A cochlear implant from Advanced Bionics can help you hear your world.
Your sense of hearing connects you to the world in amazing ways. Everything from a baby’s giggle to a favorite melody contains meaningful sounds that people with normal hearing may take for granted. Everyday experiences like chatting at a restaurant, talking on the phone, or listening to the radio may seem ordinary, yet they are immensely important for fully participating in life. When hearing loss impacts your ability to engage in these activities, it can change your connection to the world and make you feel isolated from others.

**Restore Your Hearing and Reconnect with Life**

A Whole World of Sound Awaits with AB

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While hearing aids are a solution for many people, there may come a point when they are no longer effective, isolating you from those around you.

Reconnect with loved ones and regain the vibrant sounds of life by discovering solutions beyond hearing aids.
With today’s advancements in hearing technology, an increasing number of people with significant hearing loss are enjoying restored hearing with cochlear implants.

Cochlear implants are designed to help you regain the sounds and joys of life you may be missing because of your hearing loss.

By reading this informational pamphlet, you are taking an important first step toward reconnecting to your sense of hearing.

**take the first step**

This brochure was developed with hearing health professionals to help you explore an advanced hearing solution that may be life-changing for you.
“My implant has allowed me to continue with my musical quest, which led to a thrill of a lifetime—hearing my music playing on the radio!”

—Jonathan Villegas, musician and AB recipient (shown above)
Hearing aids are able to help a large number of people improve their hearing. They do this by making the sound louder and optimizing it for the best possible benefit.

For many with significant hearing loss, even the most sophisticated hearing aids may not help you hear well enough.

This means you can make the volume louder, but the sound may still not be clear enough for you to hear well.
The Way a Hearing Aid Functions

1. The hearing aid picks up the sound around you, then processes and amplifies it appropriately for your hearing loss and individual needs.

2. The hearing aid then sends the processed and amplified sound into the ear, through the ear drum and on to the middle ear.

3. The sound is then transmitted to the inner ear and tiny hair cells produce electrical impulses for the hearing nerve.

4. These impulses travel to the brain, where they are interpreted as sound again.

“My friends and family have told me so many times that they see how my life has changed now that I can hear with my cochlear implants. Every day is an exciting day. I don’t hesitate to do anything because not being able to hear is no longer an issue for me.”

—Evelyn Gardner, AB recipient (shown left)
“Once I had my cochlear implant and I saw that my hearing was at a level it had not been at for so many years, I felt once again completely free to dream, completely free to believe in all the possibilities of life. Feelings I didn’t have before I had my implant.”

—Kerun Bindra, AB recipient
When hearing health professionals determine that your hearing aids are no longer an effective solution for you, the time has arrived to consider a cochlear implant to help restore your hearing.

Cochlear implants are currently the only medical solution able to functionally restore one of the five senses, which is why many physicians refer to them as “technological miracles.”

Cochlear implant systems are a sophisticated technology designed to mimic natural hearing for those with significant hearing loss.

Made up of both an internal implant and external sound processor, the cochlear implant system bypasses the damaged part of the ear and sends electrical signals directly to the hearing nerve.
Most cochlear implant recipients demonstrate improvement in their ability to understand speech, even in noisy environments, compared to hearing-aid wearers who have significant hearing loss.

See How a Cochlear Implant Functions

1. A sound processor captures sound with a microphone and then converts it into detailed digital information.

2. These digital signals are sent to the implant, where they are converted into electrical signals.

3. These signals travel to a tiny electrode array placed inside the cochlea.

4. The electrode array sends electrical signals directly to the hearing nerve, bypassing damaged cells. These signals are then sent to the brain, where they are interpreted as sound.

HiResolution™ Bionic Ear System
by Advanced Bionics

A The Industry’s Most Advanced Sound Processor

B The Industry’s Only freestyle™ Design

C The World’s Only Waterproof Sound Processor and Headpiece Microphone
See How a Cochlear Implant Functions

1. T-Mic™ microphone
2. Sound processor
3. Electrode array inside cochlea
4. Hearing nerve

Naída CI Q70
By Advanced Bionics

NEPTUNE
By Advanced Bionics

HiRes 90K™ ADVANTAGE
implant
Cochlear Implants from Advanced Bionics...

• **Covered by most healthcare plans**, including Medicare and Medicaid.

• **Fully upgradeable** for future technology.

• Designed to help you **hear better in noisy places**, from bustling restaurants to busy airports.

• Developed to help you **hear everywhere even in water**—swim, shower, bathe and hear your world!

• Designed to enhance your **music enjoyment**.

• Compatible with **cell phones, MP3 players and other audio devices**. Talk on the phone with a friend or sing along to your favorite song in the car!

• **Easy to use** with tactile controls.

Better Hearing with AB Whether you are considering a cochlear implant for yourself or a loved one, Advanced Bionics is the best choice for hearing your world. AB offers the world’s most advanced cochlear implant for hearing that more closely resembles a normal-hearing ear.
• Flexible with **different wearing options to suit your needs**, from a lightweight on-the-ear option to a discreet processor that can be worn with nothing on the ear.

• **Eco-friendly with rechargeable batteries** that are easy to operate, last for years, and are often covered by insurance.

Always focused on innovations that improve your quality of life, AB has consistently made the industry’s leading advancements in hearing technology. Choosing AB can help you hear the sounds that truly enrich life—the sweet songs of nature, shared laughter among friends, the many dimensions of music, and much more.
Am I a candidate for cochlear implants?

If you are struggling to hear with hearing aids, you may be a candidate for cochlear implants. Consult with your hearing health professional to determine whether cochlear implants are the right solution for your hearing loss.

Will insurance cover cochlear implants?

Cochlear implants have excellent coverage by most insurance plans, including Medicare and Medicaid. For assistance with insurance, call toll-free 877-779-0229 or visit AdvancedBionics.com/insurance.

What will it sound like when I hear with a cochlear implant?

Everyone is different and the hearing experience is unique to each person. The majority of recipients say that the sound they receive and understand improves with time. Regular practice is important to help improve listening.
I have been told that I have nerve deafness. Would a cochlear implant system help with this?

Most cases of “nerve deafness” are actually instances of cochlear damage rather than nerve damage. Talk to a hearing health professional to find out if this is true in your case. A cochlear implant works by bypassing the damaged cells in the cochlea to directly stimulate the hearing nerve.

Would I be able to upgrade my cochlear implant system to keep up with future technological advances?

Advanced Bionics has developed its system to be fully upgradeable so that you can take advantage of tomorrow’s technology with today’s implant.

What is the implantation like?

Cochlear implantation is relatively simple and minimally invasive. In most cases, implantation is done on an outpatient basis. Many recipients return home the same day and resume their normal activities within a week.
Choose to Hear Better
with AB Cochlear Implants
Hear clearly even in noisy environments like restaurants or sporting event venues.

Chat on the phone with friends and loved ones.

Enjoy music using consumer electronics devices like MP3 players and headsets.

Hear while swimming, bathing, and showering.
“The Advanced Bionics cochlear implants help me talk with people...they no longer have to repeat things over and over to me. I hear it right off the bat.”

—Orletha Van Etten, AB recipient

Why delay in taking action to hear your best?

get started today!

Moving Forward

• Ask your hearing health professional about cochlear implants.

• Connect with people who use cochlear implants to learn about their experiences.

• For more information:

  Call 855.377.9641
  Email BeyondHearingAids@AdvancedBionics.com
  Visit AdvancedBionics.com/TheJoyofSounds
In 2009, the hearing healthcare industry changed forever. Advanced Bionics began working with Phonak, bringing together the most advanced cochlear implant and hearing instrument technologies into one family. With this perfect marriage, a new horizon of hearing solutions has opened up that will improve the way people hear. Together, AB and Phonak are relied on by millions each day for the best hearing experience.

Contact Advanced Bionics for information on the miracle of hearing restoration with cochlear implants. Hearing health professionals and cochlear implant recipients are available to offer support to help you hear your best.