

# A guide to talking with your audiologist about cochlear implants and music

Turn  
the music  
on™  
Nucleus®  
freedom™



Every person with severe-to-profound sensorineural hearing loss has their own set of goals and aspirations when they get a cochlear implant.

Use this discussion guide when talking with your audiologist to help set realistic expectations for what you can achieve with your Nucleus® Freedom™ cochlear implant.

## Common elements of success

Achieving your own personal best hearing and music experience with a cochlear implant involves four key elements:

- **You (or your child), the cochlear implant user** — to develop realistic expectations and commit to an education and rehabilitation program
- **Your audiologist** — to work with you during routine visits to improve your (or your child's) capabilities and understand the options available
- **The right device** — to provide the features and flexibility that enable you to improve your (or your child's) hearing in various everyday listening environments
- **The right company** — to offer training and education to support your (or your child's) efforts every step of the way. We're committed to making every new generation of Nucleus Sound processor backward-compatible — so you'll always be able to enjoy the latest technological improvements

## Understanding what you need to do

Deciding to get a cochlear implant — for yourself or for your child with hearing loss — is a big decision. Before coming to a decision, you should ask yourself the following questions:

- What is the current state of my (or my child's) hearing?
- What would I (or my child) like to be able to achieve as my (or his or her) personal best hearing experience?
- Will I be able to commit to an education and rehabilitation program for myself (or my child)?

## Understanding your audiologist's role

Your audiologist is a trained licensed professional who understands the science of hearing, and how cochlear implants and rehabilitation programs can help restore your (or your child's) hearing. Your audiologist will:

- Carefully assess the state of your (or your child's) hearing
- Work with you to determine the best plan for you to work toward improving your (or your child's) hearing
- Talk with you to understand your (or your child's) lifestyle and hearing needs
- Examine all of your (or your child's) options and work with you to determine the appropriate hearing technology to meet your goals
- Hear what you (or your child) hope to achieve with a cochlear implant
- Help prioritize your (or your child's) goals
- Help set reasonable expectations
- Prioritize helping you (or your child) to achieve better speech recognition first, then work on expanding the hearing repertoire to include more varied listening experiences, including music appreciation

Hear now. And always



# Understanding what cochlear implants can do, and what makes Nucleus® Freedom™ from Cochlear™ so special

Cochlear implants are unlike other hearing devices, such as hearing aids that merely increase volume. Nucleus Freedom is designed to match the natural function of your ear, and to help restore hearing for individuals with severe-to-profound hearing loss or deafness. There are many considerations to take into account when selecting your device, below you will find a checklist to assist you in choosing the best device for yourself or your child:

## Consideration Checklist

### Rehabilitation and Educational Services

There are limitations to how much technology can do for any individual. No matter how good the cochlear implant is, success depends on the cochlear implant user and their audiologist working together:

- Cochlear offers our exclusive HOPE rehabilitation training and support program for both our professionals and cochlear implant users, designed to help improve listening skills and speech recognition. Visit [www.cochlear.com/HOPE](http://www.cochlear.com/HOPE) for more information.

### Speech Performance

Many audiologists agree that the primary factor in choosing a cochlear implant is the particular implant model's record of improving speech performance in everyday situations.

- In a recent study, Nucleus Freedom users showed, on average, significantly better speech recognition than reported in studies of our competitor's devices<sup>2-6</sup>.

### Flexibility in Different Listening Environments

Other considerations include the device's performance record for telephone use, watching television, or for listening in particularly noisy sound environments.

- Nucleus Freedom features flexible SmartSound™ 2 pre-processing, designed to deliver the clearest sound you can achieve as well as four customizable settings intended to adapt to different hearing environments, including music, everyday focused listening and noise.

### Implant Reliability

Audiologists also feel that reliability is an important factor when selecting a cochlear implant particularly since it must be designed to last your (or your child's) lifetime.

- Research shows that the Nucleus Freedom is the most reliable cochlear implant available<sup>(8-10)</sup>.

### Music Enjoyment

Most audiologists feel that music should not be a primary decision factor in choosing a particular cochlear implant; Cochlear implant users can and do enjoy music — but no cochlear implant can entirely replicate the natural hearing of music.

- In a survey of over 900 patients, the vast majority reported being satisfied when listening to music with their Nucleus implant<sup>7</sup>.

### Company and Product Reputation

You should also choose a company that will be there to support you throughout your (or your child's) lifetime.

- Cochlear has demonstrated consistent, outstanding attention to quality, customer care, and service for over 25 years.
- We have earned the trust of audiologists and surgeons around the world.
- Every new generation of Nucleus Sound processor has been backwards-compatible — enabling our cochlear implant users to always upgrade to the latest technological improvements.
- Nucleus Freedom is the preferred choice among cochlear implant users<sup>1</sup>.
- 7 out of every 10 people who choose a cochlear implant choose Cochlear<sup>1</sup>.

Visit [www.cochlearamericas.com/TurntheMusicOn](http://www.cochlearamericas.com/TurntheMusicOn) to learn more about how your audiologist can help you achieve your personal best musical experience.

[www.cochlear.com](http://www.cochlear.com)

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