

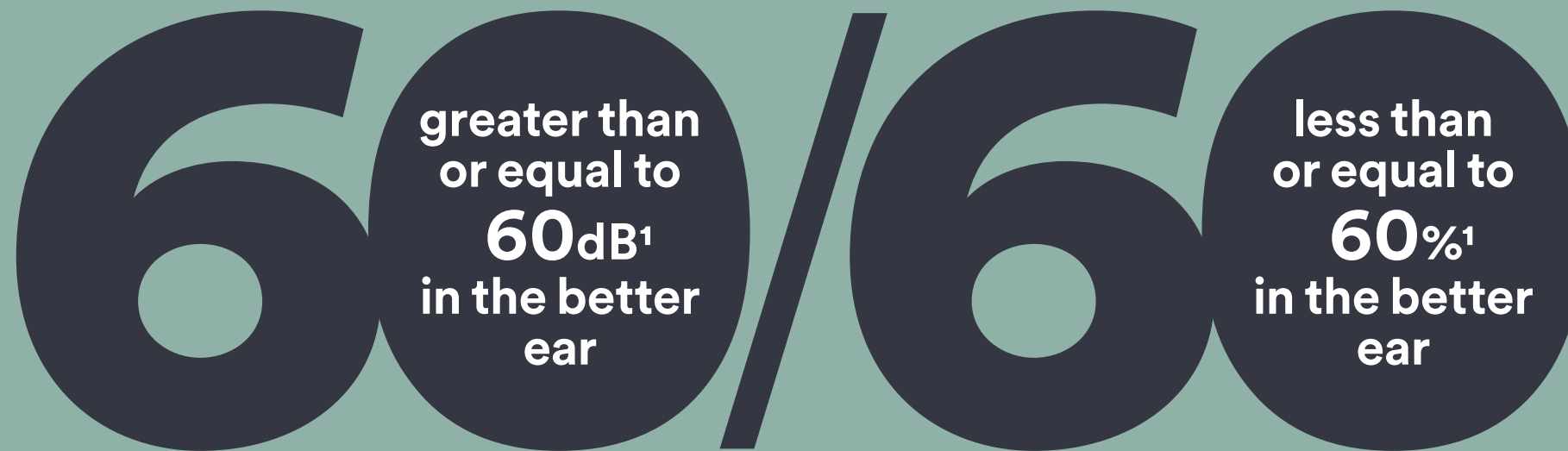
When to consider a cochlear implant evaluation for adults*



Does your patient meet any of these criteria?

Audibility

Pure Tone Average (500, 1000, 2000 Hz)



Speech understanding

Unaided Word Recognition Score

Daily interactions

Patient experiences **ANY** of the following:

- Struggles to hear on the phone
- Has difficulty understanding others
- Withdraws from social events
- Often needs others to repeat themselves



77% recipients that say if they could do it over again, they would have gotten their cochlear implant sooner²



Scan to learn more about when to refer

www.cochlear.us/when-to-refer

How a cochlear implant system works

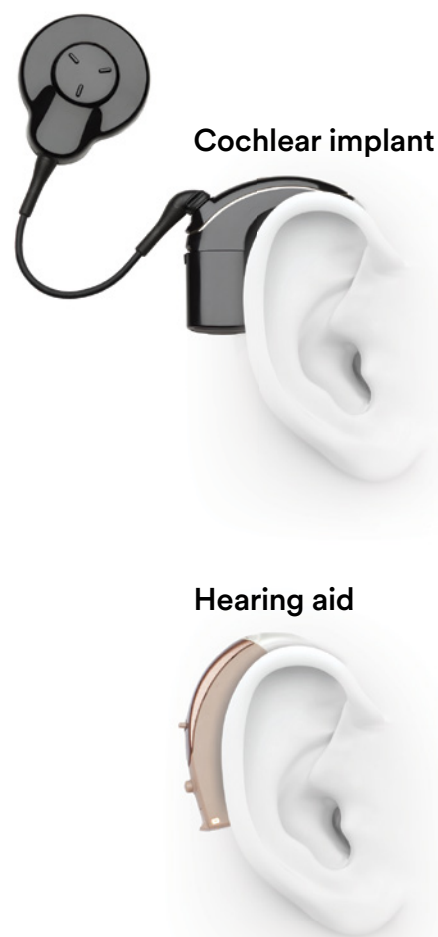


- 1 Microphones on the sound processor pick up sounds and the processor converts them into a digital signal.
- 2 This signal is transferred to the implant just under the skin.
- 3 The implant sends the digital sound signal to the electrode array in the cochlea.
- 4 The hearing nerve picks up the signal and sends it to the brain, which is understood as sound.

Frequently asked questions

How are hearing implants different from hearing aids?

Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds need to not only be made louder, they need to be made clearer. Hearing implants can help give you that clarity, even in noisy environments.²

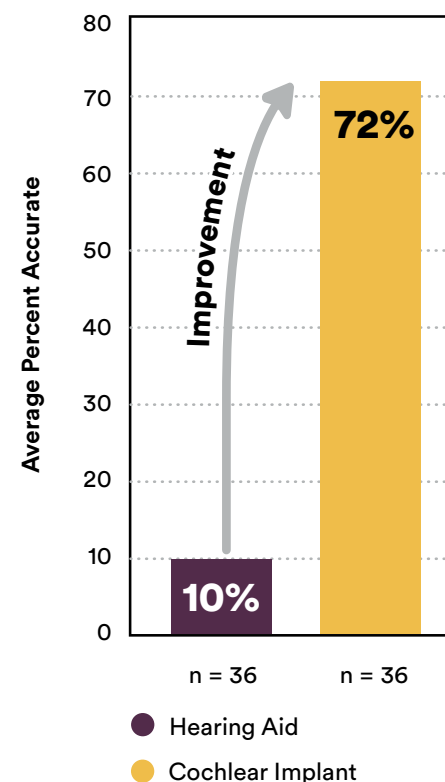


How can cochlear implants improve my hearing?

Hearing your friends and family in noisy situations is especially difficult for those with hearing loss. Now you do not have to miss out on those important conversations. In fact, adult cochlear implant users demonstrated a significant improvement in hearing in noise when compared to their hearing aid performance.³

Studies have shown that people with cochlear implants:

- See improvements in speech understanding, sound clarity and language skills⁴
- May see an improvement in quality of life⁵



Is this covered by insurance?

Fortunately, if you are a candidate, cochlear implants are covered by most insurers, including Medicare and Medicaid. The evaluating physician will confirm if your insurance covers cochlear implants prior to your evaluation

What can I expect next?

A cochlear implant evaluation should be completed to determine if you are a candidate.

Next steps for a cochlear implant evaluation:

- 01 **Audiological evaluation, performed by a cochlear implant specialist**
 - Hearing test (with and without hearing aids)
 - Speech understanding test (with and without hearing aids)
- 02 **Medical check, performed by a surgeon**
 - Review health history
 - Scan or x-ray of head/ears
 - Discuss options with surgeon
- 03 **Insurance approval**

How do I find a hearing implant specialist?

If your hearing health specialist hasn't already provided you with a cochlear implant evaluation referral, explore options to find a local audiologist for an evaluation.



www.cochlear.com/us/en/connect/find-a-clinic

References:

1. Zwolan TA, Schwartz-Leyzac KC, Pleasant T. Development of a 60/60 guideline for referring adults for a traditional Cochlear implant candidacy evaluation. *Otol Neurotol* 2020;41:895–900.
2. Hirschfelder A, Gräbel S, Olze H. The impact of cochlear implantation on quality of life: The role of audiologic performance and variables. *Head Neck Surg*. 2008 Mar;138(3): 357-362.
3. The Nucleus Freedom Cochlear Implant Surveillance Trial Results. 2008 June.
4. Novak MA, Firszt JB, Rotz LA, et al. Cochlear implants in infants and toddlers. *Ann Otol Rhino Laryngol Suppl* 2000;185:46–49.
5. Gaylor BA et al (2013) Cochlear implantation in adults, *JAMA Otolaryngol Head Neck Surg*, 139(3):265–72.

* This provides a recommendation only of when an adult may be referred for a cochlear implant evaluation, but does not guarantee candidacy based on indications. (Only for adults). For more information on candidacy criteria, please visit www.cochlear.us/cicandidacy.