ADVANCE YOUR LIFE

Beyond Hearing Aids

Invite innovation into your world with MED-EL’s Cochlear Implant Systems
You’re Gonna Love the Sound of This

When you start losing your hearing, you may feel you’re also losing other aspects of yourself and your life. The closeness of quiet conversations. The ability to enjoy concerts and other performances. The joy of effortlessly interacting with the people who mean the most to you. Eventually, even your sense of freedom and self-confidence may begin to fade away.

MED-EL cochlear implants can help you to regain your freedom and self-confidence, opening up a world of sound you may have considered lost.

MED-EL cochlear implant systems go far beyond hearing aids, offering you revolutionary new FineHearing™ sound processing technology* to enhance the details in sound as never before.

* FSP is not indicated for use by prelingual children in the US.
What If You've Been Told You Have Nerve Deafness?

You probably already know that many people with severe-to-profound sensorineural hearing loss (also called 'nerve deafness') in both ears may not be helped by even the most advanced and powerful hearing aids. Hearing aids amplify sounds. However, simply making sounds louder does not necessarily make them clearer. If you have severe-to-profound hearing loss, a hearing aid can make the world sound as distorted as a speaker in the drive-through of a fast food restaurant. Trying to understand speech in a noisy environment is especially frustrating.

You'll be glad to know that many people who have been told they have nerve deafness actually suffer from damage to the cochlea, not the hearing nerve. Is that true for you? If so, a cochlear implant might be the answer.

Hearing loss can take away life's simple joys. New cochlear implant technologies can help bring them back.
Are Cochlear Implants Designed for People of A Certain Age?

No, people in many different stages of life can benefit. Cochlear implant candidates can be as young as 12 months or as young-at-heart as 80+.

Does Insurance Cover Cochlear Implants?

FDA-approved cochlear implants have become recognized as an established treatment for restoring hearing perception in those with severe-to-profound hearing loss. Unlike hearing aids, cochlear implants are covered by most insurance plans, including Medicare and Medicaid.

How Hearing Aids Work

1. A microphone captures sound and sends it to the amplifier to make the sound louder.
2. A receiver sends the amplified sound down the ear canal, causing the eardrum and the middle ear bones to vibrate.
   These vibrations generate movement of the fluids inside the cochlea.
3. Tiny hair cells inside the cochlea convert motion transferred to the cochlear fluids into electrical impulses.
4. The electrical impulses travel to the brain where they are perceived as sound.

The major drawback to a hearing aid is the fact that just amplifying sounds doesn't always make them clearer.
Trading an “Aid” for a Long-Term Solution.

If you have severe-to-profound hearing loss and don't benefit from a hearing aid, a cochlear implant may be an effective long-term solution for you.

What is a cochlear implant system?
It’s an electronic device that restores the natural hearing function of the inner ear.

What does it look like?
It has two parts: an external sound processor worn over the ear, and an implant inserted during a surgical procedure.

How is it different from a hearing aid?
Hearing aids amplify sound. Cochlear implants bypass the damaged part of the inner ear by sending electrical signals from the cochlea directly to the hearing nerve.

How do I know if I might be a candidate for an implant?
Ask your hearing health professional.

How a Cochlear Implant Works
Cochlear implant systems convert everyday sounds into coded electrical pulses. These electrical pulses stimulate the auditory nerve, and the brain interprets the pulses as sound. The brain receives sound information within microseconds, so sounds are heard as they occur.

1. Sound is picked up by the microphone of the audio processor.
2. The audio processor analyzes and codes sounds into a special pattern of digital information.
3. This information is sent to the coil and transmitted across the skin to the implant.
4. The implant interprets the code and sends the electrical pulses to the electrodes in the cochlea.
5. The auditory nerve picks up these signals and sends them to the auditory center in the brain. The brain recognizes these signals as sound.

Once the signals reach the brain, the cochlear implant user hears. *This entire process happens many thousands of times each second!*
Successful Results

Clinical studies report successful results with the MED-EL Cochlear Implant System:

Comparative studies of various cochlear implant systems indicate that MED-EL audio processors provide excellent performance on measures of speech perception in quiet and in noise.¹²

A telephone study indicates that the majority of MED-EL cochlear implant users (85 percent) are able to use a standard or cellular telephone³, and in a different study, 92% of users did not require a special phone program to use the phone.⁴

Frequently Asked Questions

What’s involved in implant surgery?
The surgery is done on an outpatient basis and generally takes about 1-3 hours. Usually you go home later the same day; occasionally, a patient is discharged the morning after surgery. You can plan on returning to normal activities in less than a week. Your surgeon will go over risks and what to expect.

Does a cochlear implant further damage the inner ear?
At MED-EL, we believe it is vitally important to preserve the cochlear anatomy for the future, while still providing the best possible performance now. Our deep electrode insertion uses the entire cochlea to better represent hearing the way nature intended. And, even though the electrode is the longest in the industry, it is also the softest and most flexible, an advantage for the delicate structures of the inner ear.

We want to do everything we can to ensure your ability to take advantage of future technologies that haven’t even been dreamed of yet.

What will my hearing be like?
Most people experience significant improvement compared with their performance with hearing aids. The exact experiences they report, however, are as individual as you are. Realistic expectations, daily practice and patience during the adjustment process make a big difference. The professionals at your implant center will help you chart the best road to your own personal peak level of performance.

¹ Spahr et al. (2007), Performance of patients using different cochlear implant systems: effect of input dynamic range. Ear and Hearing 28(2), 260-275
² Haumann et al. (2010), Speech Perception with Cochlear Implants as Measured Using a Roving-Level Adaptive Test Method. ORL 72: 312–318
Is a cochlear implant right for you?

Do you...

- [ ] Constantly have to ask people to repeat themselves?
- [ ] Avoid using the phone, as it is too hard to understand?
- [ ] Have to read lips?
- [ ] Often feel you can't keep up at work?
- [ ] Avoid listening to music, as you are unable to enjoy it anymore?
- [ ] Avoid socializing? You can't hear or understand what's being said, and you're afraid you won't give the right response.
- [ ] Feel exhausted from concentrating on communicating?

If you face any of the challenges above, you could be a good candidate for a cochlear implant.

As a pioneer in research and development of hearing implant technologies for over 20 years, MED-EL has succeeded in creating a completely new sound coding technology that provides a richer and more detailed hearing experience than ever before possible.

Name _____________________________________________________________
Mailing address ________________________________________________
City _______________________________________________________________
State ________  Zip________________________________________________
Phone ___________________________________________________________
[ ] Information for pediatric candidates
[ ] Information for adult candidates
E-mail ____________________________________________________________

Yes! [ ] I want to connect with cochlear implant users

Yes! [ ] Tell me more about MED-EL's Cochlear Implant System

To receive more information, simply fill out the reply card above, detach it, and send it to MED-EL. No postage is required if mailed in the USA.
Let the Journey Begin

Like every other change you make in life, the process of getting a cochlear implant is a journey. Reading this brochure has already put you on the right path. Exploring medel.com will help even more, as will communicating with people who have cochlear implants. Above all, talk with your hearing health professional to find out more about the cochlear implant process.

We're Ready When You Are

Don't let the most promising journey of your life end here. Fill out the attached reply card and drop it in the mail. Then ask your hearing professional about scheduling a cochlear implant evaluation.

We look forward to hearing from you.
MED-EL is committed to enriching the lives of people with hearing loss through innovative, leading-edge technology and medical science. Our goal is to provide a whole new world of hearing and a whole new way of living, never forgetting that people and relationships are at the heart of everything we do.

For a list of cochlear implant audiologists by state, visit www.medel.com. Email us at implants.us@medel.com or call us toll free at 888-633-3524 for more information.

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For information on potential risks and contraindications relating to implantation, please visit www.medel.com/us/isi-cochlear-implant-systems