



**Cochlear**<sup>®</sup>  
Hear now. And always

# Cochlear™ Baha® Start

## Your child's first steps to better hearing

Learning to communicate begins early—well before your child says their first word—which is why it's so important for children with hearing loss to be given access to sound as soon as possible. It can help lay the foundation for fundamental language development and social skills to help them be successful in school and society later in life. In fact, research shows children whose hearing loss is identified and treated early are best able to develop speech, language, cognitive and social skills ahead of later identified children.<sup>1</sup>

## Introducing Baha® Start

Baha® Start is our non-surgical bone conduction solution that features the Baha Softband or SoundArc™ and the Baha 6 Max Sound Processor. It can help address your child's hearing loss of up to 55 dB SNHL.\* In addition, our Lend an Ear program provides children under the age of 18 access to an appropriately-fit Baha 6 Max Sound Processor while the insurance approval takes place. This means that your child can have access to critical sounds as soon as possible.

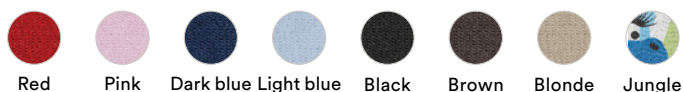
## Baha Start non-surgical wearing options

If your child is too young (under the age of five) or is not yet ready for a surgical implant, Cochlear offers two non-surgical options that enable your child to experience sound with one or two Baha 6 Max Sound Processors.\*\* The Baha Softband and SoundArc are designed to provide your child with the hearing performance and amplification they need to facilitate language development on par with their hearing peers, without the need for surgery.<sup>2</sup>



### Softband

The Baha Softband is a comfortable and easy-to-wear headband designed specifically for infants and toddlers under the age of two. Unlike other headbands, the Softband uses the Baha SoftWear™ Pad, which reduces pressure to give greater comfort and provide better sound transmission to your child's ear.<sup>3</sup>



### SoundArc

The Baha SoundArc is ideal for children approaching the age of implantation, offering slightly older children a different wearing option. It has a modern look that kids will love. It's lightweight, practical and, like a pair of sunglasses, easy to put on and take off. It fits securely and comfortably in place, so it is great for active kids.



**Beginning with Baha Start, and when your child is ready for a surgical solution, Cochlear bone conduction sound processors offer unique features to provide your child a lifetime of better hearing, including:**

- Small, smart and powerful sound processors designed to meet your child's hearing needs
- The Osia<sup>®</sup> 2 Sound Processor and the Baha 6 Max Sound Processor offer direct streaming—easily stream phone calls, music, video and entertainment directly from a compatible smartphone or device<sup>†</sup>
- The Baha Smart App and Osia Smart App allow you to easily control your child's hearing experience
- True Wireless<sup>™</sup> accessories send sound directly to your child's sound processor without the need to have anything around your child's neck
- Data logging to help provide key usage information to your child's audiologist
- The Baha 6 Max Sound Processor is compatible with both Baha Start non-surgical options



Unlike hearing aids, Cochlear Bone Conduction Systems are covered by many insurance plans and typically Medicaid.<sup>††</sup> Contact your insurance plan or local Hearing Implant Specialist to determine eligibility.

## We're here for you

To determine if Baha Start is right for your child, schedule an appointment with a Hearing Implant Specialist to start the discussion and request that your child try the Baha Softband or SoundArc. [www.cochlear.com/us/appointment](http://www.cochlear.com/us/appointment)

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



[concierge@cochlear.com](mailto:concierge@cochlear.com)



800 216 0228

1. Tarpe AM, Gustafson S. Management of Children with Mild, Moderate, and Moderately Severe Sensorineural Hearing Loss. Otolaryngol Clin North Am 2015 December: 983-994.
2. Hol MK, Cremers CW, Coppens-Schellekens W, Snik AF. The Baha Softband. A new treatment for young children with bilateral congenital aural atresia. Int J Pediatr Otorhinolaryngol. 2005;69:973-80
3. Flynn MC, Fyrlund H. Design concept and technological considerations for the new Baha Softband. Cochlear Bone Anchored Solutions AB, 631194, 2015.

\* SNHL means sensorineural hearing level.

\*\* In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five. In the United States and Canada, the Osia System is indicated for children ages five and older.

† Cochlear Sound Processors are compatible with Apple<sup>®</sup> and Android<sup>™</sup> devices. Cochlear Smart Apps are available on App Store and Google Play. For compatibility information visit [www.cochlear.com/compatibility](http://www.cochlear.com/compatibility).

†† Coverage for Medicaid recipients varies according to state specific guidelines.

Views expressed by Cochlear recipients and hearing health providers 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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