

Bone Anchored Hearing System

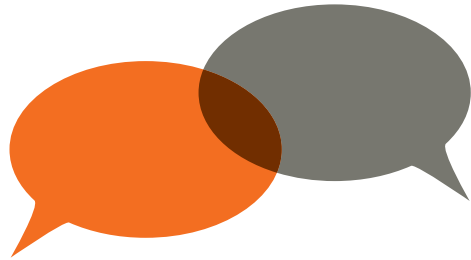
The path to better hearing



The next step
in your
hearing journey

oticon
MEDICAL

Let's talk about improving your hearing



We rely on our hearing to be able to interact with family, friends and the world around us. When listening to podcasts, hearing the birds singing or just chatting with friends, the sounds of life are as varied as they are meaningful.

You have been given this brochure because your local audiologist thinks you might benefit from a bone anchored hearing solution, also called BAHS, because of the nature of your hearing loss or other medical conditions.

200,000¹ +

users around the world benefit from a bone anchored hearing system (BAHS)



On the following pages you can read more about BAHS – a life-changing technology that has brought sound to hundreds of thousands of people around the world.

1. Tjellström A. *The father of Osseointegration and the godfather of the BAHA: Professor Per-Ingvar Brånemark, Göteborg Sweden has passed away in his 86th year.* Eur Arch Otorhinolaryngol. 2015;272:779–80. doi: 10.1007/s00405-015-3581-1. [PubMed] [CrossRef] [Google Scholar]



I am not a crier, but when I put the Ponto on I almost started crying. I could hear, and it was clear....I have not looked back since.”

____ Nancy, former hearing aid user, current Oticon Medical BAHS user



I would highly recommend a BAHS. It has made a huge impact on my life. The clarity of sound when I'm with my family at home, being able to understand conversations and in social environments particularly. For me, this device is very natural and close to normal hearing."

Louise, current Oticon Medical BAHS user

BAHS is a different way of hearing

If your hearing loss is caused by changes in your outer or middle ear, or if you have a single-sided profound hearing loss on one ear and good hearing on the other ear, using a BAHS may improve your hearing and overall wellbeing. This is because it uses a different method of sound transmission to conventional hearing aids.

A BAHS is worn on the head and not in the ear. This means it can bypass any damage in the outer or middle ear, leaving the ear canal open. Many people who have medical conditions, such as repeated ear infections or skin allergies, switch from conventional hearing aids to a BAHS because it is more comfortable. The BAHS procedure is minimally invasive and does not affect your underlying hearing.

You should not expect a BAHS to restore your hearing completely. But many users find that a bone anchored solution gives them access to improved and more natural sound quality in everyday situations.

Take care of your hearing, take care of your brain

Studies have shown that hearing loss and cognitive decline are linked^{2, 3, 4}



Your brain is the most important part of hearing

You hear with your brain, not with your ears. Although your ears receive sounds, it is the brain that creates meaning from those sounds. Good hearing is about helping your brain get access to and understand the sounds you hear.

By providing your brain with the information it needs, it can help to reduce listening effort and the strain on your brain. This leaves you less tired at the end of the day, especially after listening to group conversations or in noisy environments.⁵

2. Lin FR, Mette RJ, O'Brien RJ, Resnick SM, Zonderman AB, Ferrucci L. Hearing loss and incident dementia. *Arch Neurol.* 2011;68(2):214-220. doi:10.1001/archneurol.2010.362.
3. Wei E, X, Oh E, S, Harun A, Ehrenburg M, Agrawal Y: Saccular Impairment in Alzheimer's Disease Is Associated with Driving Difficulty. *Dement Geriatr Cogn Disord* 2017;44:294-302. doi: 10.1159/000485123. 4. Livingston G, Sommerlad A, Orgeta V, et al. Dementia prevention, intervention, and care. *Lancet.* 2017;390(10113):2673-2734. doi:10.1016/S0140-6736(17)31363-6. 5. Wendt D, Hietkamp RK, & Lunner T. (2017). Impact of Noise and Noise Reduction on Processing Effort: A Pupillometry Study. *Ear and Hearing, 38(6), 690 - 700.*

Bringing back the sounds of daily life

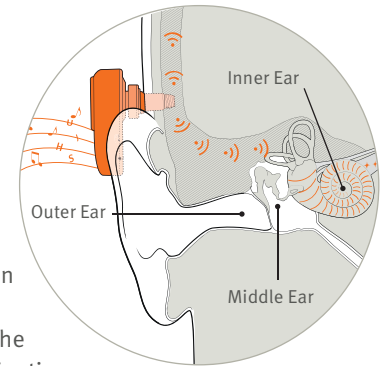
A BAHS, such as the Ponto from Oticon Medical, may help you to:

- Understand speech better
- Take part in conversation during meals or social events
- Watch television and listen to music
- Participate more easily in school/work activities
- Talk on the phone



98% of users report improved quality of life after Ponto surgery⁶

6. Lagerkvist, H, et al., Ten years' experience with the Ponto bone anchored hearing system – a systematic literature review. *Clin Otolaryngol*, 2020. 7. Wazen JJ, Spitzer JB, Ghossaini SN, Fayad JN, Niparko JK, et al. Transcranial contralateral cochlear stimulation in unilateral deafness. *Otolaryngology-Head & Neck Surgery* 2003;129(3):248-54.



Who can benefit from BAHS?

Conductive or mixed hearing loss

Conductive hearing loss is when an obstruction somewhere in the outer and/or middle ear hinders airborne sound waves from reaching the inner ear. Mixed hearing loss refers to a combination of conductive and sensorineural hearing loss. This means there may be challenges in both the outer or middle ear and in the inner ear.

If you have conductive or mixed hearing loss, a BAHS may be a good alternative to a conventional hearing aid as the sound signal is sent directly to the inner ear. This bypasses any blockage in the outer and middle ear, which improves sound quality. Furthermore, leaving the ear canal open helps if you suffer from ear infections or need your ears drained.

Single-sided deafness (SSD)

If you have a profound hearing loss in one ear and normal hearing in the other, you may benefit from BAHS, as it will enable you to hear people speaking from your deaf side and may give you a better ability to hear speech in noise.⁷

You may also benefit from a BAHS instead of a CROS solution. CROS solutions use two devices, one of which has to be worn in your normal ear canal. Instead, BAHS uses the bone to transmit the sound to the hearing cochlea, so only one device is needed and the ear canal remains completely open.



A life-changing technology for many people

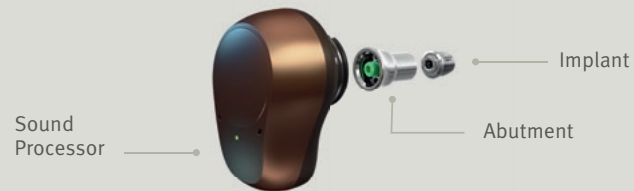
How does a BAHS work?

A BAHS, consists of a small implant that is surgically inserted in the bone behind your ear, and a sound processor which you click onto the abutment of the implant.

Instead of amplifying sound and sending it through the ear canal like a conventional hearing aid, the BAHS sound processor transforms the sound into vibrations that are transmitted through your bone via the implant and directly into the cochlea in the inner ear.

Depending on the type of your hearing loss, a BAHS sound processor can be worn on one side, with or without a conventional hearing aid on the other side, or on both sides.

The terms “bone conduction hearing”, “bone anchored hearing” and “BAHS” all refer to the same method of hearing.

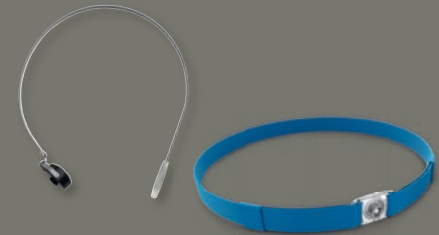


The sound processor is easily attached to the abutment



Try before you decide

Before you decide to have the implant surgery, you can try a BAHS on a soft band or headband. By wearing the BAHS in different daily situations, you can get an idea of how it can benefit your hearing, and make a more informed decision.



If you decide to have the surgery, implantation is a simple routine procedure that generally takes less than 30 minutes and is done under local anaesthetic.

After implantation, most people enjoy even greater improvements in sound as surgery creates a direct connection to the bone and the inner ear, compared to the soft band solution where the sound needs to pass through the skin. However, if you change your mind at a future date, the surgery is reversible and the implant can be easily removed.



One of the greatest things about starting this process of getting BAHS was that I was able to try it on using a soft band. It is like buying new shoes. If you don't like them, you just return them and no harm done.”



Jamina, former hearing aid user, current Oticon Medical BAHS user

See and hear Camilla's and Michael's stories

Use the QR codes to see their video testimonials



“

The first time I heard through my Ponto it was amazing. The clarity of sound was amazing. I'll never forget this. The moment I got my first Ponto. For me it was the clarity of hearing everything.”

Camilla, former hearing aid user, current Oticon Medical BAHS user

See testimonial video here.



“

Wow! Holy cow, the sound quality is really different. It's richer, it's fuller – this is a huge shift in natural sound.”

Michael, current Oticon Medical BAHS user

See testimonial video here.



Have you experienced any of these situations?



Does your hearing loss affect your relationships?



Are you tired at the end of the day because listening takes so much effort?



When you are in a social situation, do you ask people to repeat themselves or repetitively turn your head to listen?

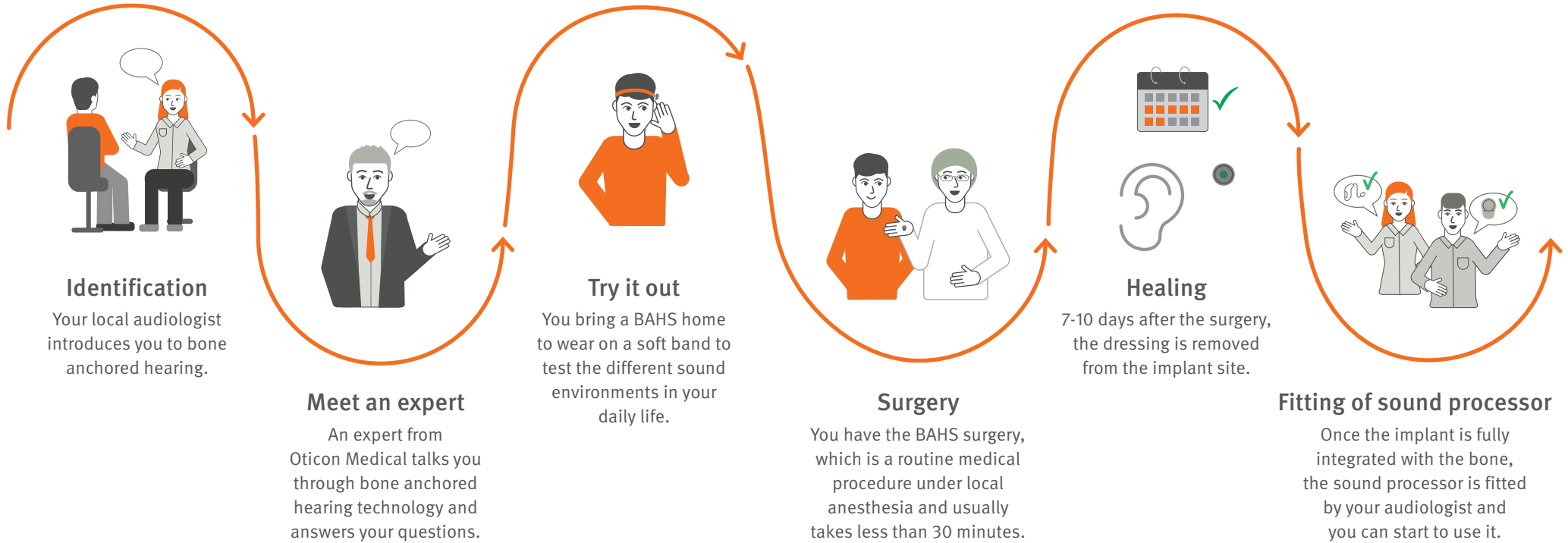


Do you suffer from sore or irritated ears and ear canals caused by your hearing aids?



Do you suffer from feedback or distorted sound quality when using hearing aids?

Your journey to better hearing with a BAHS



Lifelong support

When you choose a bone anchored hearing solution from Oticon Medical, you choose a hearing partner for life. Oticon Medical is part of Demant, a world-leading hearing health care group. Our competencies span more than a century of innovations in sound processing and decades of pioneering experience in hearing implant technology. Our global reach allows us to give you lifelong support wherever you are. We ensure that choosing Oticon Medical remains a future-proof choice.



Talk to your hearing care team about...

1. What can I expect from a BAHS?

With a BAHS, you wear the sound processor behind the ear and not in the ear. This can be easier if you find conventional hearing aids uncomfortable due to your ear status, or if you suffer from regular ear infections. Some people also find that leaving the ear canal open gives them more natural sound compared to conventional hearing aids.



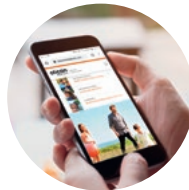
2. Can I use a BAHS on one ear and a conventional hearing aid on the other?

Yes, you can, and by doing this you should consider using a BAHS and a hearing aid that share the same technological platform as this can provide a smoother experience.



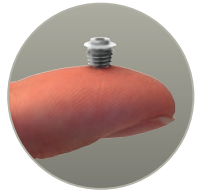
3. Can I connect a BAHS to electronic devices or the phone?

This depends on the device you choose. Ponto sound processors from Oticon Medical can wirelessly connect to and stream sound from the most common electronic devices, including phones, the TV and computers.



4. How is the surgery?

Getting a BAHS is a well-proven and safe procedure that generally takes less than 30 minutes. If you decide to get a Ponto from Oticon Medical, you may be able to have the Oticon Medical minimally invasive Ponto surgery (MIPS). This technique gives the smallest incision possible with no sutures, no scarring and faster healing.



5. What should I consider when choosing a BAHS sound processor?

You should consider factors such as comfort, ease of use, size and reliability. But most importantly, you should consider the sound quality the BAHS sound processor offers. It should be designed to give you the clearest, most intelligible speech signal everywhere you go. This will support your brain to make sense of sound and reduce listening effort.



6. Can I try a BAHS without the surgery?

Yes, you can try a BAHS sound processor on a soft band or headband. By wearing the sound processor on a band around your head, you can try it out without needing surgery. This will help you to make an informed decision.



Appointment information

Contact information

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Because sound matters

Oticon Medical is a global company in implantable hearing solutions, dedicated to bringing the magical world of sound to people at every stage of life. As part of the Demant group, a global leader in hearing healthcare with more than 15,000 people in over 130 countries, we have access to one of the world's strongest research and development teams, the latest technological advances and insights into hearing care.

Our competencies span more than a century of innovations in sound processing and decades of pioneering experience in hearing implant technology. We work collaboratively with patients, physicians and hearing care professionals to ensure that every solution we create is designed with users' needs in mind. We share an unwavering commitment to provide innovative solutions and support that enhance quality of life for people wherever life may take them. Because we know how much sound matters.



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