



# Baha Indications



## Conductive & Mixed Hearing Loss

Candidacy is based on **bone conduction** thresholds

Bone Conduction PTA equal to or better than 65 dB at 0.5, 1, 2 & 3 kHz

Bilateral fitting requires symmetric bone conduction thresholds

Less than 10 dB on average (0.5, 1, 2 & 3) or less than 15 dB at individual frequencies

## Single-Sided Deafness

Normal hearing in the good ear

Defined as Air Conduction PTA equal to or better than 20 dB at 0.5, 1, 2 & 3 kHz

Surgery can be considered for children 5 years of age or older



# Introducing the Cochlear<sup>™</sup> Baha<sup>®</sup> SoundArc

*Hear now. And always*





# Hearing technology has evolved fast



Sound processors now feature  
state-of-the-art signal processing,  
Made for iPhone technology and direct-  
to-device wireless streaming.

These are modern devices for a  
modern world.



# Demo technology has not moved on



*Headband*



*Testband*

They work well but they are not always:

- Comfortable
- Discreet
- Easy to use



# A need for an alternative choice

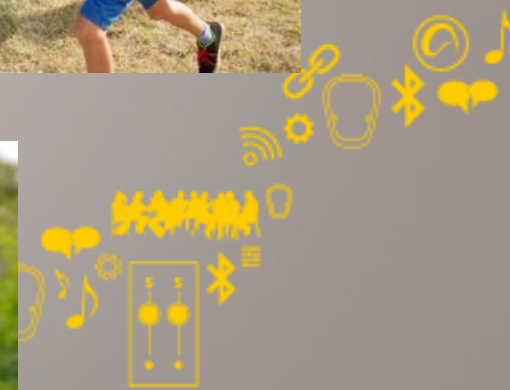
- The Baha Softband is a good solution for small children
- But for older children there is an opportunity to provide an alternative option

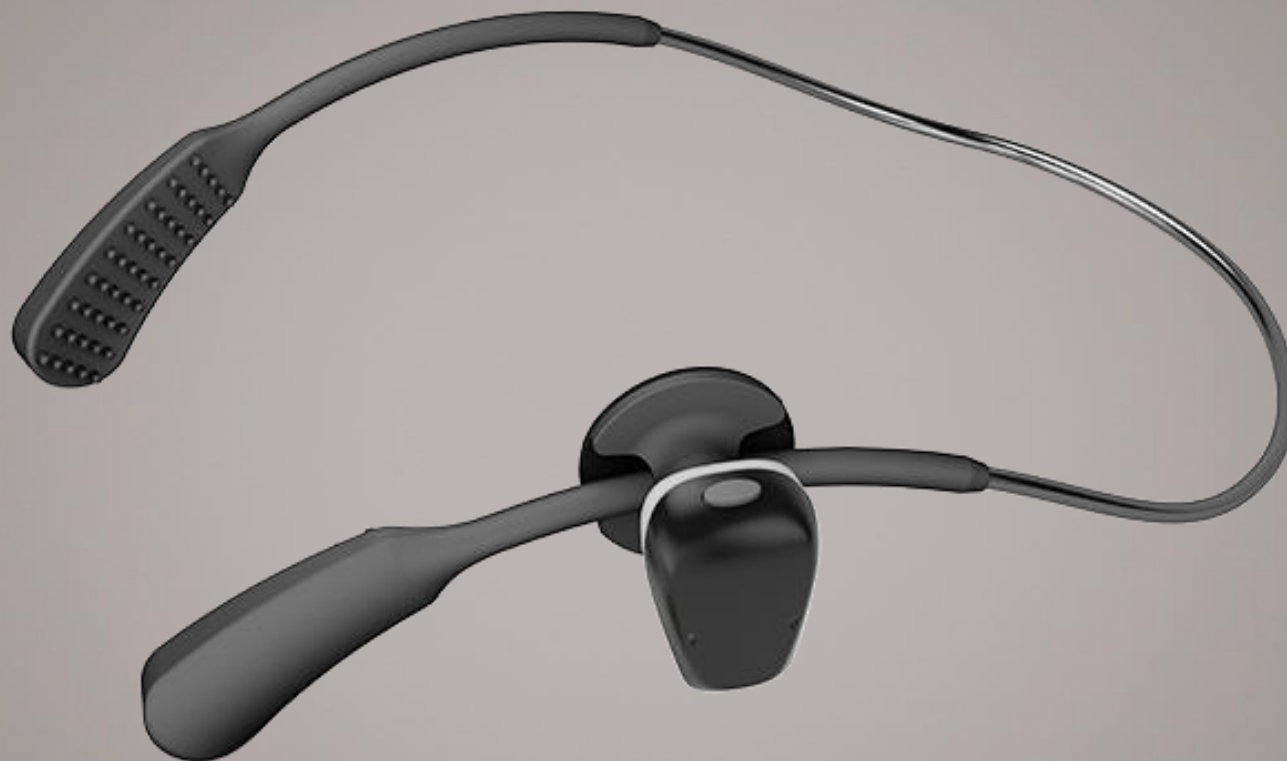


# The goal



- Ensure patients feel comfortable and confident in the demo experience
- Help more people discover the potential benefits of bone conduction
- Provide an alternative to the Baha Softband





Cochlear™ Baha® SoundArc

Comfortable - Stylish - Effective

# The Baha SoundArc



Soft silicone tips create a snug and comfortable fit

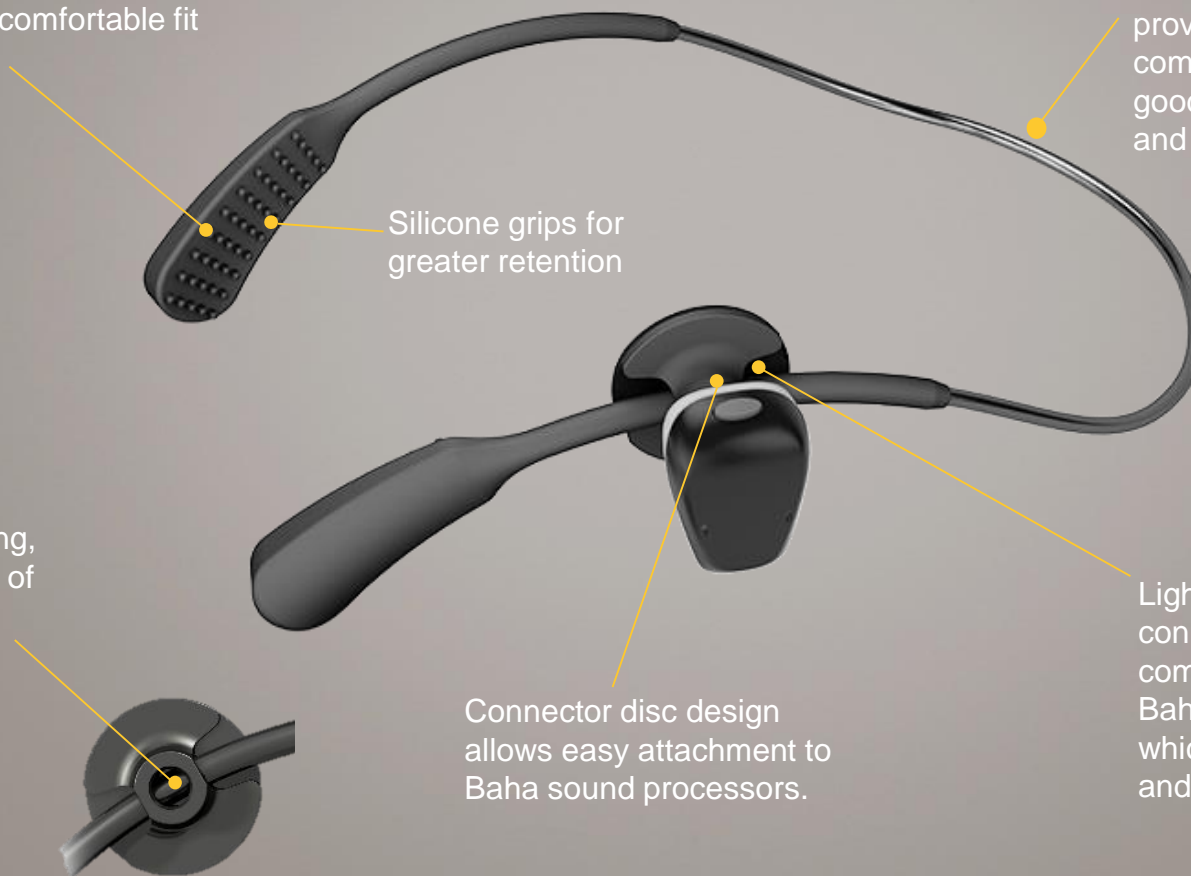
Silicone grips for greater retention

Custom fit spring steel band fits neatly around the head, providing optimal but comfortable pressure for good sound transmission and retention.

Secure coupling, minimizes risk of feedback

Connector disc design allows easy attachment to Baha sound processors.

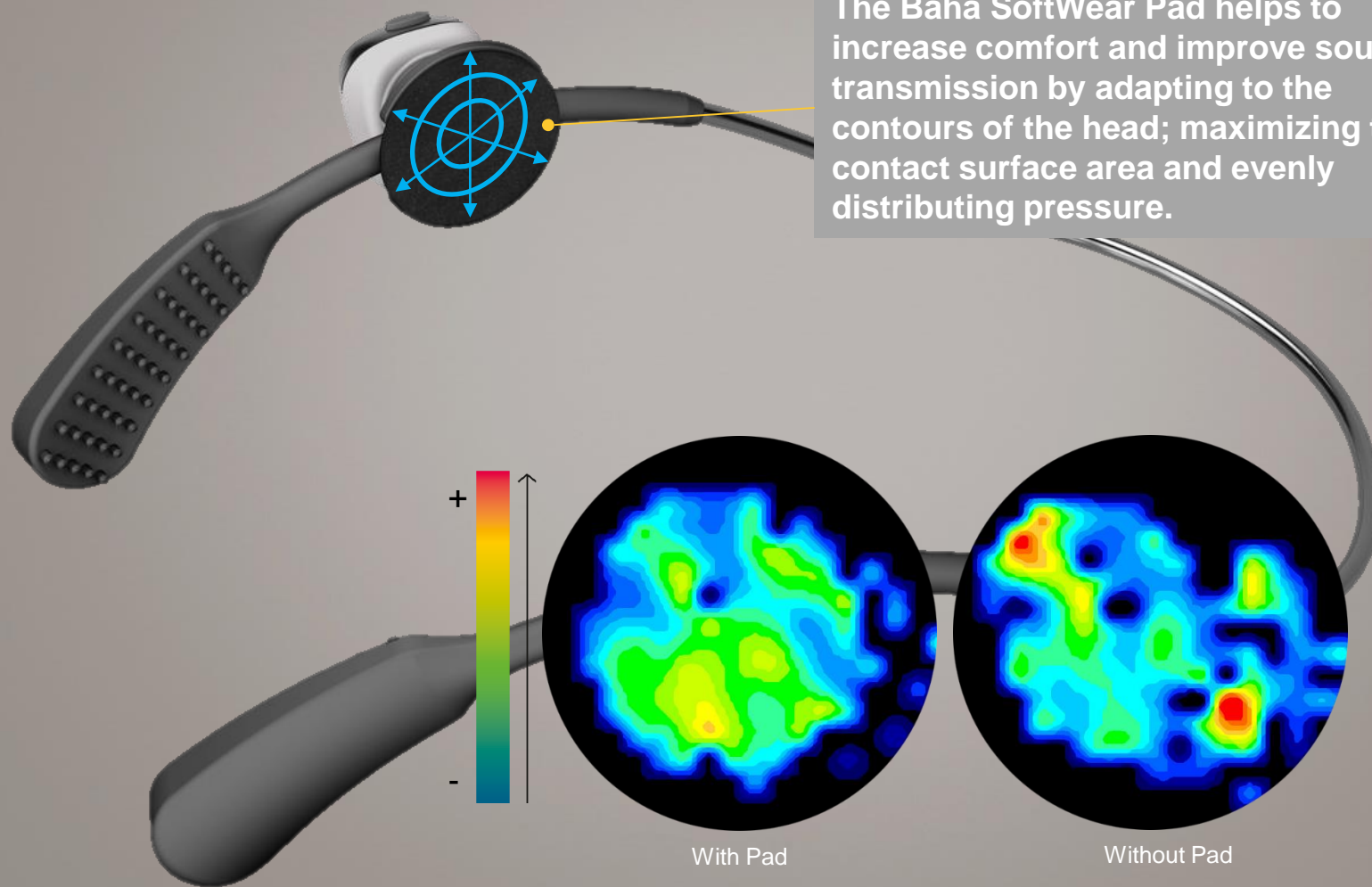
Lightweight aluminum connector disc, compatible with Baha SoftWear™ Pad which improves comfort and sound transmission.



# Reduced pressure, improved comfort



The Baha SoftWear Pad helps to increase comfort and improve sound transmission by adapting to the contours of the head; maximizing the contact surface area and evenly distributing pressure.



i-Scan pressure measurements on SoundArc, with and without Baha SoftWear Pad

# Easy to customize



- Available in four sizes
- Movable Connector disc, to help find optimum position
- Easy to shape, easy to bend, with multi-directional customization



# Stylish, light and discreet

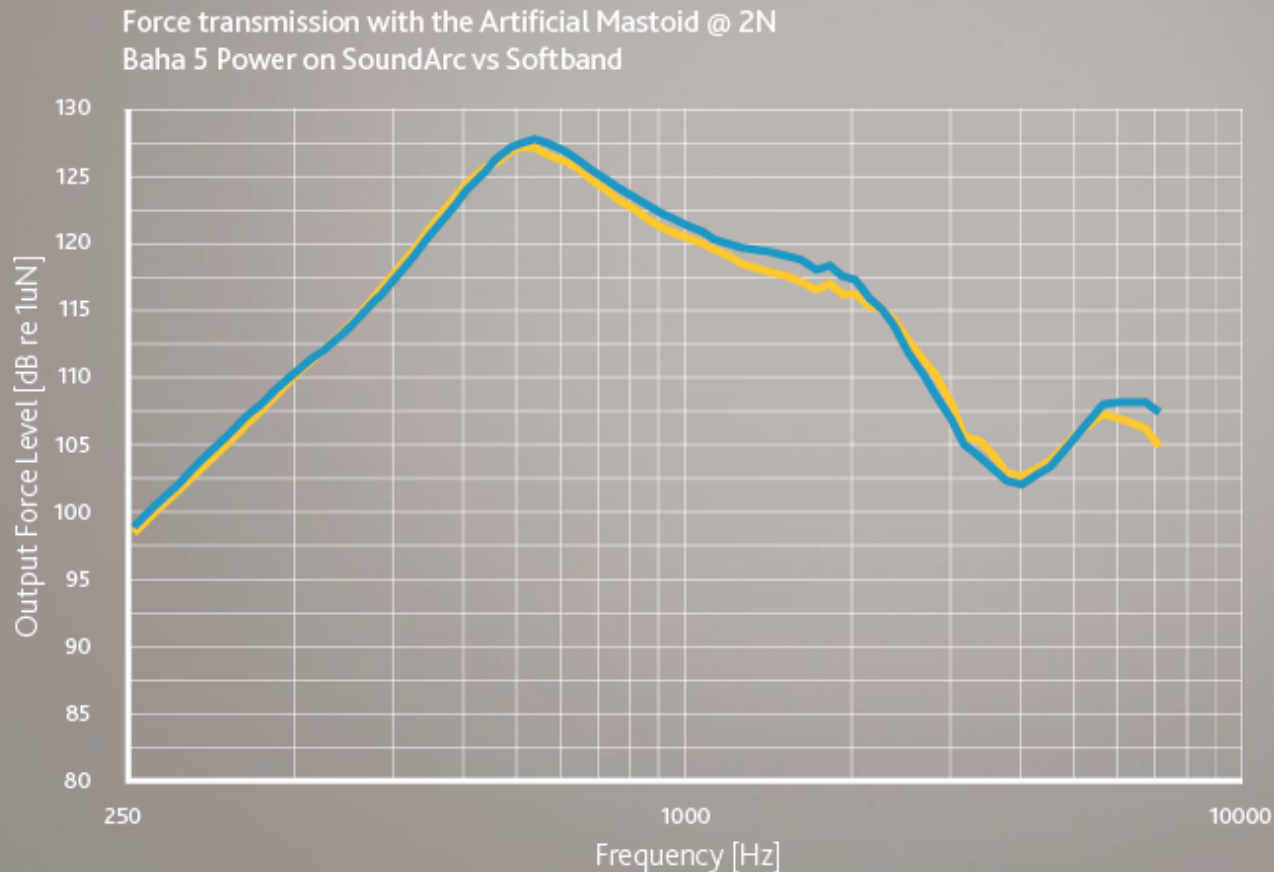


The Baha SoundArc is designed to flow with the contours of the head. It's discreet, unique and modern look is designed to appeal to patients.



# Effective sound transmission

The Baha SoundArc delivers equivalent sound transmission to the Baha Softband<sup>1</sup>.



■ Average SoundArc
 ■ Average Softband



1. Johansson, C. Sound transmission measurements of the Baha SoundArc. Cochlear Bone Anchored Solutions AB, D1122021, 2017.

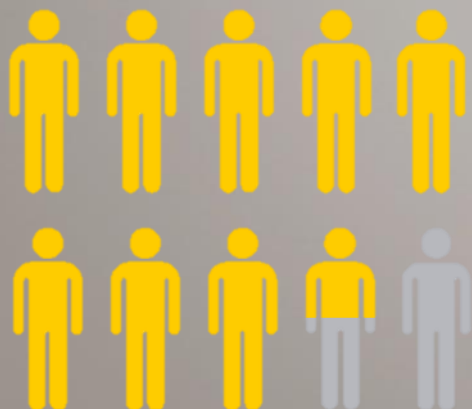
# Excellent patient ratings<sup>1</sup>

**Scores of at least**

**4/5**

**in all demo ratings**

- 
- Excellent comfort
  - Great sound quality
  - Stylish aesthetics
  - Strong retention
  - Easy to use
  - Good speech understanding
- 



**At home, 85% of patients were satisfied with their overall SoundArc experience.<sup>1</sup>**

# The Baha SoundArc provides:



A new, cool and  
exciting option for kids.

A better demo experience.



# A Portfolio to Fit Your Patient's Hearing Needs



The world's **smartest** power device\*



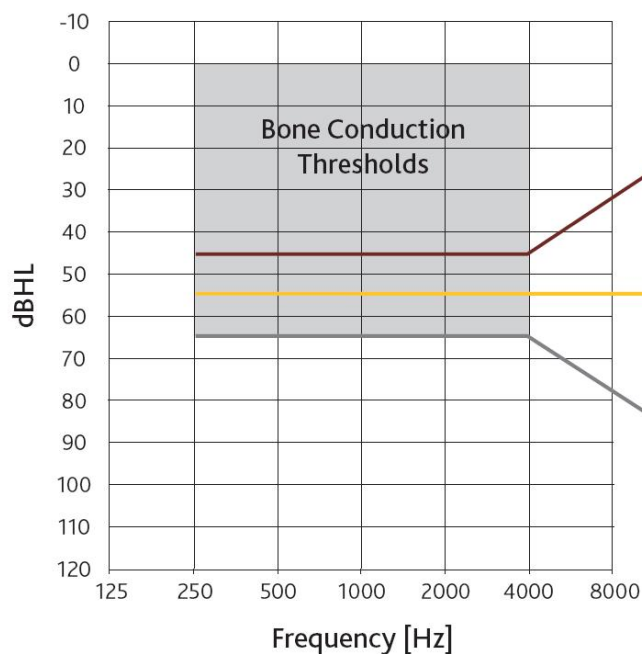
The world's **most powerful** head-worn solution\*\*

The world's **smallest** sound processor\*

\*Flynn MC. Smart and Small-Innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 629761, 2015.

\*\*Norman, J, Review of fitting ranges. Cochlear Bone Anchored Solutions AB, D773528, 2015.

# Baha 5 Portfolio



■ Bone conduction thresholds averaged across 500, 1000, 2000 and 3000 Hz.

■ 45 dB

■ 55 dB

■ 65 dB



Baha 5 Sound Processor



Baha 5 Power

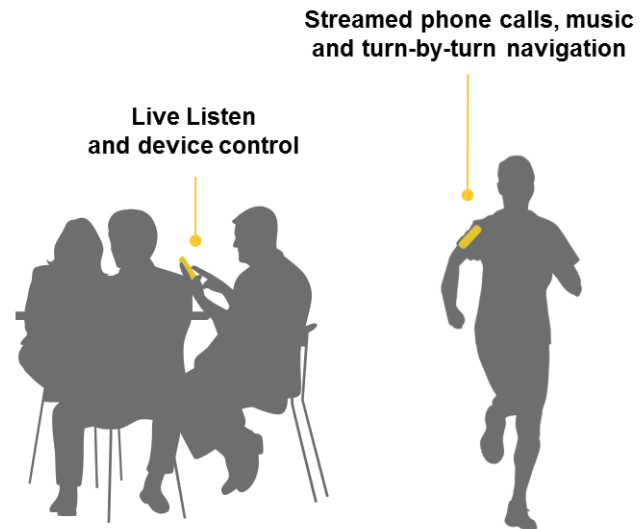


Baha 5 SuperPower

# Made for iPhone



With new Bluetooth® technology designed by Apple, Baha 5 sound processors are the hearing implant industry's only Made for iPhone Hearing Devices.



# True Wireless Accessories



## Phone Clip

- Stream phone calls directly to the sound processor.
- Answer and adjust the volume just by pushing a button.
- Works with many Bluetooth® enabled devices and MP3 music players.

## Mini Mic 2/2+

- Hear better over a distance and in noisy listening situations
- Place near the source of the sound
- Helpful for sounds coming from the side opposite the sound processor.

## TV Streamer

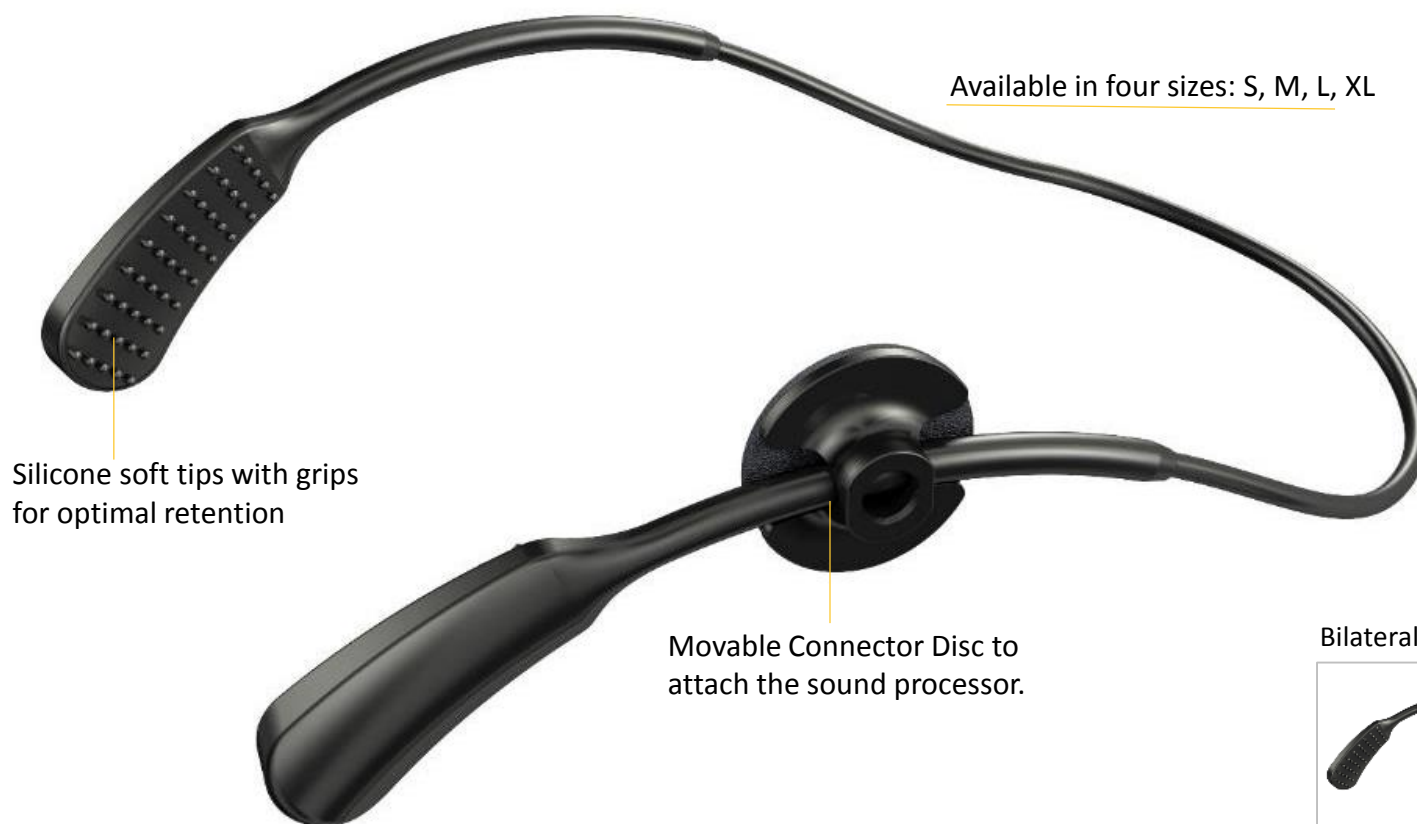
- Watch TV without blasting sound all through the house.
- Or constantly ask, "What did they say?"
- The sound processor works like a second, wireless speaker for the TV.



# Baha SoundArc



The Baha SoundArc is available in four sizes: Small, Medium, Large and Extra Large. It is delivered as unilateral and it is possible to create a bilateral version by adding a second Connector Disc.



Bilateral version



**Note:** The Baha SoftWear Pad should always be used.

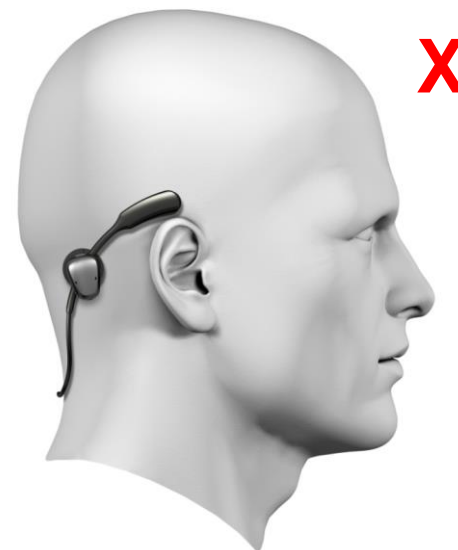
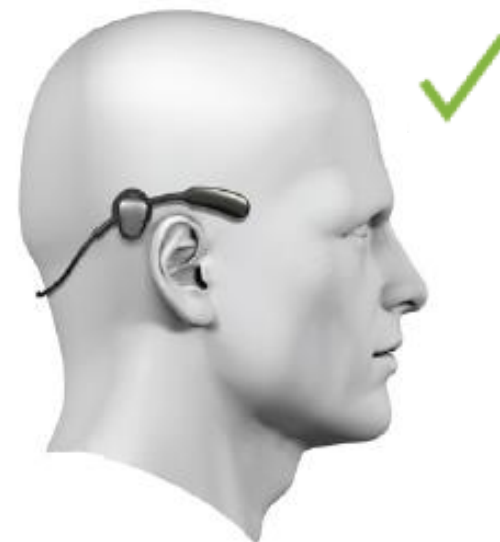
# Prepare to fit the Baha SoundArc

- The Connector Disc is movable. Slide the Connector Disc on to the soft tip on the left/right side. (Fig 1)
- Attach a Baha SoftWear Pad to the Connector Disc. (Fig 2 step I-III)
- Attach the Baha Sound Processor to the Connector Disc. (Fig 2 step IV)



# Fitting the Baha SoundArc

1. The SoundArc should be placed just **above the ears and follow the contours of the head**. It should not rest on the **pinna**. Always attach a Baha SoftWear Pad on to the Connector disc(s). The bow should rest against the back of the head.
2. The Connector disc is the primary point of contact. Always ensure that the entire area of **the Connector disc sits flush against the skin** on the head above and behind the ear; it **should not wobble**.
3. Ensure the Connector disc is in **direct contact with the skin** under the hair. It may be necessary to move or part the hair.
4. The soft tips should rest comfortably and slightly **in front of the ear**.



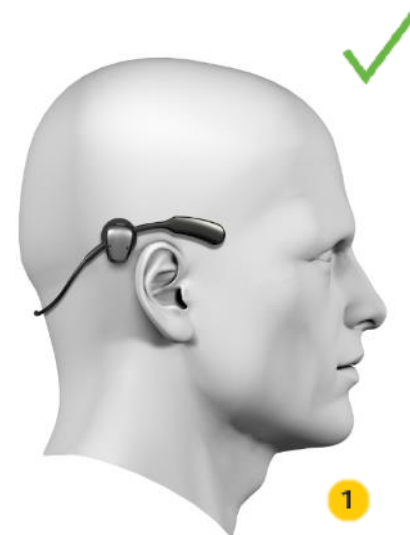
# Fitting the Baha SoundArc (cont.)

5. Ensure the SoundArc is **optimally fit on patient head prior to programming the sound processor** using Baha Fitting Software.
6. Fit the SoundArc with **any accessory in place**, like glasses, hats or other headworn accessories, so that it can be removed without affecting the position of the SoundArc and/or feedback measures.



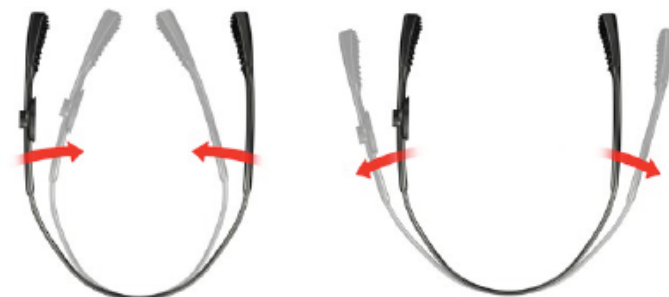
# Customize the fit

- The Baha SoundArc should sit comfortably and follow the contours of the head. Fig 1
- Ensure the Connector Disc continues to sit firmly against the head.
- If the patient feels discomfort, adjust the Baha SoundArc as shown in Fig 2-3 below.
- If comfort issues persist after adjustment, reduce the pressure by adding a second Connector Disc on the opposite side (See slide: *Assemble a bilateral Baha SoundArc*).



Bend the tips to adjust

2



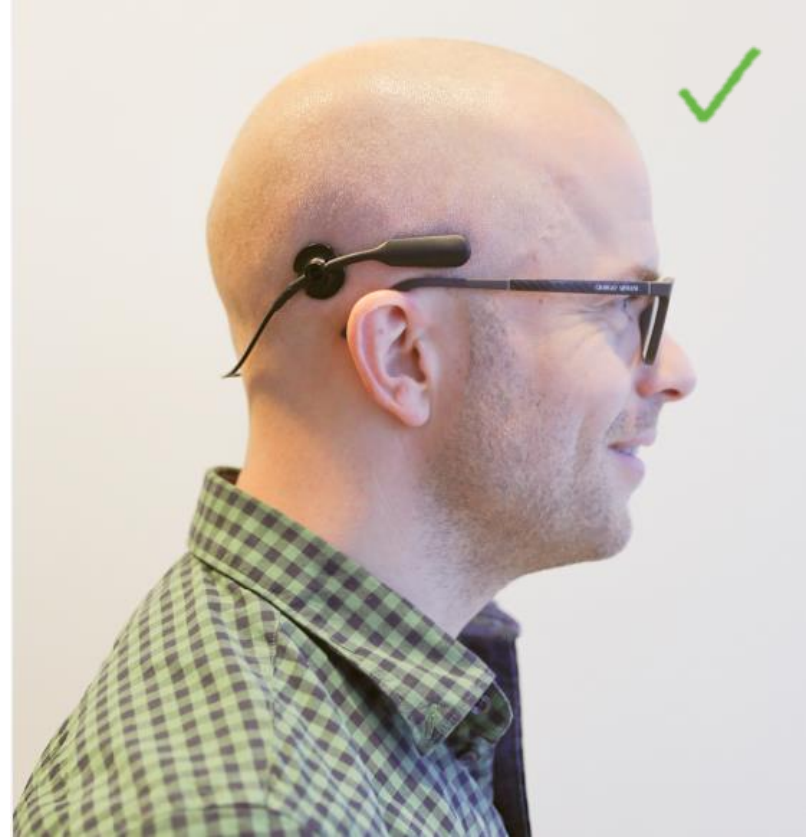
Bend the band to adjust

3

# SoundArc on head



# SoundArc on head



# SoundArc on head



The SoundArc should be placed higher and follow the contour of the head.



Interference with the glasses may cause feedback.



The Connector disc should always sit flush against the skin.



Feedback may occur if the SP is touching the pinna.

# Assemble a bilateral SoundArc



## Bilateral version

- To assemble a bilateral SoundArc, add a second Connector disc
- It is ordered separately as a spare part.
- Follow the steps as shown below in Fig 1-3.



1



Slide one of the tips off

2



Add the second Connector disc

3



Slide the tip back on

# How to change a color tip

## How to change tips

- The best way to change the tips is to roll the tip between your fingers while pulling it off the band. (Fig 1)
- With a new tip in place at the end of the band, repeat the procedure in the opposite direction while rolling and pulling the tip on the band. Ensure the tips have reached the end of the band. (Fig 2-3)
- Slide the Connector disc back on the tip. (Fig 3)

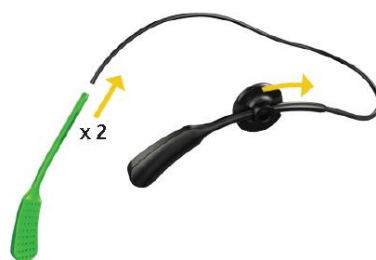


1



Slide the tips off

2



Insert the color tips

3



Slide the connector disc tip back on

# Fitting Tips



## Prior to leaving the clinic

- Have the patient practice taking the Baha SoundArc on and off
- Counsel the patient on proper placement of the Connector disc
- If the patient wears glasses, make sure to try the Baha SoundArc with glasses

\*Clean the SoundArc thoroughly with alcohol wipes and replace the Baha SoftWear Pad between users.

## Ensuring a comfortable experience

- Instruct the patient on how to adjust and bend the Baha SoundArc for increased comfort
- Use the Baha SoftWear Pad
- Gradually increase wearing time over the first days
- If prolonged redness or soreness occurs, temporarily discontinue use
- Advise the patient to contact you if discomfort persists

# Tips to ensure the best experience

The SoundArc should sit comfortably. Adjustment of the SoundArc may require **firm bending** for comfort, retention or good contact of the Connector disc.

- If the **SoundArc falls backward, is not well retained or there are gaps at back of the head:**  
Bend open at point A and inwards at points B. Fit on patient head and check placement of the Connector disc and the location of soft tips.
- The Connector disc **should sit flush against the skin** on the head under the hair, it may be necessary to part the hair to ensure correct placement.
- If the **soft tips sit too far forward:** change to a smaller size.
- If the **soft tips sit too far back:** change to a larger size.



# Troubleshooting – sound quality

## If patient reports sound is too soft:

- Adjust location of Connector disc to sit flush against the skin on the head, above and behind the ear.
- For some patients, a slightly higher placement of the Connector disc can improve sound transmission.
- To ensure the Connector disc is in **direct contact with the skin**, it may be necessary to move or part the hair.



# Troubleshooting – Feedback concerns

## If Feedback is persistent:

- Check that the sound processor does not touch the ear and that the Connector disc does not wobble.
- Perform a Feedback Analyzer measurement and counsel the patient on proper placement.



# Troubleshooting - comfort

- **Slight itching or “pull” from the soft tips:** This is normal and should decrease with time and user experience.
- **Overall discomfort:** bend open at point A, check placement of Connector disc.



# Troubleshooting - comfort

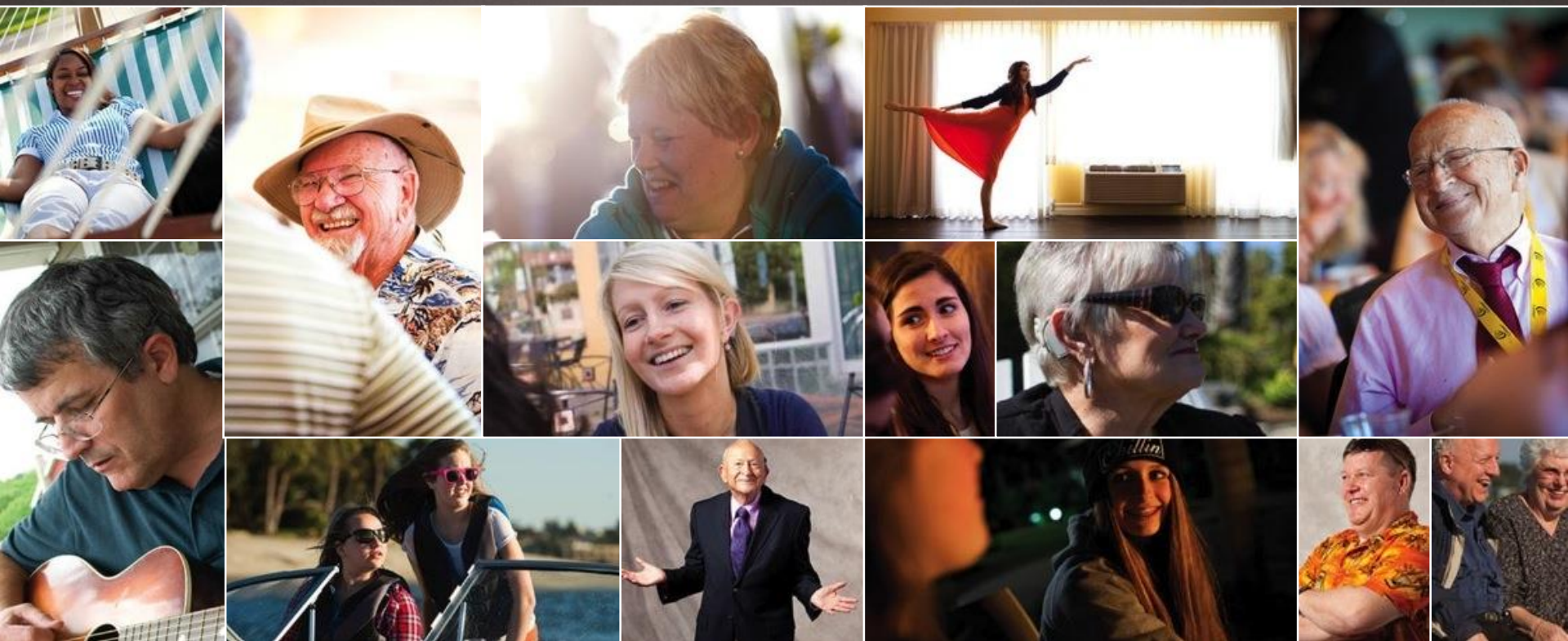
- **Discomfort felt at temple:** bend soft tips at points A and B, ensuring Connector disc remains flush with skin. Consider changing to a larger size or adding second Connector disc on opposite side.
- **Skin irritation or rash:** discontinue use and investigate possibility of silicone allergy.



# Recipient Instructions

- Have the patient practice taking the SoundArc on and off.
- Counsel the patient on proper placement of the Connector disc.
- Instruct the patient on how to adjust and bend the SoundArc.
- Counsel the patient to temporarily discontinue use if prolonged redness or soreness occurs.
- If the patient wears glasses or other headworn accessories, make sure the patient tries the SoundArc with glasses or other accessory on.
- Not all patients will find a perfect fit with SoundArc. For patients with smaller or heads with cranio-facial abnormalities, the Softband may be a better solution.





# Patient and Professional Resources

Hear now. And always



# We're With You Every Step



Learn more by visiting

[Cochlear.com/US](https://Cochlear.com/US)

.....

Find a Hearing Implant Specialist

[Cochlear.com/US/HearingSpecialist](https://Cochlear.com/US/HearingSpecialist)

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Talk to a Cochlear Concierge

Email: [Concierge@Cochlear.com](mailto:Concierge@Cochlear.com)

Phone: 1 800 216 0228

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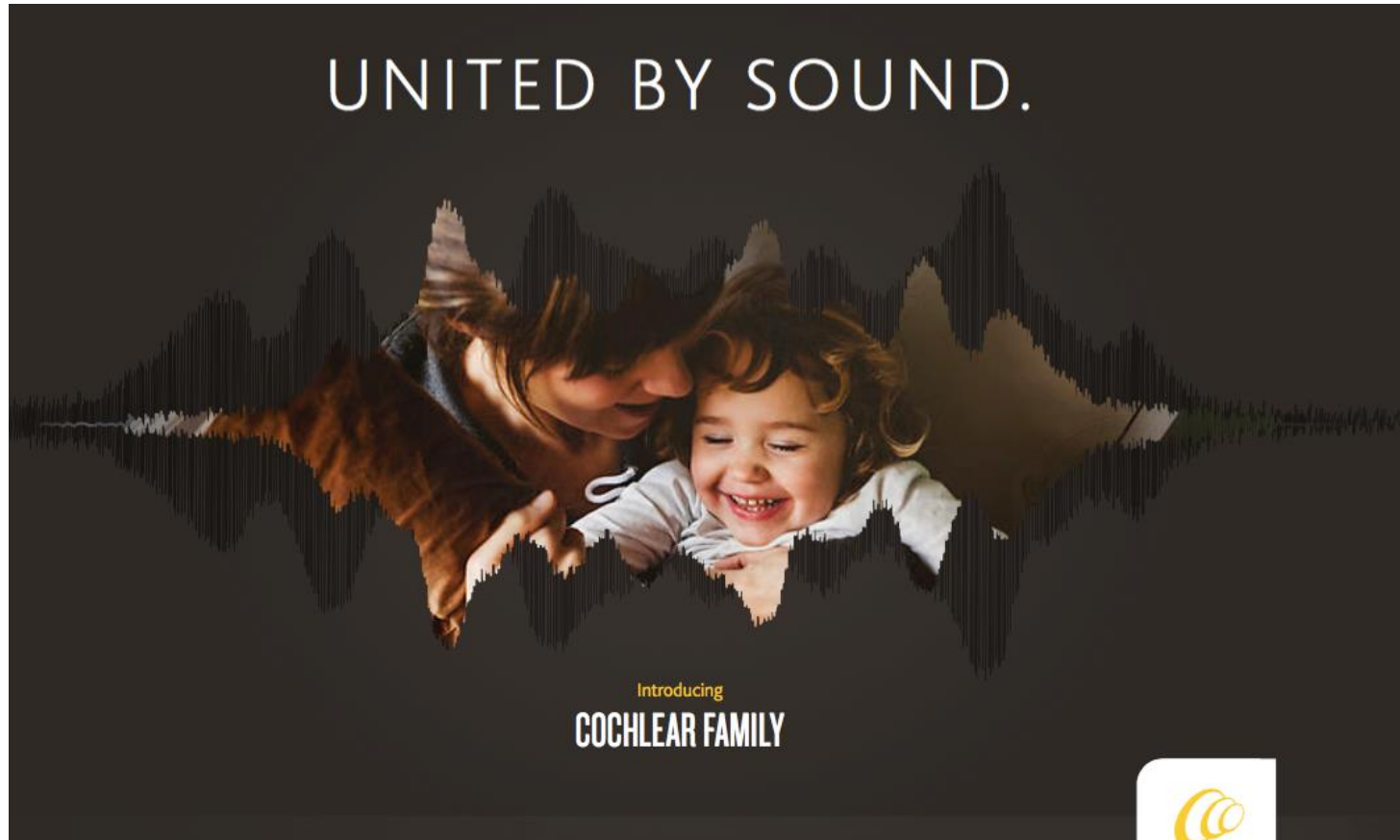
Speak with others who have gone through a similar journey at Cochlear Connections

[Cochlear.com/US/CochlearConnections](https://Cochlear.com/US/CochlearConnections)

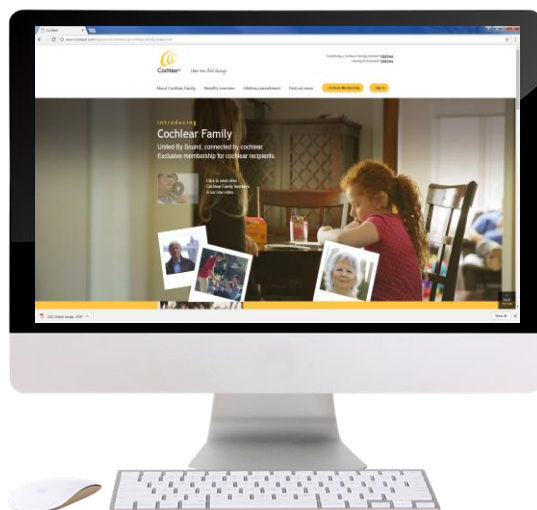
CareYourWay™



## Cochlear Family



# Cochlear Family Benefits



- Promotions & Discounts
- MyCochlear Recipient
- The Cochlear™ Store
- Celebration
- Communication Corner
- Hear Always + CochlearLink for lightning fast service
- Personalized Customer Service
- Care Service Plans

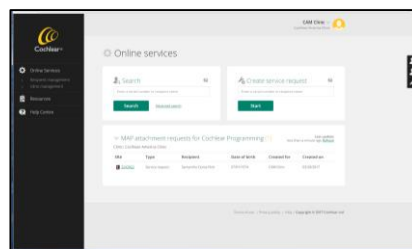
# Clinic Support



Customer  
Service



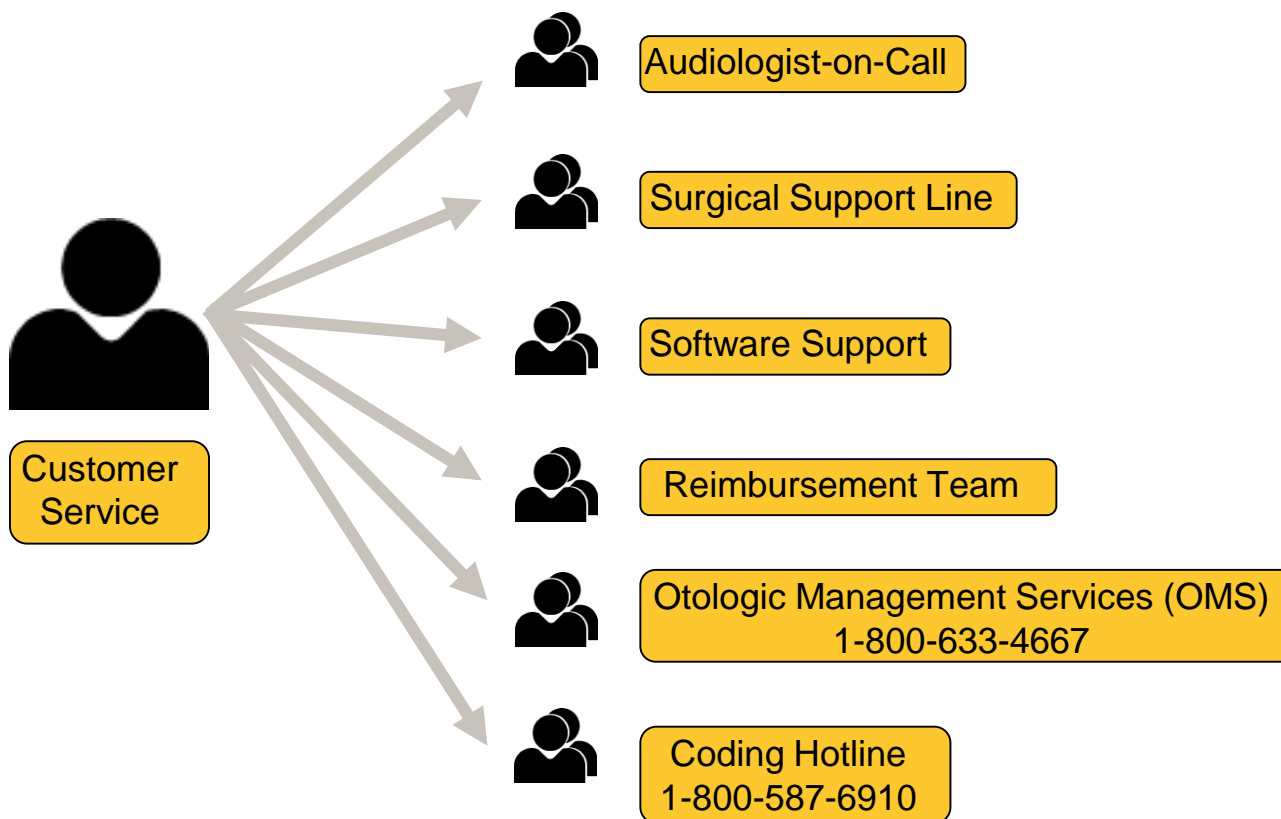
MyCochlear™



Cochlear Link

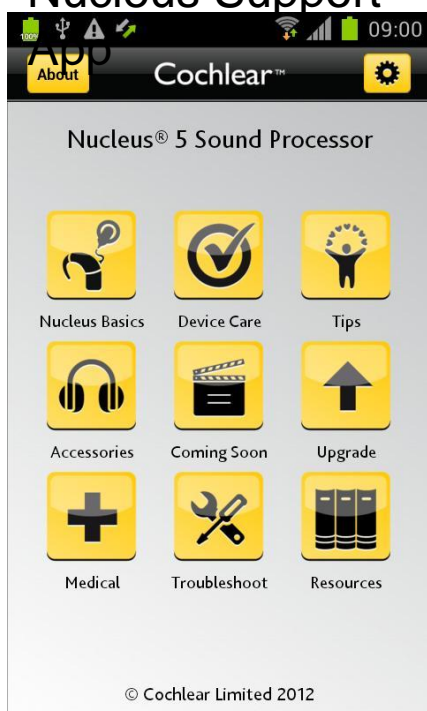


# Customer Service



# Support Apps

## Nucleus Support



## Baha Support



- **Regional Team**

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# Questions?





*Hear now. And always*

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Made for iPhone: Apple Inc. Use Made for iPhone hearing aids [Internet]. Apple support. 2017 [cited 24 February 2017]. Available from: <https://support.apple.com/en-au/HT201466> (Subject to change)