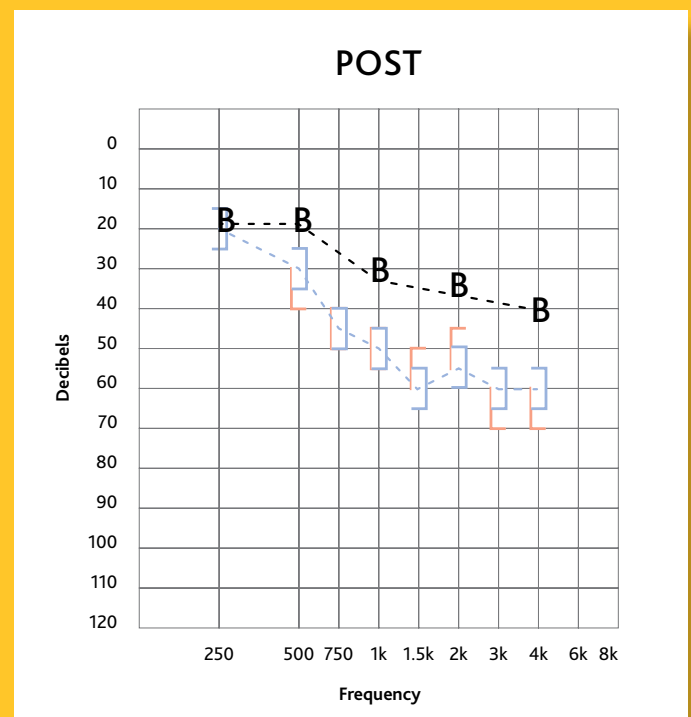
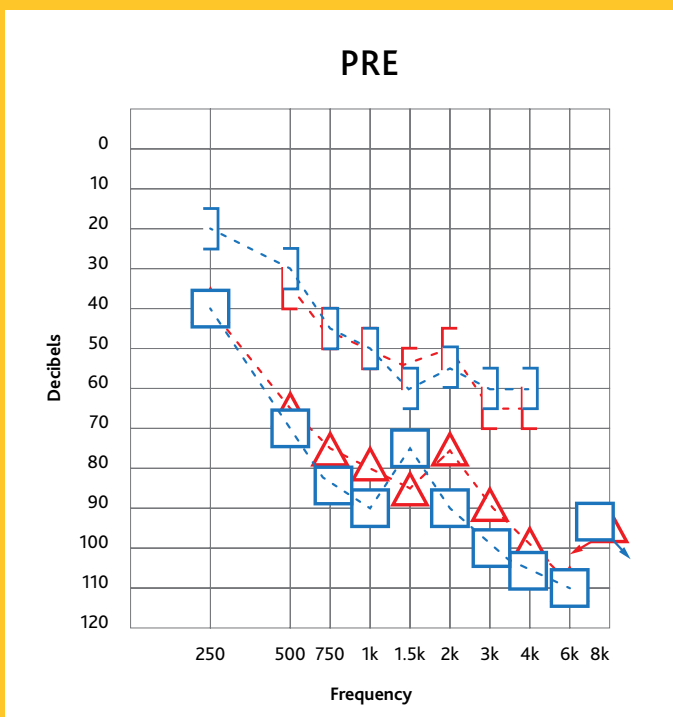


HOW WOULD YOU

CLOSE THE GAP



One out of three hearing loss patients that clinicians see will have a mixed and conductive hearing loss; however, only 18% are treated with a bone conduction device!¹



Close the Gap means ...

The Baha® systems have the power to close the gap between air and bone conduction hearing for MCHL candidates. The **Baha 5 bone conduction system stimulates the cochlea and provides greater flexibility in fitting** by reducing the gain needed to overcome a 30 dB or greater deficit.²

Hear now. And always



Consider a Baha bone conduction system for patients with MCHL:

- 1** The Baha systems have the power to close the gap between the air and bone line for MCHL candidates with a 30 dB or greater gap.
- 2** Bone conduction systems are often reimbursed through insurance and will often be more affordable for your patients than hearing aids and repeated surgeries.
- 3** A recent white paper for patients with chronic suppurative otitis media suggested that a clear pathway for treatment that includes **bone conduction for hearing loss will provide patients a decrease in the repetitive cycles of ineffective treatments, including repetitive surgeries and hearing aids.**^{2,3}
- 4** **1 out of 3 hearing loss patients that clinicians see will have a MCHL;** however, only 18% are treated with a bone conduction device.



For further information, please contact your Cochlear representative or call Cochlear Americas at **1 877 883 3101**

1. Karson, R et al. 2017, slide 12, Market Research
2. Watson, G., et al. (2008). Bone anchored hearing aids: A preliminary assessment of the impact on outpatients and cost when rehabilitating hearing in chronic suppurative otitis media. *Clinical Otolaryngology*, 33(4), 338-342.
3. Bouhabel, S., Arcand, P., & Saliba, I. (2012). Congenital aural atresia: Bone-anchored hearing aid vs. external auditory canal reconstruction. *International Journal of Pediatric Otorhinolaryngology*, 76(2), 272-277.

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