



Introducing Baha<sup>®</sup>  
for Single Sided Deafness.

hear the other side

ssd<sup>™</sup>

**baha<sup>®</sup>**

# Baha<sup>®</sup>

## - hear the other side

For many years Single Sided Deafness (SSD™) has been underestimated as a handicap; the reason most commonly reported being the lack of an effective treatment option. But recent clinical trials have shown that Baha<sup>®</sup> provides a unique benefit for patients with SSD by enabling them to hear and understand sounds from both sides where previously they could only hear from their good side.

### What is SSD™?

Single Sided Deafness (SSD) is the term given to unilateral sensorineural deafness. Every year there are approximately 200 new cases of SSD per million inhabitants in the world.

### What causes SSD™?

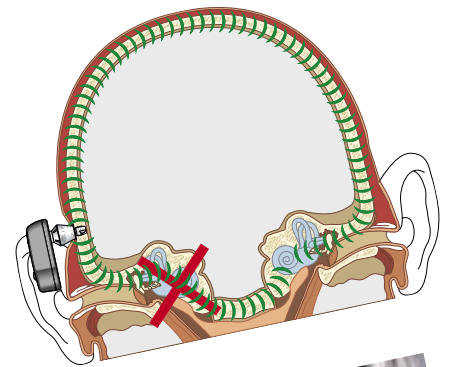
SSD has a number of causes including sudden deafness, trauma, viral infections, measles, Meniere's disease and surgical intervention such as the removal of an acoustic neuroma tumour.

### How does SSD™ affect people?

Those suffering with SSD may find that the simplest everyday situations become 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 Baha<sup>®</sup> help?

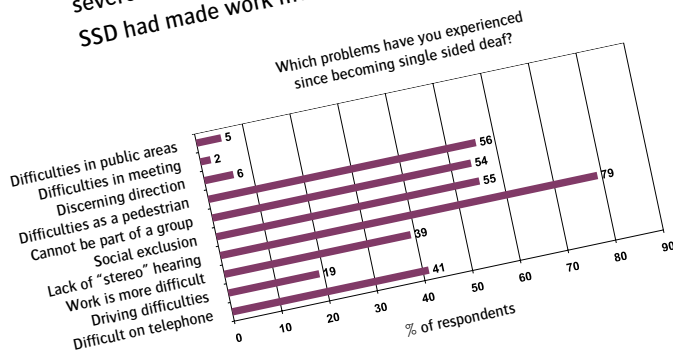
Baha is made up of three main parts – a sound processor, an abutment and a small titanium implant. When fitted on the patient the system's components are connected, allowing sound to be transmitted through the bone to the cochlea via bone conduction. The Baha device is fitted on the deaf side and the sound is transferred to the working cochlea in the hearing ear. Patients report that they are then able to distinguish between the sounds they receive from the deaf side via the Baha device, from the sound they receive directly from the hearing ear. This results in patients getting the sensation that they are hearing from the deaf side.





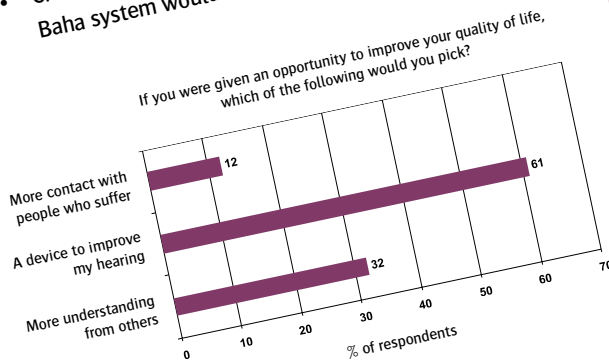
**First choice for patients and professionals**  
 In a recent survey\* carried out with 970 SSD patients, with response rate of 45 %, the patients were asked to report on their symptoms and how these symptoms affected their lives.

As a direct result of their condition, 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. A further 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 thought that Baha was a good idea.
- 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.



**Amy**  
**Indication: Single Sided Deafness (SSD) related to acoustic neuroma**

"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!"



**Tracey**  
**Indication: Single Sided Deafness (SSD) related to measles**

"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!"



**Alain**  
**Indication: Single Sided Deafness related to acoustic neuroma**

"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!"



**Hugette**  
**Indication: Single Sided Deafness related to Meniere's disease surgery**

"People used to say I was not paying attention or that I was out of my mind but it was that I couldn't hear. I was at the end of my tether. 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!"



\* Finding a new indication for Single Sided Deafness : a study of acoustic neuroma patients by Through the Loop for Entific Medical Systems.

Baha is established worldwide as a safe and reliable treatment for many types of hearing problems where a conventional hearing aid cannot help. To date more than 25,000 people throughout the world have been safely and successfully treated and over thousands SSD patients are now benefiting too. Baha is cleared by the FDA and carries the CE mark.

Visit our web site [www.entific.com](http://www.entific.com) or contact your local Baha distributor to find out more about Baha and its potential benefits as a solution for Single Sided Deafness.

**Entific Medical Systems**

PO Box 16024

SE-412 21 Göteborg

Sweden

Tel.: +46 31 733 37 00

Fax: +46 31 335 88 60

E-Mail: [info@entific.com](mailto:info@entific.com)

Visit: [www.entific.com](http://www.entific.com)

Bahais a registered trademark of Entific Medical Systems.  
Cochlear and the elliptical logo are trademarks of Cochlear Limited.  
Entific Medical Systems is a Cochlear Group Company.

Hear now. And always  **Cochlear™**