

Baha[®]

Hear more than half!
Baha[®] for Single-sided deafness

Hear now. And always



Hear the other side

The impact of single-sided deafness (SSD) has been underestimated for many years. Previously, no universally effective solutions were available to address the significant difficulties experienced by people with unilateral hearing loss. Now, clinical studies show that Baha® provides a unique benefit for people with SSD — enabling them to hear sounds from both sides where previously they could only hear from their good side.^{1,2,3}

"The Baha device is great for restoring clarity to sounds directed to the affected ear, particularly in conversational settings. The improved sound and comfort are wonderful and the added confidence it provides me is a bonus!" **Amy**

Indication: Single-sided deafness (SSD) caused by acoustic neuroma



"People who didn't know I was deaf probably thought I was just ignorant because they had to repeat themselves so often. After I got my Baha device fitted I no longer feel disabled. It has improved my quality of life tremendously – like winning the lottery!" **Tracey**

Indication: Single-sided deafness (SSD) caused by measles



¹ Lin LM, Bowditch S, Anderson MJ, May B, Cox KM, Niparko K. Amplification in the rehabilitation of unilateral deafness: speech in noise and directional hearing effects with bone-anchored hearing and contralateral routing of signal amplification. *Otology and Neurology* 2006;27(2):172-82.

² Wazen JJ, Spitzer JB, Ghossaini SN, et al. Transcranial contralateral cochlear stimulation in unilateral deafness. *Otolaryngol Head Neck Surg* 2003;129(3):248-54.

³ Hol MK, Bosman AJ, Snik AF, Mylanus EA, Cremers CW. Bone-anchored hearing aids in unilateral inner ear deafness: an evaluation of audiometric and patient outcome measurements. *Otol Neurotol* 2005;26(5):999-1006.

What is SSD?

Single-sided deafness (SSD) is the term given to unilateral sensorineural deafness. Every year there are approximately 4,000 new cases of SSD in the United States.¹

What causes SSD?

SSD has a number of causes including sudden idiopathic deafness, trauma, viral infections, measles, Meniere's disease and surgical intervention such as the removal of an acoustic neuroma.

How does SSD affect people?

People with SSD may find that the simplest everyday situations are stressful and challenging. Crossing the street, business meetings, meals at restaurants, family gatherings, cycling, jogging, and driving a car can become major obstacles that in many cases lead to them being socially excluded and isolated. Many patients also suffer from tinnitus, headaches and balance problems.

How can the Baha system help?

The Baha system is made up of three main parts – a sound processor, an abutment and a small titanium implant. When worn on the deaf side, the Baha system transfers sound directly to the healthy cochlea, thereby eliminating the head shadow effect and providing better overall sound awareness, which may lead to improved speech understanding in noise.

This enables clients who might have been dissatisfied with previous treatments to be able to perceive and understand sound from both sides where previously they could only hear from their good side.

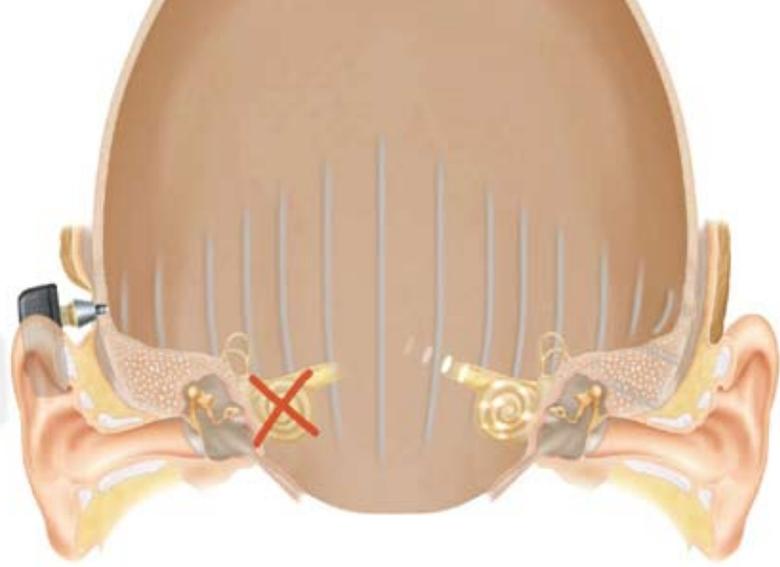
"As soon as the implant was put in it was quite miraculous. From not hearing anything at all, my hearing is now almost as it used to be. I feel alive again; involved in things!" **Alain**

Indication: Single-sided deafness caused by acoustic neuroma



"People used to say I was not paying attention but it was because I couldn't hear. But now, with Baha, I feel like I have been born again. Words can't express how happy I am. The Baha device isn't an evolution, it's a revolution!" **Hugette**

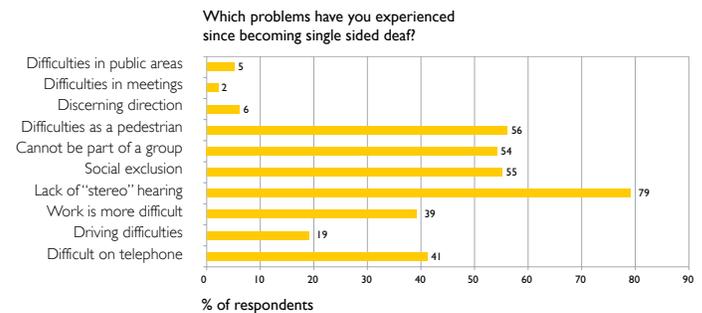
Indication: Single-sided deafness caused by Meniere's disease surgery



First choice for patients and professionals

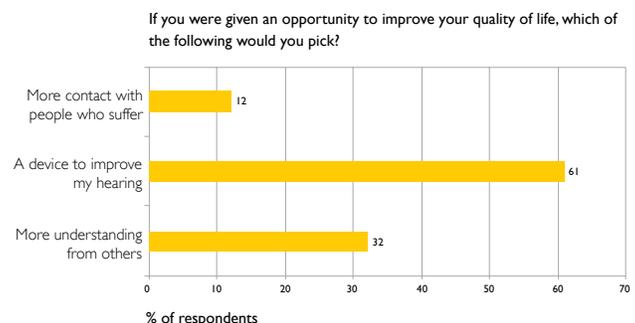
In a survey² 970 SSD patients, were asked to report on their symptoms and how these symptoms affected their lives.

As a direct result of their SSD, around half of those polled said that they experienced difficulties as a pedestrian, could not interact as part of a group and also felt socially excluded. Additionally, another 41% reported severe difficulty using the phone and 39% said that SSD had made work more difficult for them.



In the same survey, we gave the same patients a brief overview of Baha. The results were overwhelming:

- Over 80 % of those polled said they would recommend a Baha.
- Over half said that they wanted to try out the system and over three quarters said they wanted to know more about Baha.
- Crucially, many went on to say that they thought the Baha system would help them regain their social life.



¹ National Institute on Deafness and Communication Disorders, NIH Pub. No. 00-4757, March 2003.

² Survey contained in "Hear the other side" — A report on single-sided deafness. A report by the advisory board for single sided deafness. Available from Cochlear — article E80414A. More information can be found at www.singlesideddeafness.com

The Cochlear™ Promise

As a global leader in hearing solutions, Cochlear is dedicated to bringing the gift of sound to people all over the world. With our hearing systems, Cochlear has reconnected over 140,000 people to their families, friends and communities in more than 70 countries.

The Baha system provides a natural pathway to hearing and is a simple and effective hearing solution for many types of hearing loss. With this pioneering system, more people can experience the wonderful world of sound.

For patients receiving any Cochlear hearing system, our commitment is that for the rest of your life, we will be here to support you.

Hear now. And always

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