

Connected Care and services report

An annual review of digital
technologies and services available
from Cochlear North America

Volume 5 | May 2025



Letter from our President

Welcome to our fifth annual Connected Care and Services report! As part of our mission to help patients hear and be heard, Cochlear is proud to continue our innovation—not just the ground-breaking technology in our implants and sound processors—but also ensuring the best possible tools and services to support patients throughout their journey.

In 2024, our commitment to service was noticed by Newsweek, who named us the “**most trustworthy healthcare company in the world.**” This prestigious recognition underscores Cochlear’s unwavering commitment to excellence, innovation and customer-centricity. The ranking was conducted independently, and we are enormously proud that our patients and professional partners recognized us in this way.



Cochlear has invested significant time and capital in upgrading and modernizing our information infrastructure this year and that progress has enabled new customer-facing services. With our ongoing commitment to data privacy and security, and to keep the patient at the center of their own care, we introduced upgrades to our **myCochlear™** portals for both patients and professionals. This new foundation will provide a robust platform for our Connected Care tools and services for years to come. We were also pleased to introduce “Ready-to-Wear” at no charge, making upgrades easier for both professionals and patients and ensuring patients are kept “on air” as much as possible.

Every clinician has the same goal: to help patients hear their best. In 2024, we worked with more and more clinics who were utilizing **Connected Care** technologies to modernize their care practice and maximize hearing outcomes. Usage of Remote Care has begun to accelerate with over 15,000 patients now enrolled. This represents a doubling of our enrollments in the past year and more and more clinics continue to add Remote Care to their offerings. 2024 was also a year of expansion in the use of **SmartNav** technology, with over 900 sessions now occurring each month.

As we partner with the industry to redefine care, the people who put their trust in our technology remain at the center of everything we do. In May, we were thrilled to host our virtual Celebration event—the first since 2019. We had 1,018 registrants, the oldest of whom was 97! We were also proud to win the **Silver Stevie award** in partnership with TechSee for our use of virtual support in serving our customers. We are proud to be recognized for our continuous innovation—not just our sound processors and implants, but also improving our services for patients.

Cochlear remains committed to redefining hearing implant care and ensuring that every person with hearing loss has the chance to hear and be heard. We are proud to bring you this years’ report and look forward to the future—to help our patients Hear now. And always

Lisa Aubert, AuD
President, Cochlear Americas



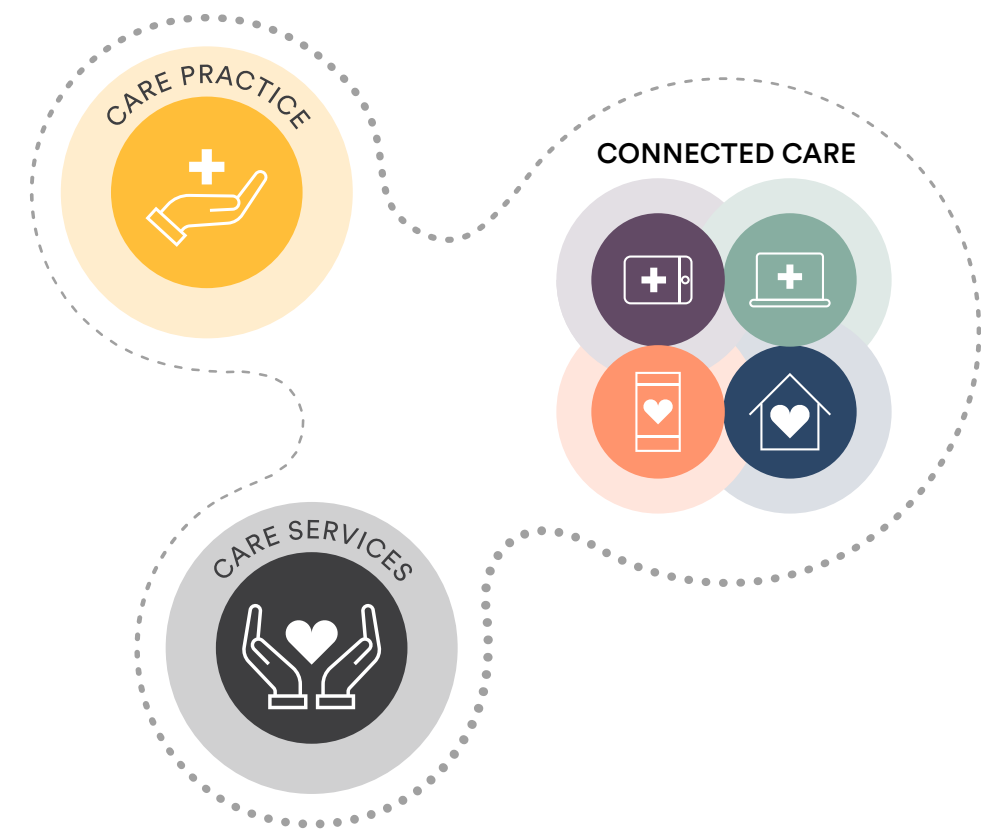


Expert care, accessed anywhere

Imagine a world where hearing implant care is accessible to everyone, no matter where they live. A world where care isn't just standardized, it's elevated by evidence-based best-practice.

Picture every patient reaching their hearing potential, supported by personalized care that combines expert knowledge with innovative technology.

Now, envision clinics expanding their reach and helping more people, while maintaining the close patient connections that drive real progress.



Care that never misses a moment



Care practice

Every clinician is driven by the same goal—to help patients hear their best. With new research emerging, patient populations growing, and technology reshaping what is possible, the future of hearing care has never been more exciting. But what does truly optimized care look like?

With 40 years of experience and insights from the world’s largest hearing implant dataset, Cochlear is uniquely positioned to answer this. Through Cochlear Care Practice, we translate groundbreaking advancements into practical, evidence-backed guidance and recommendations—working in partnership with clinicians to deliver meaningful, measurable progress for every patient. Together, we can provide care that is standardized, sustainable and impactful—so patients can hear better, faster.



Connected Care

Cochlear’s Connected Care suite of products are designed to meet the evolving needs of your patients. By expanding access to care, you can continue to deliver exceptional care at all stages of the hearing journey, empower your patients to get the most out of their device and support them in achieving their full hearing potential.



Care services

You and your patients are backed by Cochlear’s world-class services, designed to optimize care delivery along the hearing journey. Your patients can securely connect to a range of experts and tools—wherever and whenever—to hear their best on their terms.



Creating a Cochlear account

Your patient’s Cochlear Account is their key to unlock everything Cochlear Care has to offer. New this year is the ability for you to create a Cochlear Account for your patient as soon as they choose Cochlear (before surgery)! This means the patient can download their Smart App and log in. It also means truly “paperless” registrations for cochlear implants when SmartNav and Cochlear Link are used. A patient’s journey starts with creating their Cochlear Account—check out the new functionality in myCochlear Professional today.



Cochlear Care during candidacy

Patients’ needs change throughout the candidacy journey and Cochlear is proud to be there for candidates every step of the way. Whether a hearing implant turns out to be the right choice for them or not, our goal is to support every patient to make the best choice for them and their family.

Candidate solutions

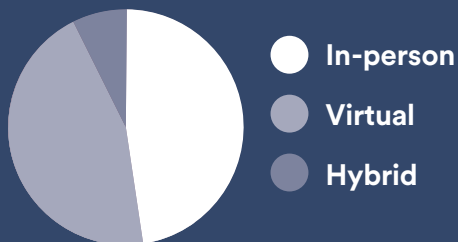
Cochlear’s candidate solutions team works every day to connect candidates with the information they need to make an informed choice. This year, our team held 367 events—both in person and virtual—to support candidates. Our thriving **Volunteer Community** is made up of Cochlear recipients and loved ones of recipients, who have a strong desire to advocate for change and increase visibility of the hearing health industry. Our volunteers are available to share their story and want to support others in their journey to better hearing. Today, we have over 1000 active volunteers to support candidates on their journey.

2300+

Unique volunteer connections

367

Candidate events in 2024



Nancy G.

Nucleus Recipient and Volunteer



“My experiences go back ten years now. I share [with candidates] the quality and lack of repairs with my CI’s as well as explain the types of batteries. I share my remarkable experiences with customer service over the years...I am bilateral and share hearing my piano, which I thought I never would.”



Cochlear Care during surgery

Nucleus™ SmartNav System

Since its introduction in 2022, Cochlear’s SmartNav system has quickly become a new standard of care in the operating room. In 2024, it was used in **nearly half of all surgeries performed in North America**. Recent studies show that SmartNav saves both time and money, reducing costs by \$986 per case compared to x-rays and by cutting anesthesia time up to 34 minutes per case.^{1,2}

Additionally, data from SmartNav can help streamline initial activations and device programming. With the new patient account creation flow in myCochlear, **clinics can now create patient accounts before surgery**, saving time and allowing for the complete electronic registration of both internal and external devices.

Surgical on Call

Our Surgical on Call (SOC) team is there for surgeons and operating room staff in the most critical moments, supporting cases virtually and by phone when needed. Our dedicated team of surgical specialists has **over 50+ years of combined experience** supporting hearing implant surgeries and provides consultations on challenging cases, unexpected issues, Magnetic Resonance Imaging (MRI) concerns and other surgical questions.

\$986

Cost savings

when using SmartNav compared to x-rays and it cuts anesthesia time by up to 34 minutes per case.^{1,2}

Data privacy and security



We recognize the trust our customers place in us when they provide their personal information, and the responsibility we have to protect that data. We are committed to ensuring the highest standards of data privacy and product security, overseen by the expertise of our Global Privacy Office and IT Risk and Security team. In 2024, our Connected Care team for North Americas assisted in over 130 clinical product Privacy and Security assessments, taking an average of 10 business days to complete. You can be confident in our approach to information security, not just because Cochlear was the first hearing implant manufacturer to receive ISO 27001 certification, for our Connected Care products,* but knowing we are committed to transparency and integrity in the way we protect and manage the data of our customers and business partners.



Cochlear Care during activation and optimization

Activation of a new hearing implant can be the most exciting step on your patient’s journey. That first step can be made easier with the right partner by your side. Cochlear Care is there to support you as you get patients started and begin to maximize their hearing.

Cochlear fitting software

Cochlear’s fitting software platforms for both cochlear implant and acoustic devices are designed to be powerful, intuitive and easy to use.

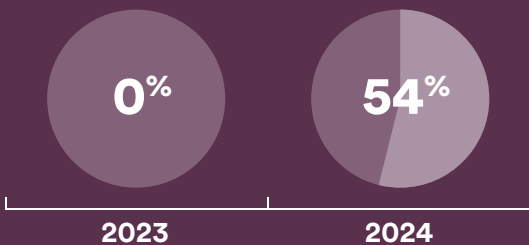


Custom Sound™ Pro

Our cochlear implant fitting software, Custom Sound Pro (CSPro), is designed to be patient-centered, easy to use, and evidence-based. CSPro tools based on Cochlear’s 40 years of experience and insights, such as Population Mean, are now becoming the standard of care in cochlear implant activations. In a recent survey, 54% of professionals reported they now use Population Mean to set a MAP for a fast and accurate initial activation. Patients are on the air faster, allowing for more time to be spent on counseling and support, helping patients hear better, faster.

54%

of Audiologists use population mean to set an initial MAP[†]



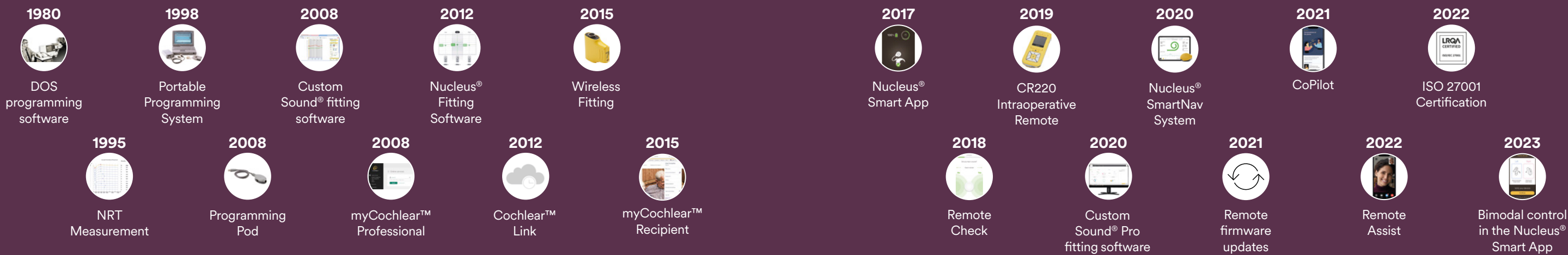
[†] according to a survey in January, 2024



Osia® and Baha® Fitting Software

In 2024, new Osia fitting software (OFS 2.1) was released to introduce compatibility with Noahlink Wireless 2 and improve the fitting interface for Osia 2 devices. Our acoustics fitting software packages have an activities-based workflow, which guides clinicians through a fitting easily and efficiently, even if they are new to bone conduction fittings. Baha Fitting Software also includes Remote Assist, which allows for full-featured programming of a Baha device, even when patients are not in the clinic.

Connected Care innovation timeline



myCochlear Professional

In 2008—over 15 years ago—Cochlear first introduced myCochlear Professional. This revolutionary tool allowed professionals to access patient information and create service requests directly and without the need for a call in to Customer Service. myCochlear has grown over the years into a full-featured portal that allows for a “one stop shop” for all things Cochlear. In 2024, the myCochlear Professional portal was modernized and several new features introduced:

- The ability to create patient accounts at any stage in their journey, even before surgery, facilitating easier device registrations and Connected Care readiness
- Easier search features so you can find patients outside of your clinic (Privacy Compliant) with the ability to link additional clinics to a patient
- A modern and streamlined user interface to facilitate easier navigation
- Built in guidance and tips
- Migration of our underlying data to allow for faster and better data flows in the future

We are excited about this step on the journey of myCochlear and look forward to the innovations that are yet to come.

Audiology on Call (AOC)

With **over 200 years of combined experience**, Cochlear’s Audiology on Call (AOC) team of clinical experts provides dedicated, white-glove acute and on-demand support for our professional customers. This knowledgeable team is available to all Cochlear professional partners, offering technical assistance on a variety of topics, including programming recommendations, troubleshooting, candidacy, product education, and other clinical issues. In 2024 alone, the AOC team handled over 9,400 calls, with an average response time of 20 seconds, and over a quarter of them supported virtually.

Kayla M.

Audiologist

“This is very random, but on Friday I had some VERY weird issues with the software, programming, processors etc. But I was just reaching out to you, because I didn’t know who else to tell, but I had the BEST help ever! [Software support] and [AOC] were phenomenal. After a ton of back and forth and screen sharing. I was able to get this patient’s implants back to her by the afternoon! Thankful for the Cochlear team!”



86%

of professionals

report decreased appointment times when using the RSM program.

96%

of recipients

report increased satisfaction with their equipment after meeting with an RSM

400+

clinics used Cochlear's Upgrade Support Services

10,000+

Clinic Patient Reports (CPRs) sent in 2024

Recipient Solutions Managers (RSM)

Our Recipient Solutions Managers (RSMs) provide virtual classes for patients who are new to implants, preparing for Remote Care or are getting ready to upgrade. This service was developed in partnership with clinicians several years ago and it has only continued to grow, demonstrating the power of partnership between Cochlear and our customers. Last year, **over 10,000 individual Clinic Patient Reports were sent to clinics** and recipients rated their satisfaction with the RSM program at 4.65 out of 5. All classes are available in English and Spanish and a new course was offered this year to help patients who will be receiving care remotely from their clinicians: Prepare for Remote Care. Our RSM team supports over 900 clinics with 43% of participants attending their first class PRIOR to activation so they can be ready to hit the ground running. Cochlear is proud of this dedicated group of professionals and we continue to innovate our RSM program as the service grows.

Rehabilitation resources

Cochlear continues to provide a broad range of tools for rehabilitation. These include technology-forward tools such as apps and computer-based training as well as “low-tech” tools such as the Rehabilitation Manual, which is **included at no charge in every system kit**. About half of the patients who utilize the Rehabilitation Manual are able to use it with no additional support, making it a great self-service tool for new recipients. 65% of patients who use our Telephone with Confidence program feel it has a positive impact on their hearing experience.

www.cochlear.us/rehabresources

Cochlear Family

When patients receive a Cochlear hearing implant, they become part of the Cochlear community. With the creation of a Cochlear account, patients are introduced to the Cochlear Family, a world of support, information, and resources that helps them make the most of their device. For example, new patients who opt in to be contacted are enrolled in our New Recipient Welcome program, which provides information via email in the first year of device use and is focused on topics that are critical at each stage in that first year. Recipients also receive our Cochlear Newsletter—**59% of patients surveyed found the newsletter interesting and engaging**. Now, with the new option in myCochlear Professional to create a patient account as soon as they choose Cochlear, you can connect your patients to the Cochlear Family to link them with the recipient support they need.

Care practice guidelines: Optimizing care for all

Since 2017, Cochlear has been partnering with clinicians to create new Care Practice Guidelines that provide evidence-based recommendations on the treatment of adults with cochlear implants. Clinics are adopting these new guidelines at a rapid pace—with the average number of in-person visits in the first year of implantation for adults dropping from 9 in 2019 to 5.68 in 2024. While this progress is encouraging, we still have room to improve to meet the Care Practice Guideline target of 4 visits in the first year. Cochlear continues to innovate technology and services to support clinics and patients as they modernize care. To find out more, visit our Care Practices website at:

www.cochlear.us/ciadultcaremodel



Cochlear Care during maintenance

As life with a hearing implant becomes their new normal, Cochlear Care provides tools and services that support self-managed care when appropriate and support from the clinic when needed. With Cochlear as a partner, patients will be able to manage their care and maintain their hearing potential for a lifetime.

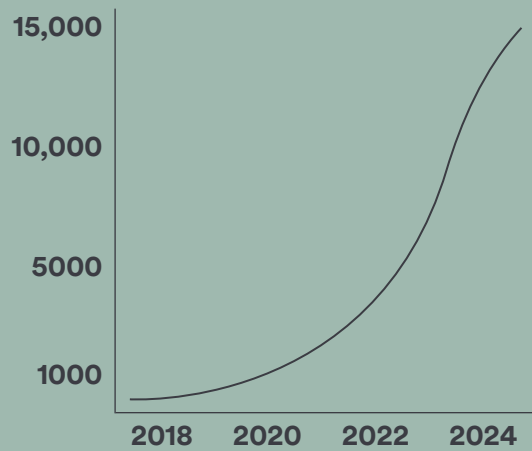
Cochlear Remote Care

Cochlear’s Remote Care is so much more than just Remote Programming. With Remote Care, you can support the evaluation and maintenance of patients who have received Cochlear Implants without needing a clinic appointment. Imagine being able to focus your time on the patients who really need your support and provide a convenient and comprehensive way for patients to check-in and let you know how they are doing.

In 2024, we hit a huge milestone with **over 15,000 patients globally enrolled in and utilizing Remote Care**. While it took us five years to reach the first 10,000 users, it only took us about eight months to add the next 5,000 and it has been amazing to see this technology help more and more recipients. As care has begun to expand outside the four walls of the clinic, those who utilize Remote Care have seen improvements in wait times, staff availability and booth space. The use of Remote Care supports clinics to reduce the number of in-person visits for patients in **more than 140 clinics across North America**.

15,000

Remote Check enrollments



100+

insurance payers
contracted with
Cochlear

Cochlear now contracts with over 100 different payers across the United States, which means that **78% of our recipients have an insurance plan that we can bill directly** (including Medicare and many state Medicaid programs). We also work with Care Credit to allow recipients to spread payments out over time when needed. Cochlear’s “Back in Sound” program allows us to ship the critical components of an order (e.g., the sound processor, battery and coil) even while we are waiting on insurance approval to ensure recipients are kept on the air as much as possible. Finally, SignHEAR (powered by DocuSign) allows clinicians to sign needed paperwork electronically, with a 63% reduction in time to get letters of medical necessity completed.

Reimbursement and insurance services

Our Reimbursement and Insurance Services teams are there to support coverage for initial surgeries, parts and repairs, and medically necessary upgrades for our recipients. These teams work closely with clinics and with payers to navigate the complexities of coverage and make it easy for recipients to stay on the air.

Upgrade support

To deliver on a lifetime of hearing performance, Cochlear continues to expand our services for recipients considering an upgrade. We are proud to offer end-to-end support for upgrades, including:

- Personalized upgrade consultations with our US-based recipient support teams when patients contact Cochlear
- SignHEAR (powered by DocuSign) to allow clinics to e-sign paperwork for upgrades
- Insurance prior authorization and direct billing for most major insurance plans, including Medicare and most state Medicaid programs
- Back-in-Sound program that allows Cochlear to ship the critical components of an upgrade if a patient is without sound
- Remote Care to support to help patients re-establish care with a clinic
- Ready-to-Wear at no extra charge for recipients
- Recipient Solutions Managers (RSM) to provide support once the new device is received

For more information about the upgrade process with Cochlear, please visit our upgrade support page for professionals at:

www.cochlear.us/upgradesforprofessionals

CochlearLink Hear Always

At Cochlear, it’s critical to us that recipients are able to stay on the air with their sound processor each and every day. With the use of CochlearLink, clinics are able to share their database with the Cochlear Cloud, enabling a broken sound processor to be replaced by our Hear Always team, usually within 24-48 hours. Thanks to a close partnership with our clinics, **200,000+ recipients are now covered by CochlearLink** in more than 700 clinics across the US and can take advantage of Hear Always. **77% of replacement sound processors are shipping without any clinic intervention.** CochlearLink also allows for paperless device registrations—in 2024, over 8700 devices were auto-registered, saving paper, postage, and most importantly, time.

200,000+

recipients covered
by CochlearLink

8700+

devices auto-registered
by CochlearLink
in 2024

77%

replacement sound
processors are
shipped without
clinic intervention



How to access Cochlear Care

For professionals:

Reimbursement and coding support



Cochlear's Market Access Team works to build coverage for new products and changing indications. Technology changes fast, but coverage can sometimes lag behind. That's why our team works closely with payers and Audiology societies to encourage a coordinated and concerted effort to expand treatment to more patients. You can find more information about our efforts and resources to support coding and payment for hearing implants at:

www.cochlear.us/reimbursementhub

ProCare



Our dedicated and professional ProCare team is available by phone or email for support. Whether it's ordering new devices, helping with a device repair, or requesting marketing materials for your clinic, contact our ProCare team with anything you need. Our teams are regional specialists who get to know many professionals personally and they are proud of the individualized service they can provide. Our ProCare team can also connect you to any of our other service teams if the need arises.

P: 1 877 883 3101

E: procare@cochlear.com

Self-service with myCochlear




myCochlear Professional (mCP) is Cochlear's online data management portal for professionals. mCP is designed to be a holistic portal, allowing professionals to register new devices, create service requests, check on the status of requests, enroll patients in Remote Care and even review Remote Check results—all with one login. mCP is a secure tool that is there to provide access to the information and tools you need to support a streamlined care model.

www.mychlear.com


For patients:

US-based call center

 Cochlear’s customer service team, based in our Denver office, are available to support patients at every stage of their journey. From troubleshooting of devices, service requests, questions about equipment or finding a clinic to help, our dedicated team of agents strive to provide the best possible care in every interaction. Our agents can offer support via phone, email or chat and can connect patients to many other teams within Cochlear who can help with everything from pairing a phone with their device to obtaining insurance coverage for an upgrade.

P: 1 800 483 3123
E: customer@cochlear.com

Self-service at myCochlear Recipient

 When they become part of the Cochlear Family, recipients have access to a Cochlear account. That is where they can manage contact info, view registered devices, check warranty status and even track orders 24/7. This secure log-in provides an important self-management tool for recipients and their families.

www.cochlear.us/account





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.

Hear now. And always

Cochlear is dedicated to helping people with moderate to profound hearing loss experience a world full of hearing. As the global leader in implantable hearing solutions, we have provided more than 700,000 devices and helped 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 next generation technologies. We collaborate with leading clinical, research and support networks to advance hearing science and improve care.

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

About this report

This report details Connected Care technology and services from Cochlear. The report does not include every service we offer, but rather it highlights services that support the patient journey, professional experience and technologies that empower and enable the provision of care. Data was collected for this report between January 1, 2024 and December 31, 2024.

References

1. Tejani V, Piper R, Murray G, Manzoor NF, Mowry S, Semaan M, Rivas A. Sensitivity and Costs of Intraoperative Trans-Impedance Matrix Recordings, Spread of Excitation Functions, and X-ray Imaging in Detecting Cochlear Implant Tip Foldovers. *Otol Neurotol*. 2024 Dec 1;45(10):e763-e771
2. Cooper J, Stidham KR, Morgan S, Schmelzer M, Albinus R (2024) Utilization of SmartNav technology in cochlear implantation: Optimizing efficiency in assessment of electrode placement. *Cochlear Implants Int*, 25(4):308-315

* The Connected Care portfolio of products certified to ISO/IEC 27001 are Remote Care (Remote Check and Remote Assist for Nucleus® Sound Processors), Custom Sound® Pro fitting software, Cochlear™ Link, myCochlear™ Professional, Nucleus® Smart App and Nucleus® SmartNav. Cochlear first received ISO 27001:2013 certification in October 2022.

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.

Remote Check and Remote Assist are compatible with the Nucleus 7, Nucleus 8 and Kanso 2 sound processors. Remote Check and Remote Assist are intended for ages 6 and older. Remote Check and Remote Assist features are only visible and accessible if they are enabled by a clinician. Clinicians should consider the suitability of the feature before enabling Remote Check and Remote Assist.

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

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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.

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