

Cochlear Implants for Aging Adults – Fact Sheet

Hearing loss is a significant health concern for aging adults and should be tested and treated by a qualified audiologist once detected.

According to the National Institutes of Health (NIH), one in every three people 65 years of age and one in every two 75 years of age and over has hearing loss.¹



Hearing loss' impact on health

- Untreated hearing loss can impact a person's brain health, balance, speech, cardiovascular health and overall quality of life.²
- People with untreated hearing loss often become socially isolated and deprived of stimuli that help keep the brain active and mind sharp.²
- As untreated hearing loss progresses, the brain takes in less information. Having a hearing solution that lets a person hear words clearly can help keep the brain active.
- Hearing loss can impact a person's, as well as their loved ones', overall quality of life.



Hearing loss is treatable – know your options

- There are different hearing loss solutions available depending on your type and level of loss.
- Hearing aids are typically the first step to treating hearing loss, and they can be an effective option for someone with a mild to moderate sensorineural hearing loss who only needs sound to be amplified or made louder.
- As hearing loss progresses, sounds need to be made louder and clearer so speech can be understood.
- If hearing loss has progressed beyond receiving benefit from a hearing aid—when it sounds like listening to a loud, badly tuned radio and the words are not clear anymore, or when you're only hearing half of what is said in conversation—cochlear implants could help.
- Cochlear implants are not only for children. Most people receiving a cochlear implant each year are adults.³
- Cochlear implants are not only for those who are completely deaf or have lost all their hearing. Cochlear implants are available to adults of all ages with moderate to profound sensorineural hearing loss struggling to hear in their hearing aids.
- You are never too old to receive a cochlear implant. The average age for adults receiving a cochlear implant is 65, with a range of 18 to 100+ years.³
- Nearly two million Americans could be candidates for cochlear implant technology, but only five percent of patients who can benefit have been treated.^{4,5}



Cochlear implants are a successful treatment to hear again

- Cochlear implants are a proven medical treatment option for those with severe to profound hearing loss, and cochlear implants are the most appropriate option to effectively treat the loss at that point.
- Cochlear implants have been approved by the U.S. Food and Drug Administration (FDA) for nearly 40 years.
- Cochlear implants are surgically implanted medical devices that treat hearing loss by replacing the function of a damaged sensory hair cells inside the inner ear (cochlea).
- Cochlear implants are designed to help you hear better and improve speech understanding in everyday situations, including noisy environments. In fact, in one study by Cochlear, research found that transitioning from a hearing aid to a cochlear implant more than doubled speech understanding in noise.⁶



- A recent study by Cochlear also found:
 - 93 percent of people significantly improved their speech understanding with a cochlear implant compared to a hearing aid.⁶
 - 83 percent of those individuals reported a statistically significant improvement in quality of life after receiving their implant.⁶
 - 70 percent of cochlear implant recipients demonstrated improved hearing in noise when compared to hearing aids.⁶
 - Cochlear implant recipients are five times more satisfied with their ability to understand what is said on TV with their cochlear implant than they could with two hearing aids.⁶
 - Cochlear implant recipients are 11 times more satisfied with their ability to hear on the phone with their cochlear implant than they could with two hearing aids.⁶
 - Cochlear implant recipients are five times more satisfied with their ability to listen to and appreciate music with their cochlear implant than they could with two hearing aids.⁶



Don't wait to treat your hearing loss with a cochlear implant

- Don't wait to lose all your hearing to benefit from a cochlear implant. Those with significant hearing loss can hear better sooner and experience the health benefits and improved hearing outcomes of cochlear implantation when they don't wait to get treated.⁷
- Studies have shown that people with cochlear implants experience improvements in overall health, reduced social isolation and improved hearing abilities.^{8,9}
- Cochlear implants are covered by Medicare, most insurance plans and typically Medicaid.*

For more information on cochlear implants and the cochlear implant systems available, visit www.Cochlear.com/US.

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 4. Goman AM, Dunn CC, Gantz BJ, Lin FR. Prevalence of potential hybrid and conventional cochlear implant candidates based on audiometric profile. *Otol Neurotol*. Apr 2018;39(4):515-517.
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 8. Manrique-Huarte R et al (2016) Treatment for hearing loss among the elderly: Auditory outcomes and impact on quality of life. *Audiol Neurotol*, 21S1:29-35.
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- * Covered for Medicare beneficiaries who meet CMS criteria for coverage. Coverage for adult Medicaid recipients varies according to state specific guidelines. Contact your insurance provider or hearing implant specialist to determine your eligibility for coverage.

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.

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