



Cochlear Care

Cochlear Americas Annual Service Report

Volume 2 | July 2021

Letter from our President

For over 40 years we have embraced the privilege to provide lifelong hearing, putting the customer at the center of everything we do. As the global leader in implantable hearing solutions, we aim to set the standard for both products and services that support patients, their families, and professionals for a lifetime. Services are vital to providing exceptional care in every facet of the hearing experience.

We're excited to present our second annual Service Report, further giving customers a snapshot into our everyday and long-term support. We are humbled by the reception we received after introducing the first ever Service Report last year, and we hope it becomes an industry standard to help patients make informed decisions about the partner they choose for a lifetime.

Together we navigated a global pandemic this year, adapting to a new reality. However, this year also inspired hope and encouraged change. Our commitment to innovation led to the expansion of remote-enabled technology and services to meet your specific needs when, how and where you need them met.

The launch of Remote Check further expanded at-home hearing healthcare support and enabled care delivery to be more accessible and convenient than ever, offering a clinician-enabled testing tool that allows recipients to complete a series of hearing tests from a compatible smartphone.

Further, we proudly introduced the new Cochlear™ CoPilot mobile app which provides adult cochlear implant recipients with information, personalized support and interactive listening activities to progress their hearing experience, as it's shown to be one of the key components of successful rehabilitation.

As the world continues to evolve, you have our commitment that we will continue to transform and innovate how we provide care to patients now and always. We thank you for trusting us to serve you as your hearing partner.



As always, we are here for you.

A stylized handwritten signature of Tony Manna in black ink.

Tony Manna
President, Cochlear North America



Our Mission

We help people hear and be heard.

We **empower** people to connect with others and live a full life.

We **transform** the way people understand and treat hearing loss.

We **innovate** and bring to market a range of implantable hearing solutions that deliver a lifetime of hearing outcomes.

Why service matters

At Cochlear, we strive to deliver best-in-class care. As the world and healthcare industry continues to change, we have increased our focus on making care delivery more patient-centered. This means providing a suite of services, tools and technology accessible to you and your patients that meet or exceed your expectations of service quality and support.

Cochlear continues to invest 12% of our revenue¹ into research and development and we have prioritized the development of digital tools and services that aid in the delivery of hearing healthcare. We are continuously listening to the needs of our patients and professional partners so we can deliver a superior customer experience by prioritizing patient outcomes, expanding access and streamlining care delivery.

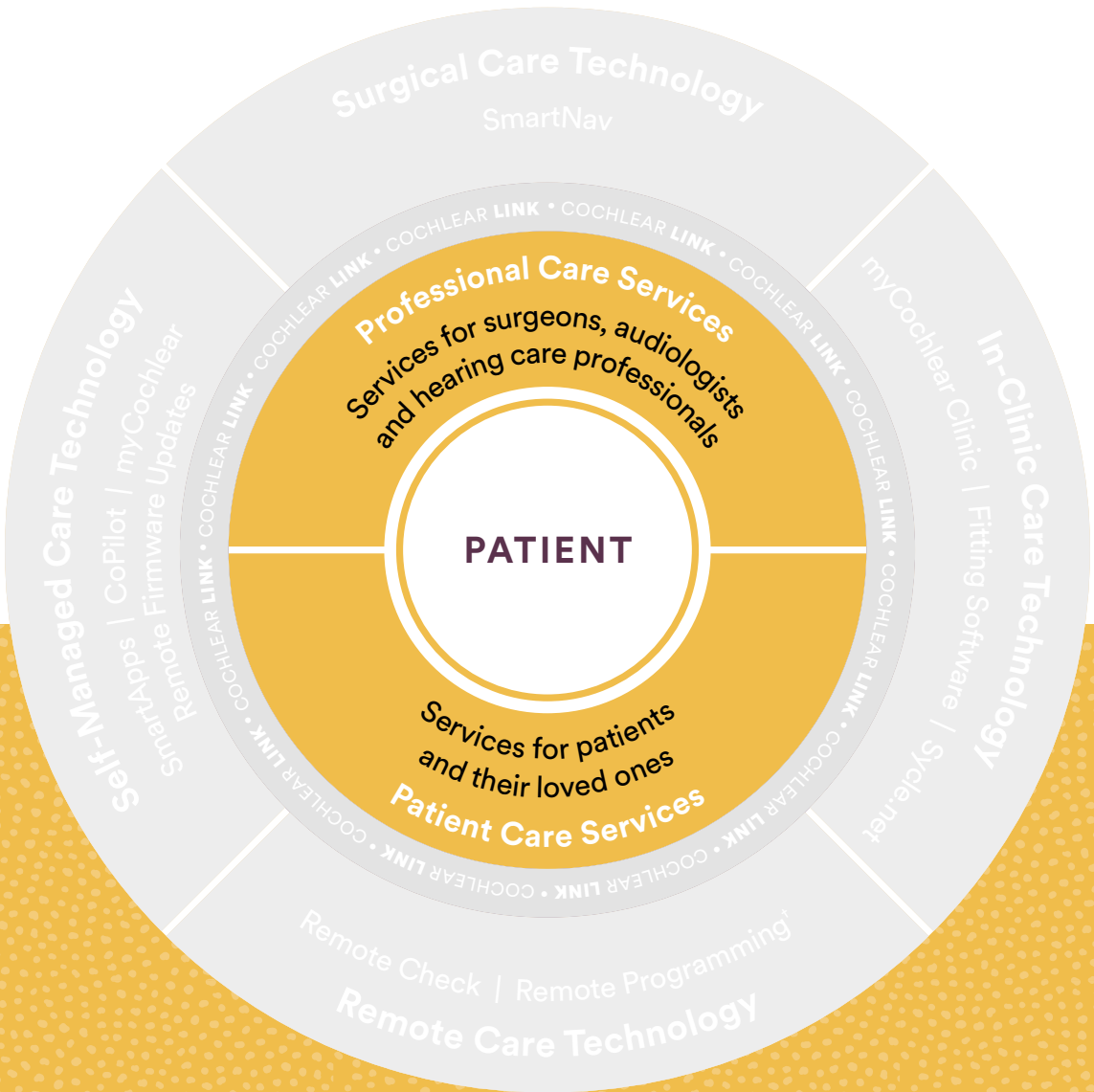
Cochlear Care services provide peace of mind that patients have access to key services and support when they need it the most. We strive to provide clinicians with a variety of services and technology options so you can choose which solutions could best help achieve your clinic’s goals.

No matter the need, Cochlear Care services provide assurance and confidence that we are a reliable partner who offers a lifetime of service and support.

Cochlear Care

For 40 years, Cochlear has been bringing people all over the globe into a world of sound. Cochlear Care is a portfolio of services built on feedback and designed with our patients and our professional partners’ needs in mind.

We believe in advancing hearing technology as well as service solutions. Cochlear provides service and support from the moment a person starts to consider an implantable solution and is there for a lifetime of hearing.



About this report

Cochlear provides innovative solutions and personalized services. Our comprehensive services include education, insurance support, technical support, community connection and hearing therapy. Cochlear pioneered web, portal and cloud-based services that are accessible 24/7 and personalized to the patient or clinic.

In this report, we illustrate how our portfolio of services keeps our mission at the heart of all we do. This report does not include every service that Cochlear offers but rather, highlights services that support the patient journey, the professional experience and the Connected Care technologies that power and enable the provision of care in the format that works best for you and your patients.

Data was collected between July 1st, 2020 and June 30th, 2021.

Patient Care

Cochlear services for patients and their loved ones

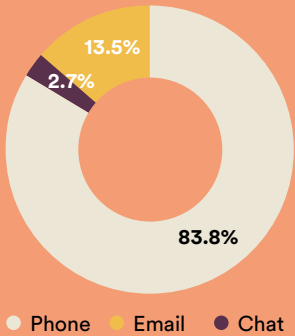
HERE TO HELP

For patients needing product support

U.S.-based call center

Cochlear provides personalized support at every stage of the hearing journey. We are committed to providing the highest quality customer service and recognize how important it is to be there when questions arise. Whether it's help answering a question, finding a clinic or connecting to the community, our Cochlear Care agents are here to help.

In 2021, we launched a new way to interact with our team. In addition to traditional phone, email and chat methods, patients can get live, video support from an agent with our **Virtual Assist** tool. This allows agents to see the equipment and provide personal guided support to your patients when needed.



82.18%
First call resolution*

* Caller's request was solved on first contact with no additional contact required.

Hear Always

Keeping our recipients “on air” and able to hear is central to our core mission at Cochlear. The Hear Always customer service team is dedicated to supporting patients who are experiencing issues with their sound processor or lost or damaged equipment. As their hearing healthcare professional, you can submit a service request on their behalf through the myCochlear Clinic portal. If your clinic is a member of Cochlear Link, the Hear Always team can pull the patient's latest MAPping from the cloud and load it onto the new processor without additional outreach to you, saving you time and expediting the service and repair process for the patient.

“The service I received from my lost claim was one of the best experiences from a company that I have experienced in my 62 years. The service was unbelievable from start to finish. I filed a lost processor claim late on Wednesday afternoon and had the replacement on Friday at 11:30am. I am so pleased and your service is unbelievable in today's world.”

Response received from Recipient Order Shipment Confirmation Email Survey



REIMBURSEMENT & INSURANCE SERVICES

For patients needing coverage assistance

Expert support team

Cochlear's insurance experts support patients at every step in the hearing journey. From navigating coverage for a new implant system to helping with the purchase of parts, accessories and upgrades, we are here to make our solutions affordable.

“I have been a Cochlear Americas customer since 2009 and have always received excellent customer service with well-trained people that can handle requests and now especially with Medicare and a secondary insurance.”

Feedback collected from Reimbursement Services Email Survey

45,000+

Claims filed on behalf of patients

76%

of patients covered by insurance due to Cochlear's contracting efforts

32,000+

Orders shipped

CONNECT WITH THE COMMUNITY

For patients seeking to enhance their hearing experience

Consumer Engagement team

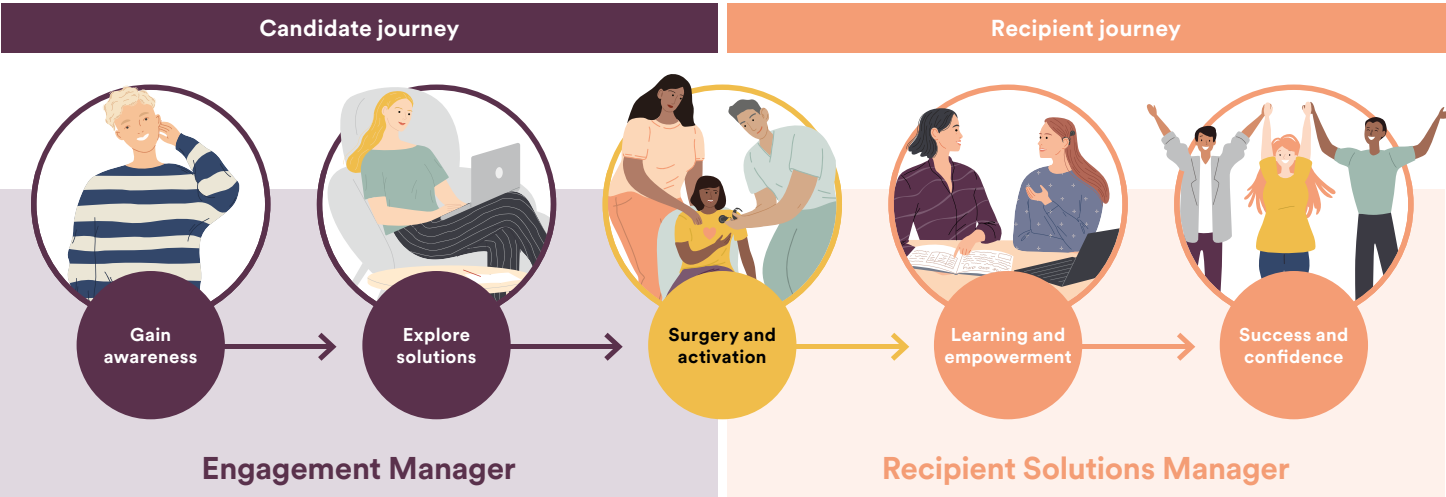
We support a variety of opportunities for your patients to form connections with others both pre-implantation and post-implantation.

Our Consumer Engagement team will help your patients:

- Connect to a Volunteer Mentor
- Join a free, local event
- Connect on social media and find stories with the Hear & Now Blog

Recipient Solutions program

Cochlear has grown our patient care services through the expansion of our new Recipient Solutions program. The Recipient Solutions Managers (RSMs) are focused on increasing recipient satisfaction* and confidence in their hearing experience through personalized product education and counseling to help patients achieve their hearing goals while enabling clinicians to spend more time on helping patients hear. The RSMs help with both new patient onboarding and support existing patients as they transition to new, upgraded technology. Following the completion of sessions, the RSM team provides the clinician with a summary report to help ensure continuity of care.



“Wow, this is great news! This is why I choose Cochlear for my patients. I really think things like this set Cochlear apart from the other companies. I am really excited to have [the Recipient Solutions Team] help my patients become more successful with their CI.”

Brian Nicholas, M.D. – Upstate Medical University, Syracuse, NY

* Satisfaction with Cochlear Service Experience, Cochlear Product & Accessories, and Hearing Outcomes

1,850+
Cochlear volunteers
and mentors
across the United States

550+
Consumer events
All hosted virtually
in the past year!

4.9/5
Patient
satisfaction rating

91%
Increase in patient
confidence

Patient Care



SELF-SERVICE

For patients seeking on-demand personalized service and support for hearing with their implant system

Cochlear Family

Cochlear Family provides patients with a free Cochlear Account. Through the program they can access myCochlear Recipient and personalized resources such as equipment and warranty information 24/7. Cochlear Family members can also use their account credentials to access the Cochlear Online Store, Cochlear Smart Apps, Cochlear CoPilot and more.

Hearing therapy

Patients also have access to Cochlear’s suite of hearing therapy and rehabilitation resources which are designed to help recipients of all ages improve their listening and language skills post-implantation. These online resources include engaging apps and training activities to maximize hearing performance.



85,000+
Members

Professional Care

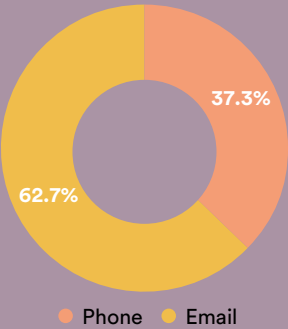
Cochlear services for surgeons, audiologists and hearing care professionals

HERE TO HELP

For professionals seeking help with product implementation, clinical software, audiological and surgical support

ProCare

For help with service requests, system and upgrade orders, education and marketing materials and any other professional or clinic needs, contact Cochlear ProCare. The ProCare team consists of regionalized specialists who provide support for any of our implantable hearing solutions throughout the United States, Canada and Puerto Rico.



Average phone response time
:11 seconds

Audiology on Call

Audiology on Call (AOC) consists of a team of clinically trained, experienced audiologists available to provide phone-based technical, clinical and software support to professionals. The AOC team is available to all of Cochlear’s professional partners and can support with questions regarding device programming and MAPping, troubleshooting, candidacy questions, product specifications, MRI guidance and other clinical issues that may arise.



Average phone response time
:30 seconds*

Surgical on Call

The Surgical on Call (SOC) Team provides in-person and virtual surgical support for Nucleus®, Baha®, Osia® and Vistafix products. Our organization has created a team of industry leading specialists that excel in providing the highest level of surgical support and training to meet you and your staff’s needs including virtual and in-person operating room (OR) support, OR in-clinic services, temporal bone lab and surgical skills lab.

“Beyond what you all do so amazingly well for us as professionals, you help our kids and their families as seamlessly as possible. Your behind-the-scenes set up is a dream. I know you’ve heard me say all of that before, but it never hurts to say it again. We’re so thankful to [the ProCare, Reimbursement and Audio teams [at Cochlear].”

Pediatric audiologist

* Audiology on Call phone data collected between March 1st and June 30th, 2021.

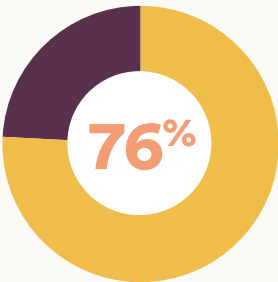


REIMBURSEMENT & INSURANCE SERVICES

For professionals with patients who need coverage assistance

Reimbursement and billing services

Cochlear’s Reimbursement & Insurance Services help navigate the complex world of insurance coverage, prior authorization and billing. The team works on behalf of patients and also handles insurance denials and appeals. They partner directly with clinicians to request supporting documentation required by insurance and work to decrease patient out-of-pocket costs.



of patient base covered by contracted insurance



National Medicare support and Medicaid coverage available in

42 states

(both traditional and Managed Care)

For professionals looking to extend training, education and reach

Training and education opportunities

Cochlear’s Professional Training and Education programs provide opportunities to enhance your knowledge in working with implantable hearing technology. Topics range from foundational learning about hearing implants to advanced courses on new technology, programming and surgical labs. Programs are administered in various virtual and in-person formats, including live and pre-recorded courses, workshops, practica and one-on-one training. In light of the new virtual landscape, digital education and training opportunities have expanded to provide new, engaging and interactive ways to learn.



150+
CEUs & PDHs offered

2,100+
Professionals trained

“Cochlear Americas training and educational courses have been invaluable to me. Technology is constantly changing so it is important that we as audiologists stay up to date. Cochlear Americas courses have allowed me to take my skills to the next level and feel confident when working with their product.”

Cris Epstein, Au.D., CCC-A –
Presbyterian Ear Institute

Social and online connection

Cochlear is committed to providing opportunities for professionals to connect with others through social media, webinars, tradeshow and Cochlear ProNews. Cochlear ProNews is an enhanced source for professional news that covers the latest research and hot topics in the hearing industry. Content includes surgical insights, clinical conversations, AudiologyOnline opportunities, peer-to-peer material and a multitude of information on services, support, products and education opportunities.



Cochlear Provider Network

The Cochlear Provider Network (CPN) enables independent dispensing audiology/ENT practices to expand their services to include implantable hearing solutions and become part of a medical network that helps people with hearing loss achieve optimal hearing performance. This partnership can help you differentiate your practice by allowing you to offer all hearing loss treatments. With the exception of the actual surgical procedure, CPN providers are involved in the entire continuum of care for their patients.



380+
Audiologists trained through
Cochlear trainings and webinars

“CPN has really differentiated our practice because it gives me a lane and a vehicle to speak to physicians in my area about a much broader scope of practice that I can bring to their patients.”

D’Anne Rudden, Au.D. – Longmont Hearing &
Tinnitus Center, Cochlear Provider Network Member

Professional Care

SELF-SERVICE

For professionals seeking to save time
and increase clinic efficiency

SignHEAR

Powered by DocuSign®, SignHEAR is a fast and secure e-signature solution to collect Letters of Medical Necessity (LMN) and other clinical documentation, accessible from anywhere. SignHEAR provides quicker turnaround time for documents moving through the insurance authorization process, providing patients faster access to parts, accessories, replacement processors and upgrades.

“We love DocuSign and have found this to be the easiest way for us to start the LMN process and at the same time empower our parents to take responsibility and make that initial call to Cochlear. Once they provide the information requested, the LMN form is sent to the audiologist at CHOP via DocuSign to complete the background and medical necessity sections and to sign. DocuSign has decreased our indirect patient care time by 15 minutes per upgrade letter encounter, and we no longer have to send anything more than once.”

Carmen Hayman, Au.D., CCC-A, CISC – Coordinator Cochlear
Implant Program, Children’s Hospital of Philadelphia, PA



Clinic time saved:
22.5 minutes
per document



Documents processed
212% faster
via SignHEAR
Average completion: 2 days

Cochlear Link

The cloud-based technology at the heart of Connected Care

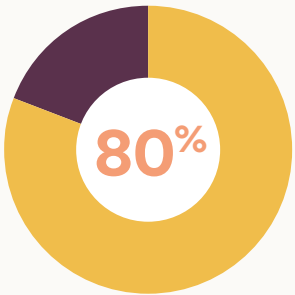
For over 6 years, Cochlear Link has been streamlining patient product registration, device repair and replacement processes through our secure cloud-based technology. Cochlear can instantly load patients' programs onto replacement sound processors and help to significantly reduce the time patients spend "off air." Sound processors can be repaired and provided to Cochlear patients as quickly as the next business day.* Cochlear Link also enables the automatic registration of sound processors, reducing the manual entry by the clinician.

Cochlear Link is designed to support Cochlear recipients while also helping clinics save time and money by decreasing administrative burden and enables many of our other connected care technologies and services.

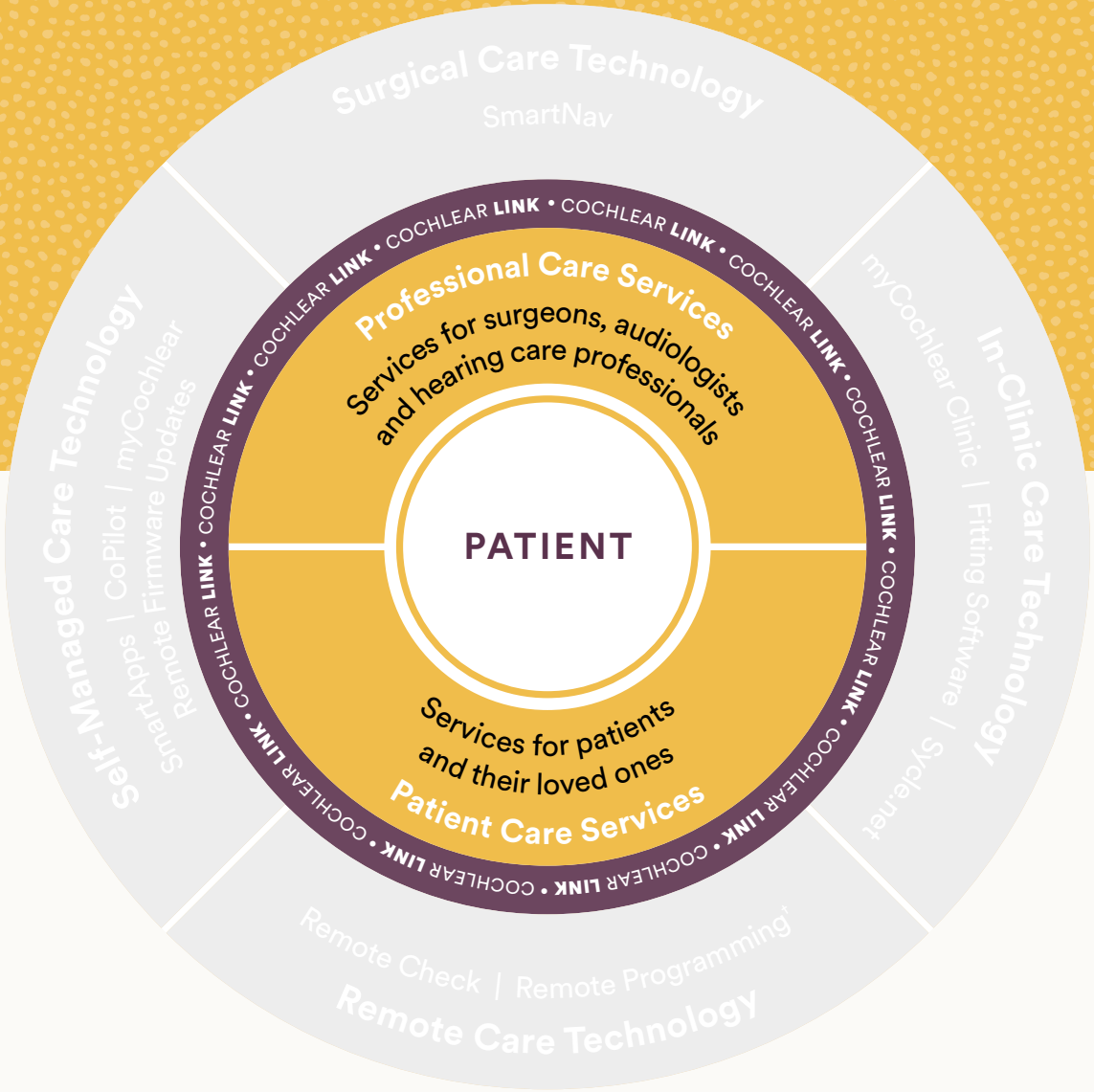


By using Cochlear Link
91%
of service requests are completed in
24 hours*

4,700+
clinician hours saved



of clinics using Cochlear Link process service requests without clinic intervention



“Cochlear Link has allowed for accessibility any time of the day, any day. It has allowed a reduction in delay of out-of-sound occurrence without interrupting clinic time and clinician focus. I absolutely spend less time addressing administrative tasks since Cochlear Link does some of them for me.”

Julie Yeater, Au.D., CCC-A – Interim Manager of Audiology and Neurophysiology, Toledo Hospital, Promedica Health System, Toledo, OH

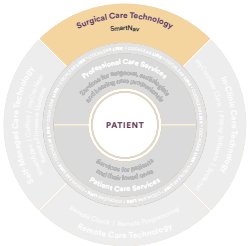
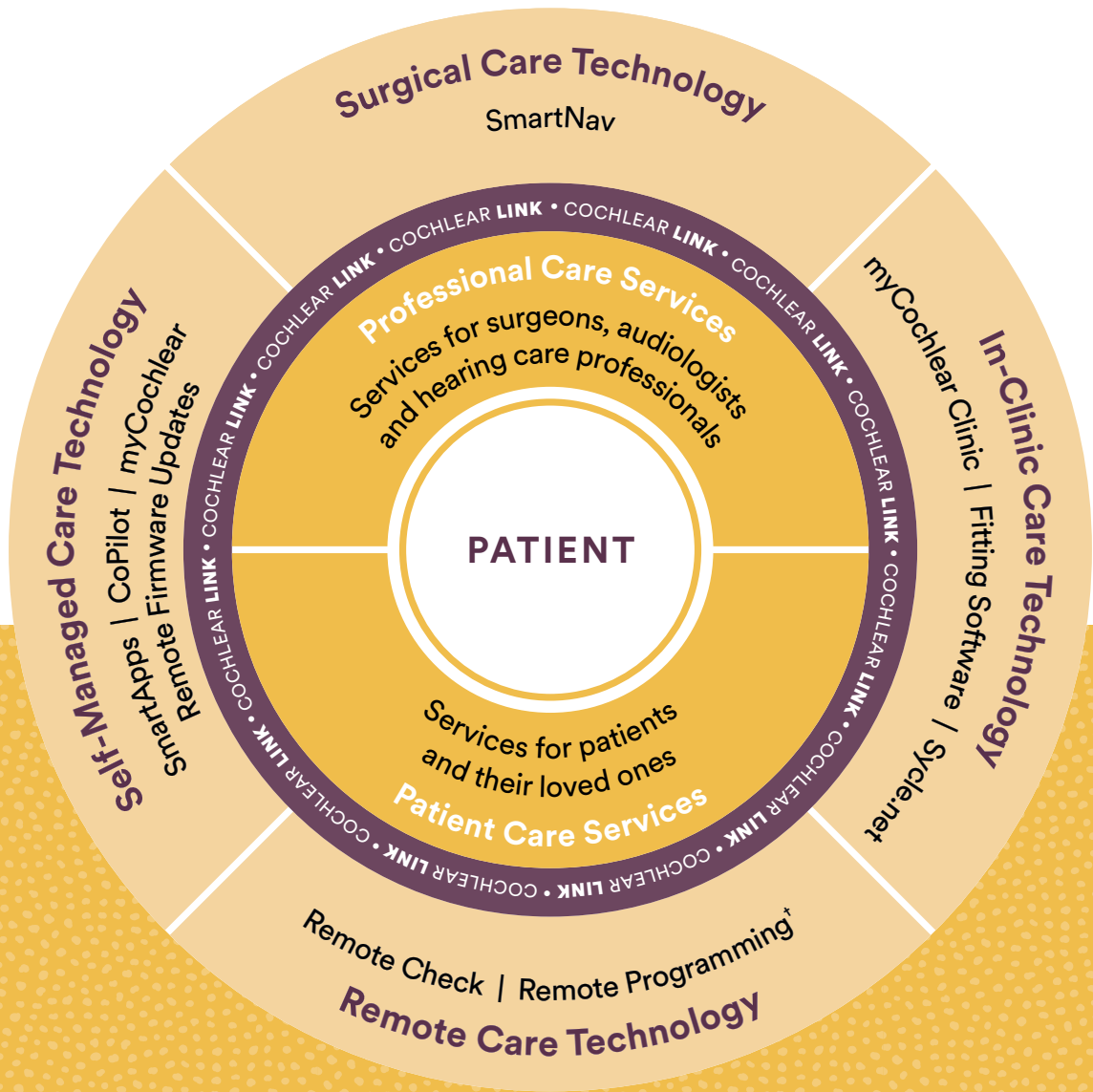
* Valid MAP required and some warranty restrictions may apply for next business day service. Data on file. Clinic time and cost savings based on national averages.

Connected Care

Inspired by connecting people with hearing care

Today, patients expect care to be instantly available, personalized and easy to use. Connected Care is the intersection where services and technologies meet to help optimize patient-centered care, expand access to hearing care, and enable clinic efficiency.

Our Connected Care platform is comprised of technologies that can be used solo or in tandem to help achieve your patient care and clinic goals. Solutions within the platform securely connect patient data from the OR, to the clinic, and into the patient’s everyday life.



SURGICAL CARE TECHNOLOGY

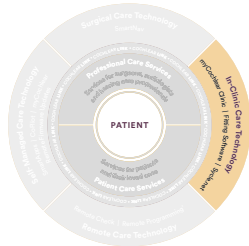
Solutions that help enhance surgical outcomes via fast intraoperative insights

Nucleus® SmartNav system

The Nucleus® SmartNav system delivers wireless, real-time intraoperative insights that provide added surgical assurance in device placement and performance. SmartNav can also help facilitate efficient post-surgical care with transferring patient data and measurements to the clinic for initial programming.

“I’m convinced the SmartNav helped with better placement. I’m eager to include the technology in all our cases.”

Kevin McKennan, M.D. –
Sacramento Ear, Nose & Throat



IN-CLINIC CARE TECHNOLOGY

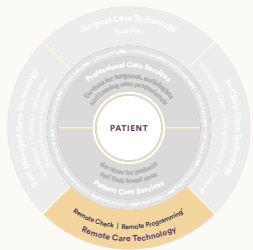
Software that helps optimize patient outcomes while streamlining clinical care

myCochlear Clinic

myCochlear Clinic is a secure recipient management portal that provides 24/7 access to tools and resources that can help manage your Cochlear patients at every stage of their hearing journey. Some features include the ability to manage new patient information, log service requests and gain access to educational tools.



4,000+
myCochlear
Clinic users
monthly



REMOTE CARE TECHNOLOGY

Technologies supporting the delivery of quality patient care from anywhere

Remote Check

With Remote Check, hearing health professionals have the ability to offer an at-home, clinician-enabled testing tool that allows recipients with a Cochlear™ Nucleus® 7 or Kanso® 2 Sound Processor to complete a series of hearing tests from a compatible smartphone using the Nucleus Smart App.* The results of those tests are then sent remotely to you, their clinician, for review. You can access the results by logging into the myCochlear Clinic professional portal to review a comprehensive overview of your patient’s hearing health. Remote Check is designed to provide a snapshot of your patient’s hearing health so you can quickly determine whether a patient is on track or whether further clinical intervention may be required.**

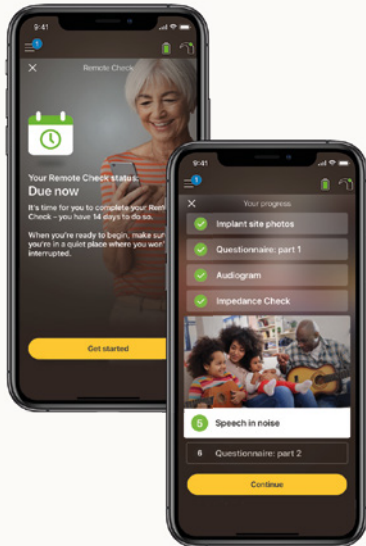
“Many of our CI families have been thrilled with both the ease of use and the wealth of information Remote Check delivers. The ability to measure impedances or check the functioning of the device remotely has saved several of our families with concerns a 2+ hour trip to the clinic! These families (and their audiologists) have been extremely thankful for this exciting new technology.”

Julie Purdy, Ph.D., CCC-A and Keri Colio, Au.D., CCC-A

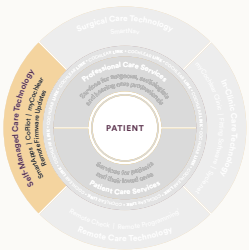


80%
of patients found
Remote Check hearing
tests easy to complete
and convenient²

95%
of clinicians said the
information being
provided was appropriate
to determine next steps
for the patient³



* The Cochlear Nucleus Smart App is available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility.
 ** Remote Check is intended for ages 6 and older. The Remote Check feature is only visible and accessible if the feature is enabled by a clinician. Clinicians should consider the suitability of the feature before enabling Remote Check. Remote Check does not replace clinical care and does not involve remote programming of the sound processor.



SELF-MANAGED CARE TECHNOLOGY

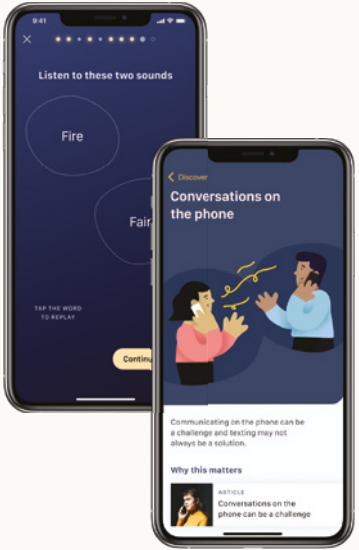
Solutions empowering patients to proactively optimize their overall hearing experience

Cochlear™ CoPilot

We are proud to introduce the latest in hearing therapy technology: Cochlear™ CoPilot. CoPilot is a self-guided mobile app for iPhone® designed for adult cochlear implant recipients to enhance their knowledge and build confidence through listening skills to address real-life challenges at work, at home and in social settings.

CoPilot includes:

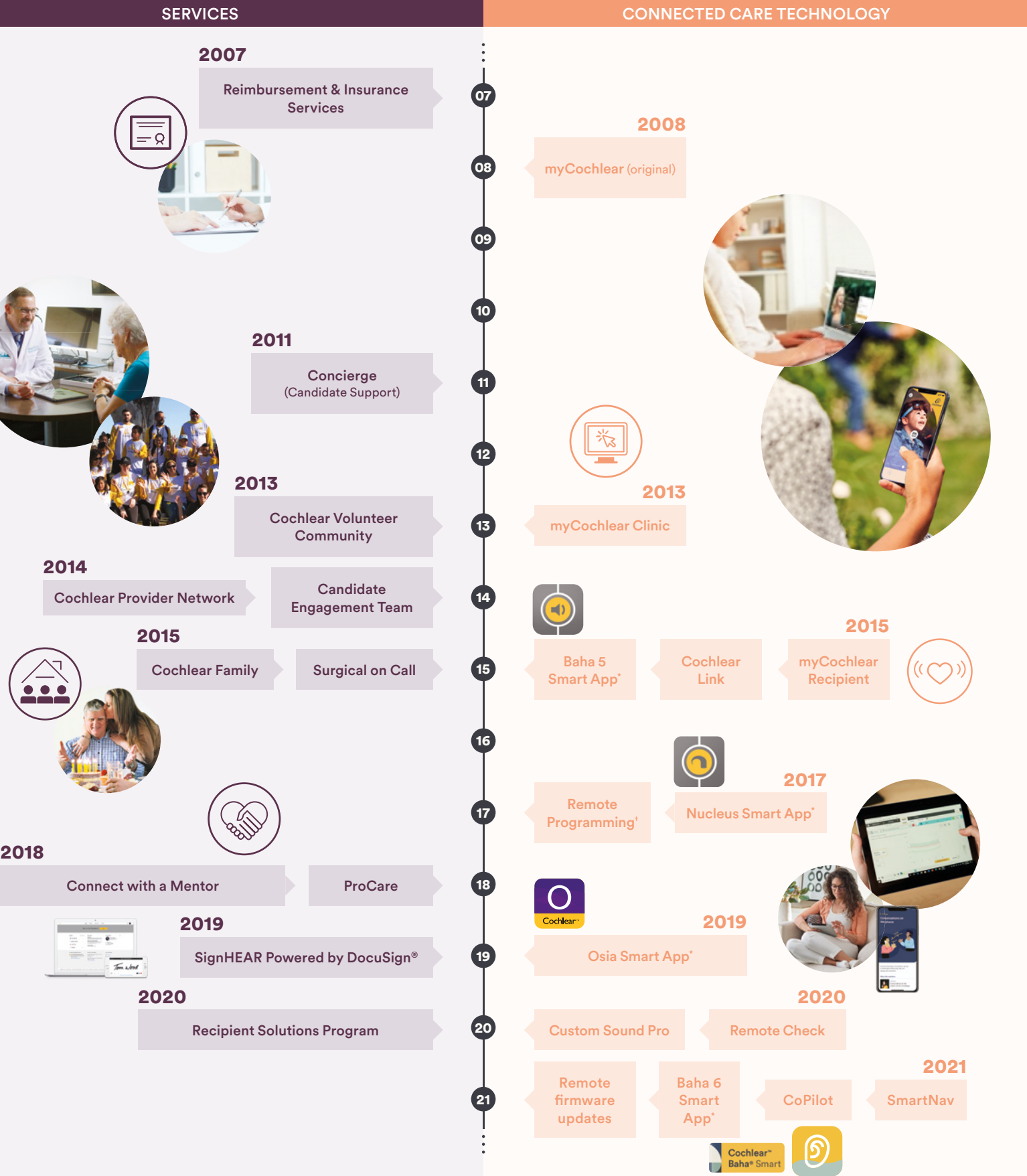
- Interactive skill-builders and activities
- Articles from professionals and recipients
- Tips to help your patients get the most out of their sound processor and accessories (pairing, streaming music, audiobooks and more)



“With CoPilot, I love the little listening exercises that help me work on word recognition. I like how they are short. I can do them anytime—waiting for a cup of coffee at the shop or waiting to pick up a kid from soccer practice—it’s like playing a short game. Having a guided app takes away the guesswork and also helps give you feedback.”

Christine – Cochlear implant recipient

Passion for progress inspires us to continually innovate to anticipate customers’ needs in the future

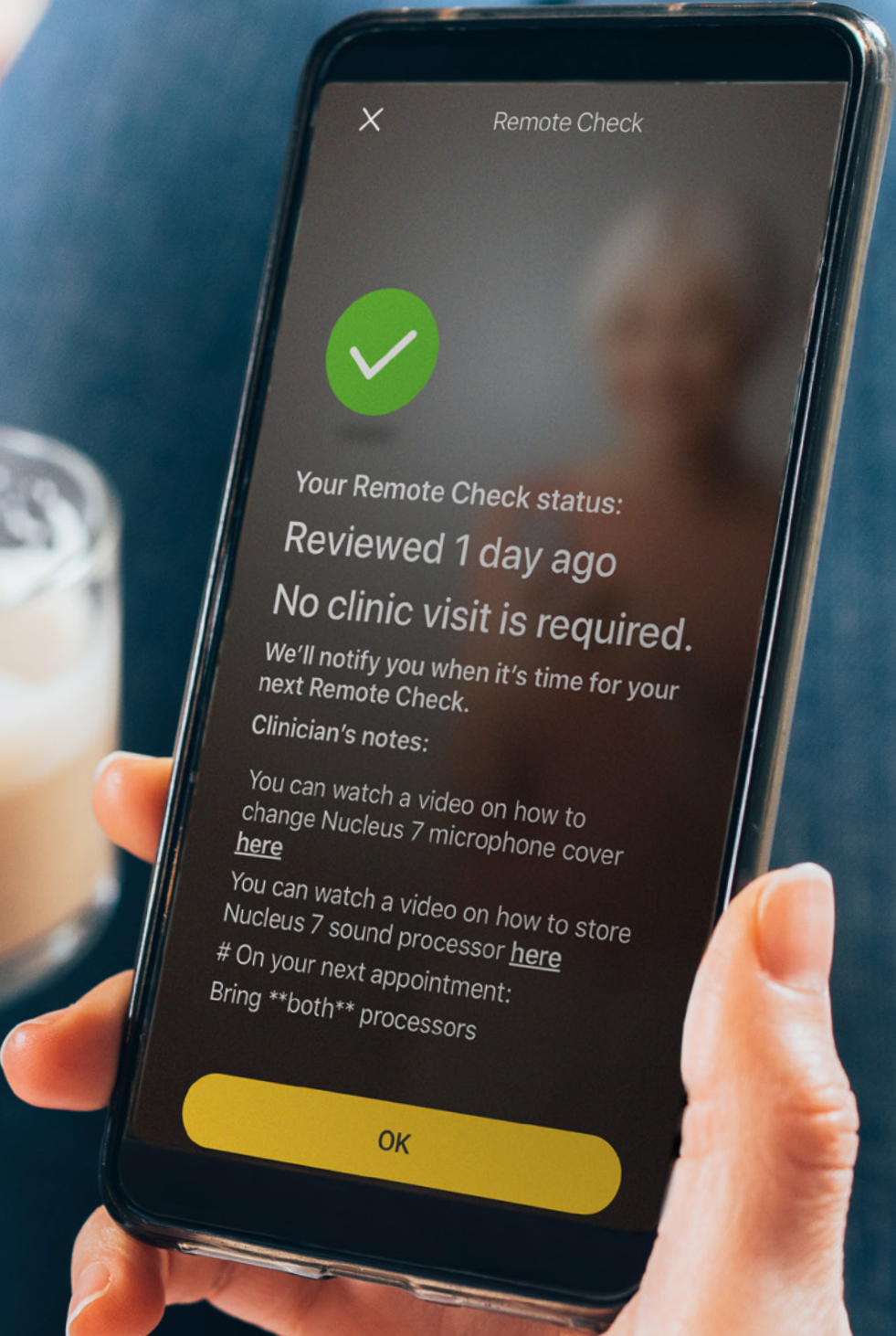


Access services and technology to support your patients and clinic

Cochlear Services and Connected Care Technologies	Description	Contact
GENERATE AWARENESS		
Local events and meetings	Local events that provide education, support and mentorship to patients	www.cochlear.com/us/events
Cochlear Volunteer Community	Patients can form connections with volunteers and mentors who may have experienced similar hearing journeys	www.cochlear.us/volunteercommunity
Cochlear Provider Network	Enables independent dispensing audiology/ENT practices to expand their services to include cochlear implants	www.cochlear.us/CPNpartner
SURGICAL SERVICES		
Surgical on Call (SOC)	On-call surgical support	877 279 5411
AFTERCARE: MANAGE AND SUPPORT PATIENTS FOR A LIFETIME		
PATIENT MANAGEMENT AND TREATMENT		
myCochlear Clinic	Self-serve portal for clinics to manage patient information, log service requests and more	www.mycochlear.com
Remote Check	App-based, convenient, at-home patient hearing assessment tool	www.cochlear.us/remotecheck
DEVICE SUPPORT		
Customer Experience Call Center	U.S.-based (Denver, CO) Call Center available 6:00am - 6:00pm MT M-F and 8:00am - 12:00pm Saturdays	877 518 3374
Cochlear Family	Community web-based platform for recipients with resources and tools for their hearing journeys including the myCochlear Recipient portal	www.cochlear.com/us/family
Cochlear Link and Hear Always	Expedited sound processor replacement and repair service through cloud-based device registration service	www.cochlear.us/cochlearlink 800 483 3123 cochlearlink@cochlear.com to enroll
Recipient Solutions Program	Appointment-based personalized product education and counseling for newly implanted and newly upgraded patients	Reach out to your regional representative to connect with the Recipient Solutions Manager in your region
INSURANCE AND COVERAGE SUPPORT		
Reimbursement & Insurance Services	Team working on behalf of patients to navigate the insurance process	800 633 4667, option 2 customer@cochlear.com
CLINIC OPERATIONS SUPPORT		
ProCare Team	Regional teams of specialists who cover all professional partner and clinic needs	877 883 3101 procare@cochlear.com
SignHEAR (DocuSign®)	Electronic signature solution for documentation return	signhear@cochlear.com to enroll
CLINICAL SOFTWARE SUPPORT		
Audiology on Call (AOC)	Technical, clinical and software support from trained audiologists	877 883 3101
PROFESSIONAL TRAINING AND EDUCATION		
Connect to Professional Community	Opportunities for professionals to connect with others	www.cochlear.com/us/en/professionals Cochlear ProNews: https://pronews.cochlearamericas.com/

“Our Connected Care platform of services and technologies reflect our focus to help make hearing care delivery more patient-centered, accessible and sustainable. You can leverage an ecosystem of solutions to help deliver personalized care.”

- Mia Visconti, Director, Connected Care Innovation



Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 600,000 implantable devices, helping people of all ages to hear and connect with life's opportunities.

We aim to give people the best lifelong hearing experience and access to innovative future technologies. We collaborate with leading clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

1. Cochlear Annual Report, 2020 August [Internet: pdf document]. 2020 August [cited 2021 July 20]. Available from: <https://www.cochlear.com/shared-library/downloads/global-downloads/about-cochlear/annual-report-fy-2020>
2. Cochlear Limited. D1698858. Evaluation of Remote Care App and Nucleus Smart App with CP1000 sound processor. Clinical Investigation Report. 24 Feb, 2020.
3. Remote Check Controlled Market Release Clinician Survey Results. Data collected April – October 2020.

* Custom Sound is only to be operated by hearing care professionals who have undergone training on programming Cochlear Nucleus Sound Processors. Remote programming with Custom Sound is recommended for follow up programming sessions and is not intended for intraoperative or initial fitting programming sessions. Clinical judgement on the part of the clinician is required to identify patients who are able to meet the criteria for participation in remote programming. Implant contraindications: ABI Implant. Acceptable Internal Implants: All currently supported cochlear implant types: Nucleus CI600 series cochlear implants, Nucleus CI500 series cochlear implants, Nucleus CI422 cochlear implant, Nucleus Freedom CI24RE series cochlear implants, Nucleus Hybrid L24 cochlear implant, Nucleus CI24 series cochlear implants, Nucleus 22 series cochlear implants. Acceptable Sound Processors: All currently supported sound processors (Nucleus 5 and newer).

Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology.

Cochlear Sound Processors are compatible with Apple and Android devices. Cochlear Smart Apps are available on App Store and Google Play. For compatibility information visit www.cochlear.com/compatibility.

Android, Google Play and the Google Play logo are trademarks of Google LLC. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

©2021. Apple, the Apple logo, FaceTime, Made for iPad logo, Made for iPhone logo, Made for iPod logo, iPhone, iPad Pro, iPad Air, iPad mini, iPad and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc., registered in the U.S. and other countries.

©Cochlear Limited 2021. All rights reserved. Hear now. And always and other trademarks and registered trademarks are the property of Cochlear Limited or Cochlear Bone Anchored Solutions AB. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Cochlear Americas
10350 Park Meadows Drive
Lone Tree, CO 80124 USA
Telephone: 303 790 9010
Support: 800 483 3123

Cochlear Canada Inc.
2500-120 Adelaide Street West
Toronto, ON M5H 1T1 Canada
Support: 800 483 3123

www.cochlear.com/us



CAM-MKTP-826 ISS2 JUL21

Follow us on

