

hearalways

The Cochlear Newsletter Issue | 2005

Welcome to our First Issue

Cochlear welcomes you to the first issue of Hear Always, a newsletter that provides you with the latest news on products, services and tips for getting the most out of your cochlear implant system. Hear Always is also an opportunity to share news and ideas with other cochlear implant recipients and groups. We hope you enjoy the first issue, and look forward to receiving suggestions and feedback.



Korea Celebrates Cochlear's 60,000th Recipient

Cochlear has celebrated its 60,000th implant recipient during a presentation in Korea.

The ceremony was held on the 11 March 2005, at the Asan Hospital in Korea to acknowledge Mr Song Won Sang as Cochlear's 60,000th recipient. Mr Song was accompanied by his wife and family and expressed gratitude and joy at having regained his hearing.

"I started to lose my hearing from the age of 3 or 4 which was gradually lost as a result of tympanitis. I had to communicate by writing and I felt a heavy heart because others could not understand the meaning of my transmissions. Now I can hear my family members voices well. Communicating with people was fearful for me before the cochlear implant operation but I changed my attitude after the operation." Mr Song would now like to take part in work supporting deaf people and the cochlear implant family.



Hear now. And always **Cochlear™**

Getting the Most Out of Your Cochlear Implant System

(cont. from page 1)

The event was attended by President Dr Park, the President of Asan Hospital, Mr Hezeltine, the Australian Ambassador, Professor Lee, who implanted Mr Song and staff from Starkey Korea and Cochlear Ltd including Dyranda Hortle, Director of Marketing for Cochlear Asia Pacific.

A highlight of the event was a performance by a band of cochlear implant children, who played instruments and sang for their parents and attendees of the event.



Mr Song and Professor Lee

When you chose Cochlear™, you chose not only the world leader but also a lifelong partner who is dedicated to your hearing performance. We would like to introduce a feature that can help you get the most out of your system by taking care of it.

CARING FOR YOUR SPEECH PROCESSOR

In order to optimise what you hear from your speech processor you need to make sure that it is working properly. This means caring for your processor and regularly checking its functionality. The speech processor will function less well if it is clogged up with moisture or dirt.

It is recommended that you visually inspect the microphone area of your processor daily. You should use the small brush included in your accessory kit to clean the microphone area.

Always store your speech processor in its case when you are not using it. You also need to remove any moisture, which may have collected in your speech processor from either humidity or perspiration by placing the speech processor into a drying kit daily.

This can be done by first removing the batteries then placing the processor (with headset for the body worn) into either the red dry-aid bag or the ESPrIt™ 3G splash box with a drying capsule each night.

Always keep the case closed otherwise it will shorten the life of the drying capsule. You will need to check the drying crystals to make sure that they are able to draw out the moisture. The red bag contains reusable blue silica crystals in a metal container. If the container's crystals are pink then they need to be dried out in an oven until they are blue again. The ESPrIt 3G Splash box contains space for disposable silica crystals. They fade from yellow to clear when they are fully saturated and need to be replaced. By drying your speech processor and microphone daily you are minimising the risk of repairs by looking after the delicate electronics of the processor.

Drying Kits are now available through Cochlear with the release of the new Dry & Store® Conditioning System. Details of a special introductory offer for recipients appears later in this newsletter.

The ESPrIt™ 3G Jacket protects your ESPrIt 3G from moisture and humidity. It can be worn daily, and is recommended if you live in a humid climate or you play active sports that cause perspiration.

It is important to remember to check the functioning of your or your child's processor each day. Each Cochlear speech processor has in-built troubleshooting functionality and accessories for troubleshooting, such as monitor earphones and signal checks. So remember, dry your speech processor each night and do a quick check of the processor daily. For more information, refer to your user manual or contact your local clinic, distributor or Cochlear. Information on checking functionality will be provided in the next issue.



Optimal Hearing in Everyday Situations

Recipients want to know how to maximise the benefit of the many features of the Cochlear Nucleus® cochlear implant systems. There are different programs, speech processor accessories and programming options that assist recipients in hearing during everyday living.

In order to ensure that you are hearing all that you can, the speech processor should be worn on recommended settings. It is important that you discuss your personalised settings with your clinic to enable best use.

SENSITIVITY

Sensitivity is directly related to the sensitivity or range of the microphone and is available on all Cochlear speech processors. Lower sensitivity settings reduces the range the microphone will pick up sounds to locations physically close (within a metre) to the listener; while higher settings will increase the distance at which the mic will pick up sound. Your clinician can advise you on the optimal sensitivity setting for listening to speech with your speech processor. If you are constantly either reducing or increasing the level from the recommended level to comfortably hear everyday conversations, you should speak to your cochlear implant clinic.

VOLUME CONTROL

Volume control is available on the SPrint™, ESPrit™, ESPrit 22, and ESPrit 3G speech processors. For the ESPrit, ESPrit 22 and ESPrit 3G processors; your clinician will either set the wheel of the processor to a sensitivity control or a volume control. In the SPrint, the volume control can be accessed by toggling between the M (sensitivity) and Δ (volume). By reducing the volume control, the amount of overall stimulation presented by the speech processor decreases.

AUTO SENSITIVITY

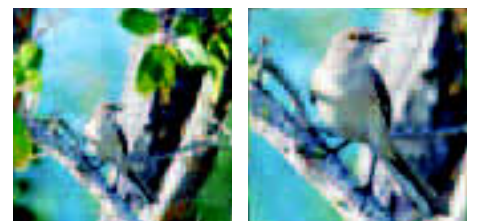
Auto sensitivity can also be effective in dealing with background noise. The Auto sensitivity control automatically increases the sensitivity of your speech processor to minimise the input of low-level background noise. This results in a perception of the speech "standing out" from the noise and a reduction in background noise. The Auto sensitivity program in your ear level speech processor has been set for noise or for bodyworn speech processors, you can activate the Auto sensitivity control (using the "S" on the Spectra or "A" button for the SPrint).

ADRO™

Many listening environments have a combination of loud and soft sounds. ADRO™ is adaptive to the sounds in the environment, and is currently available on the SPrint speech processor. If sounds in the environment are very loud, ADRO determines which frequency range is most affected by noise and softens that sound. If the sound levels are very soft, ADRO lifts the sound to make them more audible. This needs to be activated during mapping and can be turned on with the "A" button. Ask your clinician if "A" corresponds to Auto sensitivity or ADRO for a particular SPrint listening program.

WHISPER SETTING™

Soft and distant sounds are often difficult to understand. The Whisper Setting™ boosts softer sounds so they can be understood more clearly. Whisper can be accessed on the ESPrit 3G by using the Whisper (W) switch found on the bottom of the speech processor. Whisper works best in quiet surroundings where there is a main speaker, such as, a lecture theatre. Whisper is not expected to help hearing in noisy environments as Whisper will allow the speech processor to pick up all of the background noise and make speech harder to hear.



Next issue: Assistive listening devices and accessories, and checking your speech processor is functioning correctly.

Special Introductory Offer for the New Dry & Store™ System

Cochlear is pleased to announce the availability of the Dry & Store® 'Global', a conditioning system that assists you in cleaning your speech processor for best hearing performance.

Key features include:

- The Dry & Store is an easy to use system that removes moisture, reduces germs and sanitizes your speech processor while you sleep. Results may include fewer repairs, better sound quality, long battery life and fresh, clean speech processors.
- The Dry & Store conditioning system is mains powered and available in different plug configurations. Moisture that is evaporated is captured in a removable Dry-Brik® desiccant. The average life of Dry-Briks is approximately 2 months, and replacements are available from Cochlear in convenient six packs.

From 15 June to 8 July 2005, recipients can purchase the Dry & Store System for \$AUD 140, and receive a box (60 cells) of Varta power one IMPLANT Plus batteries, valued at \$AUD 54, free of charge.



To order the Dry & Store System or obtain additional information, please contact your local Cochlear office or cochlear implant clinic or distributor.

Participate with Comfort and Confidence with the New SPrint™ Sports Pouch



The SPrint Sports Pouch provides protection against scratches, dirt and perspiration during sporting activity or everyday use. It is made of soft and lightweight neoprene fabric, edge bound for durability. It has been designed especially to fit your speech processor and features a handy pocket inside.

Features include:

- Durable, lightweight neoprene fabric with inside pocket for storing additional small items.
- Available in two comfortable designs (waist pouch and arm pouch)
- The waist sports pouch features an adjustable waist band for comfortable sizing. Available in black, navy blue, red, purple and pink in small, medium and large sizes.

- The arm sports pouch is designed to be worn on either arm and is secured with an adjustable elasticized strap fastened using Velcro. Available in black or navy blue. One size fits all.

Cochlear is committed to developing products and services that enhance your experience as a cochlear implant recipient.

To order the SPrint Sports Pouch or obtain additional information, please contact your local Cochlear office or cochlear implant clinic or distributor.

Connecting Recipients Across Asia Pacific

Cochlear implant recipient groups have been established in Japan, Australia, India, China and many other Asia Pacific countries. We would like to provide recipients with the opportunity to share news on activities and events. For our first issue, we would like to introduce the Australian and Chinese cochlear implant recipient groups.

CICADA – Australia

CICADA (Cochlear Implant Club and Advisory Association) provides support through fellowship for Australian cochlear implant recipients and their families and friends. It was established in Sydney in 1984 with the help of Professor Bill Gibson, and his wife Alex, for the very first cochlear implant recipients, and those early meetings were often held in the Gibsons' own home.

Since that time, CICADA has grown considerably, with hundreds of members and new branches. CICADA provides a forum for cochlear implant recipients and candidates to meet and interact in a social context. Nobody can explain better to a prospective implantee what it is like to have a cochlear implant than a person who uses one, and can provide the dimension of personal experience. Candidates can also form contacts and meet regularly through a number of CICADA functions organised throughout the year for members, families and friends. CICADA has also become an advisory group on cochlear implants for professional and public bodies.

As membership grows, it is certainly a very exciting time to be a member of CICADA.

For further information, please contact the Secretary at jcassell@intercoast.com.au or the Secretary, Newcastle-Hunter branch at mischelle17@hotmail.com

Mischelle Edmunds – Association Secretary-
CICADA Newcastle Branch and Cochlear
Customer Liaison

China CIC (Cochlear Implant Club)

Since 1995 when the first recipient was implanted with Cochlear's Nucleus cochlear implant, there have been more than two thousand people who have received cochlear implants in China. In November 2004, China CIC, a non governmental organization was set up by several cochlear implant recipients voluntarily. In March 2005, the Chinese People Radio Station broadcasted an announcement on the establishment of this group.

China CIC aims to provide information to CI candidates, help CI recipients communicate with each other, and find ways for hearing impaired people to return to the mainstream community. CIC also forms a bridge between manufacturers and CI centres to share experiences with overseas CI organizations.

The China CIC is now gaining support from the China Disabled Peoples Federation, and has signed an agreement with Cochlear Ltd., Tong Ren Hospital, People United Medical Hospital, and Rehabilitation Center about our future cooperation. The development of the East China and South China branches are underway. For further information about the China CIC, please refer to www.China-CIC.com.cn.

Lu Feng – Club Chairperson and Cochlear
Marketing Executive

If you are interested in contacting your local cochlear implant user group in your country, please contact hearalways@cochlear.com. If there is not a CI group in your local area and you would be interested in establishing one, please contact hearalways@cochlear.com to be put in contact with other recipients with experience in this area.



Accessories Promotion to Celebrate 60,000 Recipients

To celebrate Cochlear's 60,000th recipient milestone, Cochlear will be offering 10% discount off all cables, coils, accessories, batteries and merchandise for any orders placed by existing recipients between 15 June and 8 July 2005. This is a great opportunity to purchase spare cables, accessories, bulk quantities of batteries and other merchandise like our Cochlear teddy bear complete with Cochlear T-shirt and toy speech processor!

To place orders or for more information, please contact Cochlear or your local clinic. If you are unsure of your requirements, please contact your clinician.

This offer excludes cochlear implant systems, speech processors and programming systems or related hardware.

We Would Love to Hear from You...

If you have a question regarding use of your cochlear implant system, or would like to provide input, comment or feedback on the Hear Always publication, please contact hearalways@cochlear.com.

Following is an extract from letter we've recently received from Yam Tze-Kay in Hong Kong.

"I am Yam Tze-Kay, an 11 year old girl. I was born with a hearing loss and I had to wear a hearing aid. When I was 9, I found out that I could no longer hear sound with a hearing aid. Then the decision was made that I should have a cochlear implant operation. As I know God is with me all the time, I was not afraid and I believed that I would hear sound again after that.

After I put on the speech processor I could hear sound again! Also the sound I heard became clearer after training. Before the implant I could only watch rain drops fall with no sound. Now I can hear every little rain drop splash clearly. In addition, the music I listen to has become more moving and enjoyable. At the same time I hear much better when I communicate with others.

I would like to thank the surgeon and nurses and I would like to thank the inventor of the cochlear implant.

Without the cochlear implant, I would not be able to hear the miracles of sound around me."

Does your clinic and Cochlear know you've changed address? Contact us with your new details for a chance to win a year's worth of batteries! *

Cochlear retains your personal information, including information to:

- Better support your use of Cochlear's products and services, including your warranty rights
- Manage the maintenance and development of Cochlear's products and services
- Enable product tracking if required

Without this information Cochlear may not be able to effectively support and manage its products and services. It is very important that you contact Cochlear and your clinic to advise them of changes in personal details or address.

If you or your clinic contacts Cochlear with changed details, you will be entered in a draw for 300 cells of the Varta power one IMPLANT plus batteries, which should provide you with a year of consistent battery performance and long battery life.*

For more information on how Cochlear manages privacy, please read Cochlear's Privacy Policy at www.cochlear.com/382asp or call Cochlear or e-mail us at customerservice@cochlear.com.au for a copy.

*Conditions of draw

The draw will include all recipients who forward advice of change in contact details or address prior to 1 June 2006. The offer is for 300 cells of the Varta power one IMPLANT plus batteries. Estimates on Varta power one battery life range from 20-205 hours across low and high rate users of the ESprit 3G. Batteries will have at least 18 months prior to expiry, at the time of the draw and will not be accepted for refund or exchange by Cochlear Ltd. The value of batteries is not redeemable for cash and the offer is not transferable.

The New Powerbase® Switching Rapid Charger is now available

Cochlear is pleased to announce the availability of the new Powerbase Switching Rapid Charger. In May, the Ansmann battery charger (Z40089) will be replaced with the PowerBase Switching Rapid Charger Model C-501S battery charger (Z60772).

The PowerBase charger is small, contemporary and priced competitively compared with the Ansmann charger. The charger is capable of charging both AA and AAA batteries with the flick of a switch, and any brand of nickel-metal-hydride (NiMH) or nickel cadmium (NiCd) batteries.

The charger is supplied with 4xNiMH Sanyo 2300mAh batteries, a travel (car charger), carry pouch, AC adaptor, and carries a one year warranty. For further information, contact your clinic, or your local Cochlear distributor or office.

"I'm a Cochlear Kid!" Competition

Cochlear is currently planning on a range of Cochlear branded clothing which will include a cotton T-shirt and cap for kids. We're looking for a great new design for the Cochlear kid's T-shirt and we'd like to base this on a drawing by a child with a cochlear implant.

We're inviting all Cochlear kids aged 10 and under to submit a drawing which represents what they enjoy about hearing, or an aspect of their life with a cochlear implant. One design will be chosen to be represented on the Cochlear kid T-shirt.

Drawings can be submitted up until Friday 8 July 2005. Please include child's name and age, parent / guardian name, address and phone contact details. Please submit entries to the 'Asia Pacific 'I'm a Cochlear Kid' Drawing Competition at your local Cochlear office. Drawings submitted will not be returned.

Cochlear Ltd
Sydney
Tel: 61 2 9428 6555
Fax: 61 2 9428 6352
Tollfree (Australia) 1800 620 929
Tollfree (NZ) 0800 444 819

Nihon Cochlear Co Ltd
Japan
Tel: 81 3 3817 0241
Fax: 81 3 3817 0245

Cochlear (HK) Ltd
Hong Kong
Tel: 852 2530 5773
Fax: 852 2530 5773

www.cochlear.com
customerservice@cochlear.com