with audio streamed directly to your sound processor.

Designed for outstanding sound quality

Made for iPhone hearing devices are designed to provide outstanding sound quality and fit seamlessly into your lifestyle. With sound streamed directly to your Baha 5 Sound Processor, you can enjoy clearer audio without struggling to understand what is being said.

If you use an Android™ device or other smartphone, you can stream phone calls, music and more directly to your Baha 5 Sound Processor by using the True Wireless Phone Clip.



Take control with the Baha 5 Smart App

Easily control and manage your hearing experience from the palm of your hand.

The Baha 5 Smart App provides you with a convenient and easy way to tailor your hearing to your personal preferences. From your compatible Apple® or Android™ device you can quickly and easily:

- Change programs
- Start wireless streaming
- Adjust the volume, treble and bass
- Save custom settings for your favorite locations*
- Get help finding your sound processor if you misplace it

If you don't have a smartphone, you can still change simple settings or adjust your programs from the palm of your hand using the convenient Remote Control.



Remote Control



View your personalized hearing information



Locate a lost Baha 5 Sound Processor



Control and adjust your settings



**Not available with the Baha 5 Smart App on Google Play.*

The freedom to go anywhere with a True Wireless™ experience.

Cochlear True Wireless technology frees you (*and your hands*) to focus less on hearing and more on what's important—life.

Wireless freedom. Connected dependability

The Baha 5 Sound Processors are equipped with proprietary 2.4 GHz wireless technology which is similar to the wireless protocol that Bluetooth® and Wi-Fi devices depend on. It is the technology that sets the standard for wireless connectivity and provides a long range without interference from less advanced wireless systems.

Easy to pair. Easier to use

Simply press the pairing button and power up your sound processor. Within seconds, you're connected. That's it. Once paired, you can easily turn your accessories on and off with the push of a button.

You have the choice of one wireless accessory to help personalize your system to fit your lifestyle.



Mini Microphone 2+



TV Streamer



Phone Clip

Connect with those who are most important to you—wirelessly.

Mini Microphone 2+

Don't miss an important conversation. With the Mini Microphone 2+, you may hear more clearly in any listening situation. It works by streaming speech and music directly to your sound processor. Simply clip the Mini Microphone 2+ to your companion's collar when you are dining at a restaurant, riding in a car, in a presentation at work or shopping. It's lightweight and portable so it can be used anywhere. You can even plug it into another sound device such as a portable music player or computer to listen to your favorite songs, watch videos or a movie.

Key features:

- Directional microphone for one-on-one and omni-directional microphone for use in large groups
- Up to 11 hours of talk time on a single battery charge
- Recharges in three hours with included charger
- Connect with other personal electronics via plug-in
- Range of over 80 feet
- FM connectivity
- Built-in telecoil
- Pairing button status indicators
- Low battery light indicator



Mini Microphone 2+

Hear your best no matter where you are.



Phone Clip

Talking on the phone is both important for work and connecting with loved ones. When not using the Made for iPhone connectivity or when using any other smartphone—including an Android™ device—the Phone Clip can help make talking on the phone easier. It uses Bluetooth®-enabled technology to give you control of your smartphone device and a hands-free connection to family and friends. You can also use the Phone Clip to stream sound directly to your sound processor while using your GPS navigation or listening to music and watching movies from your phone or tablet.

Key features:

- Up to six hours of talk time and 80 hours of standby time
- Call reject and transfer, last number dialed and voice dial functions
- Range of up to 23 feet
- Simultaneous connection to two Bluetooth® devices
- Quality stereo sound when streaming music
- Private and secure connection



Phone Clip

Talk on the phone and listen to music – **hands free.**



Julie P. – Baha recipient

Tune into your favorite shows with family and friends.

TV Streamer

Enjoy stereo sound that goes directly from your TV into your sound processor without having the volume too high for other people in the room. You get a balanced experience with sound from the TV streamed to your sound processor while you're still switched on to what's going on around you. Unlike other loop systems, you'll enjoy a robust wireless connection that's easy to set up, so you can hear the TV as you move about the room.

Key features:

- Range of up to 23 feet
- Set so you can hear both audio devices and sounds around you
- Pair with as many Baha Sound Processors as desired
- Install and forget it—always stays paired



TV Streamer

Enjoy watching TV with your family.



Adjust your hearing with our convenient wireless remote controls.

Baha 5 Smart App

The Baha Smart App allows you to easily and conveniently manage and control your hearing from a compatible smartphone.



Key features:

- Change programs
- Start wireless streaming
- Adjust the volume, treble and bass
- Save custom settings for your favorite locations*
- Get help finding your sound processor if you misplace it



Baha Smart App

Remote Control

The Remote Control is an all-in-one device that puts you in control of your hearing. With this small sized remote you can easily and discreetly adjust your settings, make small adjustments and be confident that you are getting the most out of your device. With a large, easy to read LCD display, the Remote Control always lets you know what settings you're in. If you have two sound processors, you can monitor and control both devices simultaneously with just a click of a button.

Key features:

- Shows program settings, volume and more
- Monitor battery status on your Baha Sound Processor
- Easy to use buttons
- Key lock functionality
- Easy to pair
- Clear and simple display
- Controls multiple sound processors
- Start streaming from other wireless accessories



Remote Control

*Not available with the Baha 5 Smart App on Google Play.



Andria L. - Baha recipient



If you have questions, we have experts who are ready to assist you! Learn about the process, our products, technology and company from our highly skilled Concierge team.

Email: Concierge@Cochlear.com

Phone: 1 800 216 0228

Chapter 4:

- One Implant. Two Systems
- Colors
- Batteries
- Retention Options

Wear your way to be your true self—
today and every day.

You have a choice of wearing options that fit your personality and lifestyle.



Baha Implant System and Sound Processor Options.



Baha 5



Baha 5 Power



Baha 5 SuperPower

One Implant. Two Systems.

Today, there are two types of Cochlear Baha Systems—the Baha Attract System and the Baha Connect System. Both offer unique Cochlear technology designed to help you hear and communicate with confidence.

With the Baha System, you have the unique advantage of trying it first before you make any decisions. Your Hearing Implant Specialist will recommend what system is best suited to your individual needs.

Wearing options to fit your personality

The Baha System gives you a robust standard package and choices of accessories to customize your hearing experience.

Make the Baha System your own with:

- Colors to match your personal style
- Retention options to help secure your sound processor
- A choice of batteries to ensure you never go without hearing (*Baha SuperPower only*)

Your invisible link to hearing.

The Baha Attract System

The Baha Attract System uses internal and external magnets that attract one to another to offer an invisible link between the implant and sound processor. It is a comfortable and easy to use and care for hearing system. The sound processor is easy to handle and simply connects to the sound processor magnet to hold it in place.

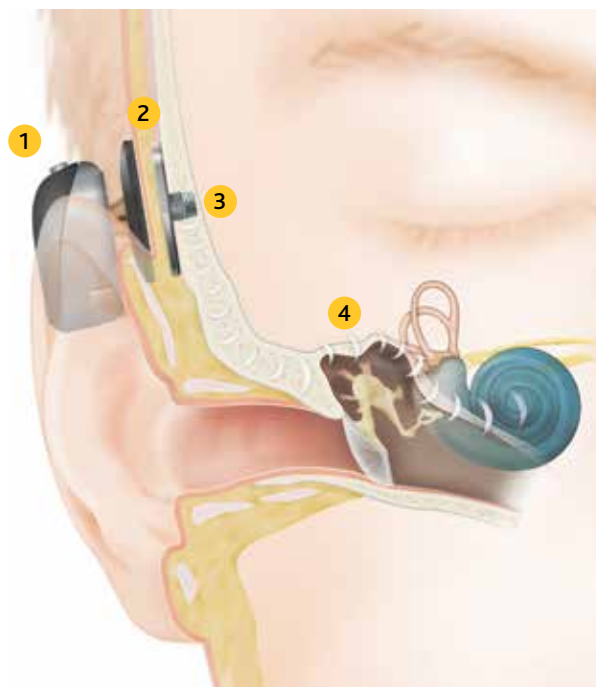
Magnets designed for comfort and lifestyle

The Baha Sound Processor magnets are available in different strengths to suit your individual needs and lifestyle. Skin thickness and other factors—such as hair thickness and skin compression—will impact your required magnet strength. Together with your surgeon, a comfortable sound processor magnet will be chosen that provides firm retention. This is important for optimal hearing outcomes.

For added comfort and performance, the sound processor magnet features a unique Baha SoftWear™ Pad that adapts comfortably to the shape of your head and distributes pressure evenly across the surface.

Designed with MRI safety in mind*

Magnetic Resonance Imaging (*MRI*) is a diagnostic medical procedure that provides a detailed image of the internal organs and tissues. The internal magnet in the Cochlear Baha Attract System is approved for up to 1.5 Tesla. Please inform your doctor or MRI technician of your system's internal magnet upon scheduling an MRI appointment. For MRI scans above 1.5 Tesla, a simple procedure to remove the magnet may be necessary.



How the Baha Attract System works

- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound processor passes the sound vibrations to the attached external magnet that attracts to the internal magnet.
- 3 The sound vibrations are transferred through the magnetic attachment to the small titanium implant inserted in the bone behind the ear.
- 4 The sound vibrations are then sent directly through the bone to the inner ear (*cochlea*) where they are converted into electrical impulses by tiny hair cells inside the cochlea. These impulses travel to the brain, allowing you to perceive sound naturally.

Your direct connection to hearing.

The Baha Connect System

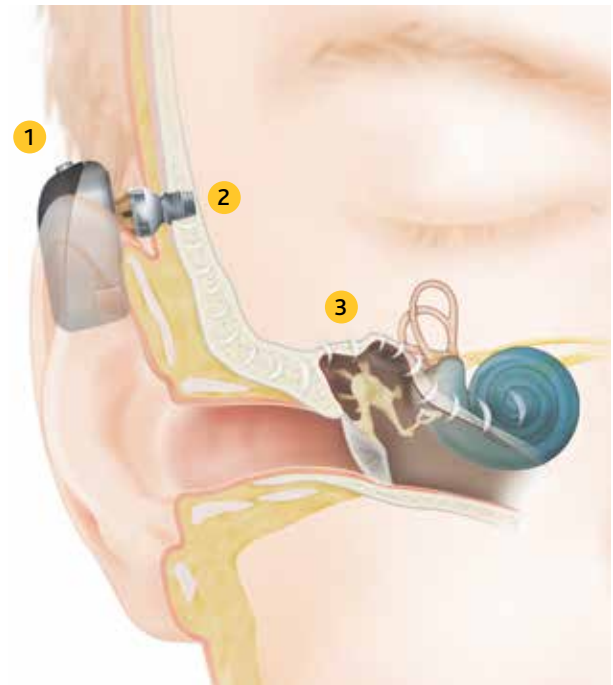
The Baha Connect System uses a small abutment that offers a direct connection between implant and sound processor designed to maximize hearing performance. It is a straightforward and easy to use hearing system that requires some daily care. The sound processor is easy to handle and simply snaps on. The abutment comes in different lengths to fit your needs and holds the sound processor in place.

Dermalock™ technology

Unlike conventional systems, the Baha Connect System abutment features state of the art Dermalock™ technology with a unique surface coating and concave shape that preserves the hair and skin around the abutment. These abutments were designed specifically for better cosmetic outcomes. In addition, surgery time is reduced and many people heal in just a few days.¹

Safe for MRI*

The Baha Connect System is designed with a high level of MRI compatibility (*up to 3.0 Tesla*). All you need to do is remove your Baha Sound Processor prior to the procedure. The implant and abutment can remain in place.



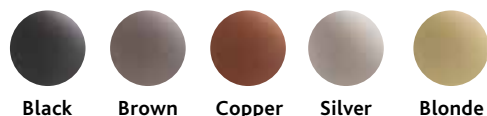
How the Baha Connect System works

- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound vibrations are transferred through an abutment to a small titanium implant inserted in the bone behind the ear.
- 3 The sound vibrations are then sent directly through the bone to the inner ear (*cochlea*) where they are converted into electrical impulses by tiny hair cells inside the cochlea. These impulses travel to the brain, allowing you to perceive sound naturally.

Baha 5 and Baha 5 Power wearing options and accessories.

Colors

Baha 5 and Baha 5 Power Sound Processors come in a range of color options so you can choose the shade that best matches your hair color for the perfect blend.



Baha 5



Baha 5 Power

Batteries

The Baha 5 and Baha 5 Power Sound Processors come with disposable batteries that help keep you on air all day.*

Retention

We provide a retention option to help you keep your sound processor on. This gives you added peace of mind, especially during physical activities and sports:

- **Safety Line** – can attach to your clothing**



Disposable Batteries



Safety Line**

“I wanted something low maintenance and cosmetically appealing.
It ticked all the boxes.”

Jo G. – Baha recipient

*Battery life may vary by individual.

**Retention lines longer than the Safety Line (standard length) are not recommended for use by children as they may present a risk of strangulation.

Baha 5 SuperPower wearing options and accessories.

Colors

You want to hear better but may not want everyone to know about it. The good news is the Baha 5 SuperPower Sound Processor comes in a range of four hair-matching colors to help it blend in.



Baha 5 SuperPower

Batteries

We offer a choice of rechargeable batteries so you have the flexibility to manage your power use throughout the day.*

Retention options

We provide these retention options to help you keep your sound processor on the ear, giving you added peace of mind, especially during physical activities and sports. Baha 5 SuperPower Sound Processor options include:

- **Earhook+** – secures the sound processing unit in place behind your ear in an under the ear configuration. The Earhook+ comes in one size and is adjustable
- **Snugfit** – helps to tighten the sound processor on the ear. The Snugfit comes in three convenient sizes to fit your ear (*small, medium and large*)
- **Litewear™** – provides more comfort and less weight on the ear by having the sound processor worn on the body instead of behind the ear
- **Mic Lock** – this secures the sound processor comfortably on your ear with a light, clear band



Compact and Standard Rechargeable Batteries



Earhook+



Snugfit



Litewear



Mic Lock

*Battery life may vary by individual.



Meryl C. - Baha recipient



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Phone: 1 800 216 0228

- Our History and Mission
- Access to Future Technology
- Personalized Services
- Connect with Others
- Recipient Stories

Chapter 5:



46 Dr. Graeme Clark

Dr. Anders Tjellström

Cochlear started with a very personal story.

Over 450,000 people worldwide hear today because of Cochlear.

Over 35 years ago, Dr. Graeme Clark set out to help those who couldn't hear. This became his life's passion for a very personal reason—his father was deaf. Dr. Clark grew up experiencing firsthand the challenges of hearing loss and dreamed at a very early age of “fixing ears.”

And that's exactly what Dr. Clark accomplished when he invented the world's first multichannel cochlear implant in 1978. It was then that he made history. He also made it possible for thousands of people to hear their children, their friends and families.¹

Dr. Clark's invention eventually evolved into our Cochlear Nucleus® Cochlear Implant System. We then expanded our hearing implant solutions with the Cochlear Baha System.

When Dr. Anders Tjellström, and his team of experts pioneered the world's first bone conduction implant over 40 years ago, it opened up a whole new world of hearing to those suffering from conductive hearing loss, mixed hearing loss and single-sided deafness. Since then, the technology has helped change the lives of more than 140,000 people worldwide; and thanks to the latest innovations in bone conduction hearing, that number will only continue to rise.

Today we work with over 2,000 hearing professionals around the world and with more than 100 research partners in 20 countries to keep the breakthroughs coming. From creating the world's first Hearing Hub campus to developing revolutionary new products, our commitment and mission never stray from our main focus—to help you “Hear now. And always.”

COCHLEAR'S MISSION

WE HELP PEOPLE HEAR AND BE HEARD.

WE EMPOWER PEOPLE TO CONNECT WITH
OTHERS AND LIVE A FULL LIFE.

WE HELP 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.

Technology will improve, and so can your hearing.

Access to future technology for a lifetime of better hearing

Technology will advance. In fact, continuing to develop innovative hearing solutions to help you hear better is part of our promise to you. That's why we design our implant systems to allow access to sound processor technology upgrades as they become available without the need for additional surgery. With the Baha 5 or Baha 5 Power, you have the ability to upgrade to a more powerful sound processor. With all the Baha 5 Sound Processors, you have the option to change from Attract to Connect with an additional surgery. As the global leader in hearing implants and with our large investment in research and development, our priority is to continue to bring advanced technology to you for a lifetime.

Maribel's story. The first US Baha recipient

Maribel U. was born without ears, yet she can hear thanks to the Baha Implant she received in 1983. At just eight years old, she was the first person in the United States to experience hearing with the Baha System. Since that remarkable day, Maribel's life has never been the same. A violinist during childhood and active in sports, she credits the Baha System with helping her take risks and enjoying the same opportunities all the other kids were experiencing. Today, Maribel enjoys life with her husband and children, and feels blessed to be working to help support her family. And, with newer technology upgrades, she is hearing more than she ever dreamed possible. This is yet another example of our lifetime commitment to you.

One implant. Several sound processor upgrades. Unlimited possibilities.



Care your way means support when and where you need it.

Cochlear strives to be your partner for a lifetime of hearing. We know you will have questions along the way, and we will be there to answer them for you. In addition, we have developed multiple tools, online videos and personalized resources that can be tailored to your needs. We are committed to answering your questions, providing fast and convenient service and helping you get the most from your bone conduction implant today and into the future.

Enjoy personalized services and information with the Cochlear Family

Being a partner to you throughout your hearing journey is very important to us. It is so important that we made it our promise: "Hear now. And always." We've created programs and resources to provide information and tips that are tailored just for you. That's what you will have access to as part of your Cochlear Family program membership.

Anytime, anywhere access to important information with myCochlear

Once you become a recipient, you can register to get access to Cochlear Family and myCochlear. As part of the Cochlear Family membership, you will have access to a convenient online resource called myCochlear. Your myCochlear account provides you with information about your specific device including warranty and upgrade information, troubleshooting tips, as well as special promotions and discounts. It's a one-stop shop for all things Cochlear and is available to you 24/7.

Cochlear Concierge can answer your questions

A team of experts is ready to answer your questions and assist you in learning about the process, our products, technology and company.

**Call 1 800 216 0228 or
email Concierge@Cochlear.com**

Fast service for repairs with the Hear Always Program

We want you to experience life uninterrupted, which is why we created the Hear Always Program, an exclusive program to expedite service if you ever experience an issue with your sound processor. The Hear Always Program works hard to significantly reduce the time you are without sound.

Robust rehabilitation resources available on the Communication Corner

The Communication Corner is our extensive rehabilitation site that provides materials and activities at all levels to help you improve your listening and communication skills. The website includes a range of practice tools and an assessment that provides guidance on where to start and which program is best for you.

Visit **www.Cochlear.com/US/CommCorner**

You'll never be alone on your journey.

Connect with others who have been exactly where you are and want to help

At any point during your journey you may want to connect with others who have gone through the process and are now hearing what they couldn't before. There is a large community of people who have been exactly where you are and want to support you and share their stories.

www.Cochlear.com/US/CochlearConnections

What it means to be a member of the Cochlear Family

We are a family. One that's united by sound. Bound by a common experience that is anything but common.

We are the people who can now hear what we couldn't hear before thanks to a company founded more than 35 years ago.

We are the people who place our trust in Cochlear. We share our dreams with the surgeons, audiologists and therapists who help make them come true. And we share them with those at Cochlear who make us the promise of "Hear now. And always."

We care for one another. We look out for one another. We support one another. We are united by sound and connected by Cochlear. We are the Cochlear Family.



Recipient stories.

Debra B. – Baha 5 recipient

Debra's hearing loss started on her right side when she was a child. It was something she just lived with growing up as doctors told her hearing aids would not really help. But a few years ago, Debra was diagnosed with a cholesteatoma in that same ear, and she knew it wasn't good. After all, she had a very invasive and very destructive tumor. "I went from being able to partially hear in my right ear to being totally deaf in my right ear. I missed out on conversations even when they were right in front of me. The Baha System has been life-changing for me. For the first time in my life, I can hear in stereo. I can hear on both sides, and I can hear people talking to me even if there is noise in the background. I am looking forward to richer relationships—richer interactions with friends and family. And now, I'm excited because I don't have to miss out on anything anymore."



Aaron B. – Baha 5 SuperPower recipient


When Aaron lost his hearing in his right ear overnight, he lost his connection to one of his most favorite things in the world—nature. "It was totally overwhelming. It really changed my personality. It made me draw back from even the people I was closest to. I knew there had to be something better, something different. After talking to my audiologist, we both felt [the Baha 5 SuperPower] was exactly what I needed. I love having 360 degrees of sound again. It sounds full. It sounds normal. It's just amazing. It's incredible. I can go outside for an hour and smell the trees and hear all the sounds. The Baha 5 [SuperPower] allows me to have my full life back."

To watch recipient videos visit
www.Cochlear.com/US/Stories





Bob Y. – Baha recipient



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Phone: 1 800 216 0228

- Steps to Getting a Baha Implant System
- Why Choose the Baha Implant System
- Glossary of Terms

Chapter 6:

Your journey to hearing is worth every step.

For more than 40 years we've never heard anyone say, "I wish I would have waited." In fact, the opposite is true. Those who have a Baha Implant system reported a significantly higher quality of life compared to when they left their hearing loss untreated.^{1,2} And once you made this life changing decision, there are just a few steps to get you on your way to better hearing.

1. Visit a Hearing Implant Specialist for a hearing test

If you haven't already met with a Hearing Implant Specialist, then now is the time. You'll complete a hearing test to find out if you can benefit from a Baha System. If it's determined you are a good candidate, you'll get to test the sound processor and hear the difference for yourself. That's one of the best things about a Baha System—you can try it first before deciding to move forward.

To find a Hearing Implant Specialist in your area, visit **www.Cochlear.com/US/Appointment**

2. Obtain insurance approval

Unlike hearing aids, Cochlear Baha Bone Conduction Implant Systems are covered by Medicare. They are also covered by many insurance plans and typically Medicaid.*

Your insurance plan may require something called "pre-authorization" for certain services. If needed, your audiologist or physician may help obtain pre-authorization of coverage on your behalf. Your audiologist will also submit the necessary paperwork to your insurance company for approval.

Visit Cochlear's Insurance Resource Center for more information at **www.Cochlear.com/US/Insurance**

The hearing implant team will discuss benefits and risks with you and schedule the surgery typically after insurance approval is obtained. If you need assistance navigating the insurance approval process or help with an appeal if the claim has been denied, we offer individual insurance support.

**Contact Cochlear Insurance Support at
800 633 4667 Option 4
or email OMS@Cochlear.com**

3. Choosing the best device for you

All bone conduction implants are designed to restore access to sound in a similar fashion, yet there are noticeable distinctions between the devices.

Make sure to ask the right questions before choosing the best device. Think beyond today and consider what you want for yourself in the future. You also want to think beyond the product itself and remember that Cochlear will provide the support you deserve for a lifetime.

4. Outpatient surgery

We understand the thought of surgery is intimidating, yet it's necessary to provide you access to sound with a bone conduction implant. Fortunately, the procedure is fairly routine, typically lasting less than an hour, and is performed under general anesthesia. The risks of the implant surgery are typically low, and most people are back to their normal activities within a few days.

To provide you with added peace of mind, go to **www.Cochlear.com/US/CochlearConnections** to find others who have been through a similar experience. They will often tell you that the worries they had themselves about the surgery were greatly diminished by the hope and benefits that the Baha now provides.

5. Fitting appointment

This is the moment you have been waiting for. After the recommended healing period (*up to 12 weeks*), you'll visit your audiologist to receive your new sound processor. They'll adjust the settings to match your needs and show you how it all works. And that's it. You'll be ready to start your new hearing experience.

6. Ongoing care

Over the next several months after fitting, you will have a series of appointments with your audiologist to adjust and fine tune the sound processor's programs to help ensure optimal hearing performance.

You will also need to follow the guidelines provided for care and maintenance, which vary based on device. We offer many "how to" videos on myCochlear, and our Customer Service team can help answer questions you may have.

7. Rehabilitation

Just as with any surgery, rehabilitation is critical to your success. Cochlear offers robust rehabilitation programs through The Communication Corner that can be tailored to your needs.

You can register for The Communication Corner at **www.Cochlear.com/US/CommCorner** and share the information with your speech therapist and audiologist.

The Baha Implant System includes unique features for your best hearing.

Choosing the best bone conduction implant is important. Life-changing, in fact. To make an informed decision, you'll want to understand your options. The information provided below highlights the unique benefits of the Baha Implant System.

Sound Processor Features

Feature	Benefit	Why It Matters
Sound Processor Options	Because your hearing needs are unique and may even change over time, you need options for today and the future	The Baha 5 System is the first bone conduction system to offer three head-worn sound processors, each one designed to meet a different level of hearing loss. From the smallest to the most powerful, you'll have peace of mind knowing that Cochlear offers smart choices for a lifetime of better hearing.
Made for iPhone Connectivity	Control your hearing experience and stream sound directly from your iPhone® to your sound processor	Made for iPhone technology provides the convenience of direct streaming to the sound processor from your iPhone® for a rich hearing experience.
Baha Smart App	Control, manage and monitor your hearing using your smartphone	You can personalize and monitor your hearing experience conveniently with devices you use every day.
True Wireless Technology	Sound can be wirelessly streamed directly to your sound processor	Having speech and sound wirelessly streamed directly to your sound processor can allow you to hear conversation and music more clearly and take advantage of learning opportunities in a variety of settings without the need for neck-worn loops or bulky components.
Remote Control	Remote management of your hearing	You are able to manage settings and programs without the need to touch the sound processor so you don't go without sound.
SmartSound iQ	Innovative sound processing that automatically adjusts to your environment	Provides access to improved sound quality by reducing background noise.
Automatic Scene Classifier	Hear easier in noise	The automatic scene classifier analyzes your current surroundings and identifies the listening environment as one of seven common scenes.
Data Logging	Tracks how you use the sound processor every day	Records how the sound processor is being used in order to provide information to your audiologist to help improve your hearing experience.
Try it First, Then Decide	With the Baha System, you have the unique advantage of hearing the difference first	A Hearing Implant Specialist can help you try (<i>demo</i>) a sound processor so you can hear how it might sound before you make any decisions.

System Features

Feature	Benefit	Why It Matters
One Implant. Two Systems	Choose between two Baha Systems to best fit your hearing needs	Both the Baha Attract and the Baha Connect Systems offer unique Cochlear technology designed to help you hear and communicate with confidence.
Stable and Reliable Implant	The strong foundation of every Baha System	The Baha BI300 is Cochlear's latest titanium implant featuring TiOblast™ surface technology, which is designed and tested for long-term reliability and better sound transmission compared to other systems. ^{3,4}
Baha Attract System	Uses internal and external magnets that attract one to another to offer an invisible link between the implant and sound processor	The Baha Attract System is a comfortable and easy to use hearing system that requires some daily care. The Baha Attract Sound Processor magnets are available in different strengths to suit your individual needs and lifestyle.
Baha Connect System	Uses a small abutment that offers a direct connection between implant and sound processor designed to maximize hearing performance should you need it	The Baha Connect System is a straightforward and easy to use hearing system that requires some daily care. The sound processor is easy to handle and simply snaps on to the abutment to hold it in place.
Dermalock™ Abutment Technology	Unique surface coating and concave shape that preserves the hair and skin around the abutment	The Baha Connect System abutment features state of the art Dermalock™ technology, which helps reduce surgery time, and most people heal in just a few days. ⁵
MRI Compatibility*	Providing a safe and effective MRI image	We designed our Baha Attract System so that the internal magnet is conditional for up to 1.5 Tesla. For MRI scans above 1.5 Tesla, a simple procedure to remove the magnet may be necessary. With the Baha Connect System, you are safe to undergo an MRI as long as the sound processor is removed beforehand.

*Prior to receiving an MRI, please consult with your clinician about proper precautions.

Glossary of important terminology.

Acquired deafness: A severe to profound hearing loss that develops later in life.

Audiogram: A graph obtained during a hearing test that illustrates a person's hearing in each ear, indicating the degree and type of hearing loss.

Audiologist: A professional who treats individuals with a hearing loss.

Auditory: Relating to hearing.

Bilateral hearing: Using the same hearing technology in both ears, either with two hearing aids or two hearing implants.

Bimodal hearing: Using a hearing aid in one ear and a hearing implant in the other ear.

Binaural hearing: Using both ears to hear sounds.

Binaural/Bilateral hearing loss: Hearing loss affecting both ears.

Conductive hearing loss: Sound cannot travel through the outer or middle ear because of malformation, chronic ear infections, benign tumors or other factors. This condition may be treatable depending on the cause.

Congenital hearing loss: A hearing loss that is present at birth.

Intensity: The loudness of a sound measured in decibels (*dB*).

Frequency: The pitch of a sound is measured in Hertz (*Hz*).

Hearing threshold: The softest sound that a person can hear at a specific frequency. Hearing thresholds are displayed on an audiogram to show an individual's hearing loss.

Localization: The ability to determine where a sound comes from.

Mixed hearing loss: Refers to a combination of conductive and sensorineural hearing loss. This means there may be damage in both the outer or middle ear, as well as the inner ear.

Otolaryngologist: A physician that treats ear, nose, sinus and throat disorders and diseases.

Otologist: A physician who specializes in treatment of ear problems.

Post-lingual deafness: Deafness that occurs after language acquisition.

Rehabilitation: Specialized training for people with hearing loss to help them learn to speak and understand language through listening.

Residual hearing: The amount of remaining hearing that a person has after experiencing a hearing loss.

Sensorineural hearing loss: This type of hearing loss occurs when there is damage to the inner ear, or cochlea, or the nerve pathways to the brain. This type of hearing loss is the most common and is usually permanent.

Single-sided deafness: Sensorineural hearing loss can occur in one or both ears. If the loss is in one ear, it is often referred to as unilateral hearing loss or single-sided deafness. This is when there is little or no hearing in one ear, but normal hearing in the other ear.

Speech frequencies: The range of frequencies most important for hearing and understanding speech from 250 to 6,000 Hz.

Sudden deafness: Hearing loss that occurs seemingly overnight. Often times, it may be difficult to identify a specific cause.

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Cochlear gives you more than hearing.
We give you hope.

Hope to hear the birds singing.

Hope to hear your grandchild's voice.

Hope to hear your favorite song
that takes you back.

Hope to reconnect
with those you love the most.

Hope to experience the joy of hearing.

We provide this hope through innovative choices
of wearing options, wireless connections
and personalized services to help you

Hear now. And always

We would like to give a special thank you to all the Baha recipients and their families who have shared their pictures and stories in an effort to help others who are going through their own hearing journey.

Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 450,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We aim to give our recipients the best lifelong hearing experience and access to innovative future technologies. For our professional partners, we offer the industry's largest clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

As your partner in hearing for life, Cochlear believes it is important that you understand not only the benefits, but also the potential risks associated with a Baha procedure.

You should talk to your hearing healthcare provider about who is a candidate for a Baha. Before any surgery, it is important to talk to your doctor about CDC guidelines for pre-surgical vaccinations. Baha is contraindicated for patients with inadequate bone quality or quantity to provide stability and support for the implant, or in patients who will be unable to maintain and clean the skin around the abutment. In the U.S., use of the implanted fixture is also contraindicated in children under age 5 years.

Baha implantation is a surgical procedure that carries with it the risks typical of surgery. All surgical procedures include an element of risk, and it is impossible to guarantee success. The device may fail to osseointegrate for a number of reasons, including physiological and surgical issues as well as traumatic impact to the implant site. On rare occasions the skin around the abutment may become inflamed from a mild infection or the skin may grow back towards its original thickness.

For complete information regarding the risks and benefits of a Baha procedure, please refer to the Instructions for use for the Baha implant available at www.Cochlear.com/US/BahaIndications.

Views expressed by Cochlear recipients are those of the individual. Consult your hearing health provider to determine if you are a candidate for Cochlear technology. Outcomes and results may vary.

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The Cochlear Baha 5 Smart App is available on App Store and Google Play. For compatibility information visit www.Cochlear.com/Compatibility.

Cochlear Baha 5 sound processors are compatible with iPhone, iPad and iPod touch. For compatibility information visit www.Cochlear.com/Compatibility.

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