



Chronic ear infections and hearing loss

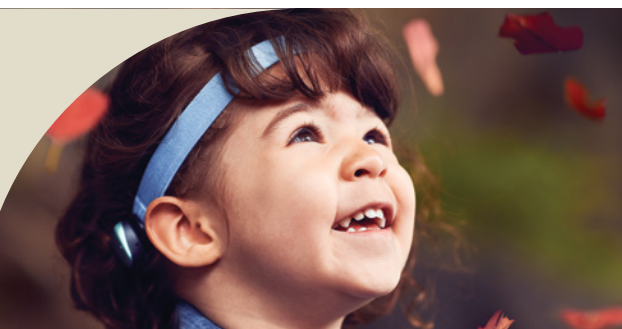
Chronic ear infections can affect your hearing— a Cochlear™ Bone Conduction solution can help

One of the most common causes of conductive hearing loss for both adults and children is due to Chronic Otitis Media, more frequently known as chronic ear infections of the middle ear. If you have recurring ear infections, you may experience temporary hearing loss due to the fluid build up in your middle ear. The fluid prevents sound waves reaching your cochlea thus causing a temporary hearing loss. Typically once the ear infection clears up, your hearing can be restored since the fluid is able to properly drain.

In the most severe cases of chronic otitis media, the infection causes permanent damage to the middle ear. The infection can attack the eardrum as well as the three main inner ear bones. Once the eardrum and inner ear bones are damaged, they can no longer transfer sound properly to the cochlea, which results in a permanent conductive hearing loss.

Why a hearing aid might not be the best solution:

- Hearing aids try to amplify the sounds you hear by pushing them through the damaged part of the ear
- If you have frequent chronic outer ear infections or draining ears, hearing aids might not be an option
- Some hearing aids require you to wear an ear mold which could aggravate your condition and create constant feedback
- Hearing aids may become uncomfortable if your ears are consistently draining



Unlike hearing aids, Cochlear Bone Conduction solutions are covered by Medicare, by many commercial insurance plans, and typically by Medicaid.** Contact your insurance plan or local Hearing Implant Specialist to determine eligibility.

How a bone conduction solution is different than hearing aids:

- Uses the body's natural ability to conduct sound through vibrations
- Works by bypassing the middle and outer ear to send more clear, crisp sound directly to your inner ear^{1*}
- A bone conduction solution never blocks the ear canal, allowing draining ears to dry properly and reduces the risk of further infections²
- Those who have treated their hearing loss with a bone conduction solution reported significantly higher quality of life compared to when they wore hearing aids or left their hearing loss untreated^{3,4}

Better hearing with a bone conduction solution

The Cochlear portfolio of bone conduction solutions offers implantable and non-surgical options that are designed to meet your or your child's individual needs and provide unparalleled hearing performance.



Osia® Sound Processor



Baha® 6 Max Sound Processor

The Osia® System

The Osia System is the world's first active osseointegrated steady-state implant.* It uses piezoelectric stimulation to bypass the damaged areas of the middle and outer ear to send vibrations directly to the inner ear.

The Baha® System

The Baha System uses a small abutment to provide a direct connection between the implant and sound processor, which may maximize hearing performance.

We're here for you

To determine if a bone conduction solution is right for you or your child, schedule an appointment with a Hearing Implant Specialist. 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



800 216 0228

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2. Macnamara M, Phillips D, Proops DW. The bone anchored hearing aid (Baha) in chronic suppurative otitis media (CSOM). Journal of Laryngology and Otology Supplement. 1996;21:38-40.
3. Dutt, S. N., McDermott, A., Jelbert, A., Reid, A. P., & Proops, D. W. (2002). The Glasgow benefit inventory in the evaluation of patient satisfaction with the bone-anchored hearing aid: quality of life issues. JOURNAL OF LARYNGOLOGY AND OTOTOLOGY, (SUPP/28). 7.
4. Kunst, S. J. W., Hol, M. K. S., Mylanus, E. A. M., Leijendeckers, J. M., Snik, A. F. M., & Cremers, C. W. R. J. (2008). Subjective benefit after Baha system application in patients with congenital unilateral conductive hearing impairment. Otology and Neurotology, 29(3), 353-358.

* 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, the Osia implant is indicated for use in children ages 12 and older. In Canada, the Osia implant is indicated for use in children ages 5 and older.

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

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