



Cochlear[®]
Hear now. And always

Hear Clearly Again

When hearing aids are
no longer enough.



Reconnect to a world of sound

Even when wearing hearing aids, do you feel frustrated and sometimes even exhausted from listening? You want to be able to enjoy life without planning around your hearing loss. Regardless of your age, hearing implants may be the solution you are looking for.

Cochlear implants are different from hearing aids

Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds need to be made clearer. Cochlear implants can help give you that clarity, even in noisy environments.¹



“Compared to hearing aids, cochlear implants are much clearer.”

Peter – Cochlear implant recipient

10-fold increase in hearing satisfaction

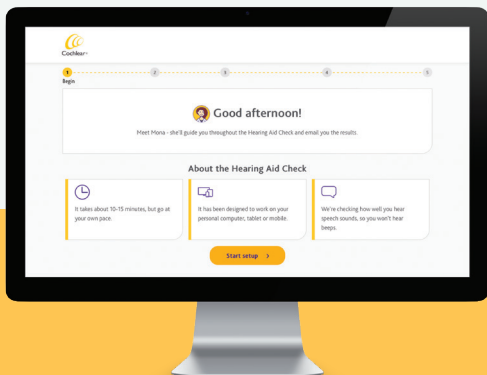
Hearing your friends and family in noisy situations is especially difficult for those with hearing loss. A Cochlear study showed that adults with cochlear implants reported a 10-fold improvement in hearing satisfaction versus hearing aids.²

Could a cochlear implant be right for you?

While wearing hearing aid(s), do you (tick ✓ all applicable):

- Have difficulty hearing conversations in noisy situations?
- Frequently ask people to repeat themselves?
- Often misunderstand what people say?
- Have trouble hearing on the telephone?
- Find yourself agreeing, smiling or nodding during conversations when you are not sure what has been said?
- Only hear from one ear?
- Depend on loved ones or read lips to understand what people are saying?

If you answered YES to any of these questions, then it might be time to make an appointment with a hearing implant specialist.



Take the Hearing Aid Check

To check the effectiveness of your hearing with hearing aids compared to people with cochlear implants, go to www.hearingaidcheck.com/au



How much does a cochlear implant cost?

Cochlear implants are covered through the public health system or Medicare, government programs and private health insurance (hospital cover).

Private health insurance



Private health insurance hospital cover may fund up to 100% of costs associated with cochlear implants. Coverage of the surgical procedure and any hospital costs will depend on your level of insurance.

State Government



State Governments fund cochlear implants for adults each year through the public health system. The number in each state varies and waiting lists may apply.

DVA



Department of Veterans' Affairs (DVA) may cover up to 100% of costs associated with cochlear implants.



Need help determining the best funding option for you? Contact the Cochlear Engagement Team



1800 875 212



hearinghelp@cochlear.com



www.hearclearly.com.au

Common types and causes of hearing loss

Your hearing loss may affect one ear or both, and it may stem from a problem in the inner, middle or outer ear, or from a combination of these. Cochlear has hearing implant solutions for many types of hearing loss. Your hearing implant specialist will identify which hearing implant is right for you.

Sensorineural hearing loss (inner ear)

You have parts of your inner ear or auditory nerve that are damaged or not working properly.

Possible causes:

- Normal ageing process
- Genetics
- Certain medications
- Overexposure to loud noise
- Disease or illness

Conductive hearing loss (outer or middle ear)

When your outer or middle ear is damaged and prevents sound from reaching your inner ear.

Possible causes:

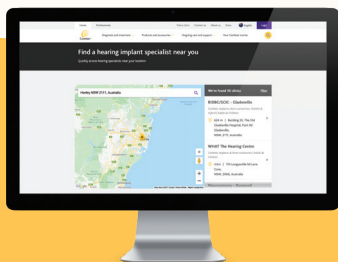
- Skin growth or cyst (cholesteatoma)
- Blockage in the ear canal
- Middle ear infections
- Malformation of the outer ear, ear canal, or middle ear structures

Mixed hearing loss

You have a problem with your outer or middle ear and your inner ear.

To find a hearing implant specialist near you, go to

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



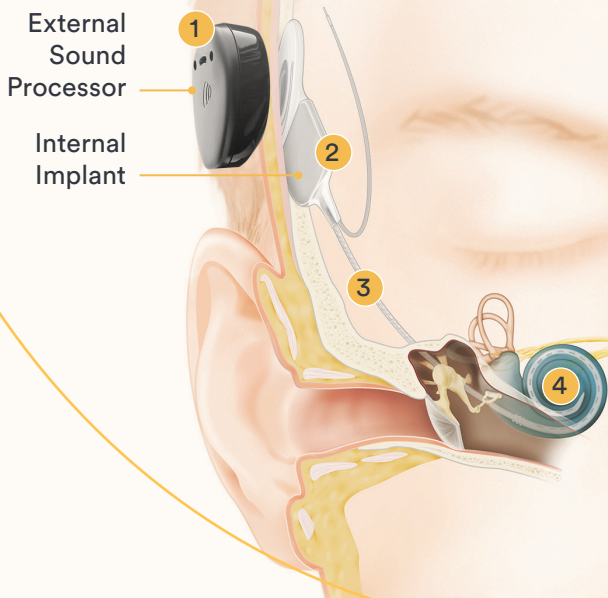
How the cochlear implant system works

There are two main components of the cochlear implant system:

- **External sound processor**
- **Internal implant**

The sound processor and internal implant work together to bypass the part of the inner ear (cochlea) that no longer functions properly and delivers digital sound signals directly to your hearing nerve.

- 1 Microphones on the sound processor pick up sounds and the processor converts them into a digital signal.
- 2 This signal is sent to the implant just under the skin.
- 3 The implant transfers the digital sound signal to the cochlea.
- 4 The hearing nerve picks up the signal and sends it to the brain, where the sound is interpreted.



Start your hearing journey today



Step 1

Hearing test

You first need to have your hearing tested by an audiologist who is well trained in hearing implants. Make an appointment with a hearing implant specialist to determine whether a hearing implant is right for you.



Step 2

Implant procedure

The cochlear implant procedure is typically a same-day, outpatient procedure and is performed under general anaesthesia. The procedure is considered routine, but, there are risks and your surgeon will discuss these with you.



Step 3

Activation/fitting

It's the day you have been waiting for, when you start to enjoy your ability to hear. Over the next few months you will work with your audiologist to customise the device for your hearing needs.



Step 4

Getting the most out of your cochlear implant

Before long, you may be hearing better than you thought possible. To help you learn more about your device and get the most from your hearing, you can join the Cochlear Family, the largest community of cochlear device recipients in the world. To learn more about our ongoing support, contact the Cochlear Engagement Team.

Be confident in your choice of hearing implant

At Cochlear, we pioneer the most advanced implantable hearing solutions in the world. Over 40 years ago, when Australian inventor Dr Graeme Clark invented the world's first multi-channel cochlear implant, it opened up a whole new world of hearing to those who needed it most. As the global market leader in implantable hearing solutions, more people entrust their hearing to Cochlear than to any other hearing implant company.

Introducing the Cochlear Engagement Team

The Cochlear Engagement Team can help you explore implantable hearing solutions, whether you are first investigating your options or selecting a device that suits you. We can explain everything simply and help you at every step of your implantable hearing journey.

We can provide you with:

- Handy resources and educational events
- Cost and funding information
- The steps involved in the implantable hearing solutions journey
- Information on Cochlear products and how they work

Whether you are a candidate, a loved one or a healthcare professional, the Cochlear Engagement Team can assist you.



Speak to our Cochlear Engagement Team today



1800 875 212



hearinghelp@cochlear.com



www.hearclearly.com.au

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Cochlear Engagement Team

Hear the difference. Feel the difference.



Hearing technology has come a long way since you were implanted - and so have you. Cochlear's latest sound processors - the Cochlear 7 behind-the-ear and Cochlear K601 all-the-ear Sound Processors - show on the latest hearing technology and are designed with one goal in mind: to make hearing easier for you.

BENEFITS

Enjoy the right music suited to your personal preferences and needs. Hear your favorite songs effortlessly with Cochlear's™ 70-year-old, 60-year-old, and 50-year-old cochlear implants. Hear the difference with Cochlear's™ 70-year-old, 60-year-old, and 50-year-old cochlear implants. Hear the difference with Cochlear's™ 70-year-old, 60-year-old, and 50-year-old cochlear implants.

Behind-the-ear

All-the-ear

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To learn which option is best for you, visit our website and speak to your healthcare professional today.
www.cochlear.com/au/7
www.cochlear.com/au/au/7



Are your hearing aids no longer enough?

When you first got hearing aids, they may have been the best solution. But, are they now?

Take a simple, free, online check to find out.

Results are given straight away and will reveal if other options could provide better hearing.

Start the check on your personal computer, laptop or mobile hearingaidcheck.com/NS



Contact Cochlear

Engagement Team

Coaching a Cochlear hearing solution?

800 800 8000 1800 400 8000

hearingaidcheck@cochlear.com

@Cochlear

Customer Service

Assessing a Cochlear hearing solution?

800 800 8000 1800 400 8000

customer@cochlear.com

1800 400 8000

1800 400 8000

1800 400 8000



Would you like to receive a free cochlear implant information kit?

Click [here](#) to order yours today

References: 1. Hirschfelder A et al. Head Neck Surg 2008;138(3):357-362. 2. The Nucleus Freedom Cochlear Implant Surveillance Trial Results. 2008 June. 3. Clinical Evaluation of the Cochlear Nucleus CI532 Cochlear Implants in Adults Investigator Meeting. 2019 Apr. 4. Balkany T et al. Otolaryngol Head Neck Surg 2007;136(5):757-762. D1874245 ISS1 JUN21

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The Cochlear Engagement Team provides general information about Cochlear products which does not constitute medical advice. The Cochlear Hearing Aid Check is not a diagnostic evaluation and is not intended to replace medical advice. For a complete test or evaluation of your hearing, please consult a hearing health care professional.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology. Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors that could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

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