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Hear now. And always



Building Bridges: Developing Referrals Between Surgeons and Local Providers to Support Cochlear Implant Patients

Laura Lassen, Au.D., Sr. Manager, Growth Channels

Scott Greene, M.D. ENT Associates of Clearwater

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.



Dr. Scott Greene

Dr. Scott M. Greene is Board Certified in Otolaryngology — Head and Neck Surgery. Dr. Greene has practiced in the Tampa area since 2014 and is one of few local experts specializing in Cochlear Implantation and Implantable Hearing Devices. In 2020 he established the Cochlear Clinic at ENT Associates as a “Center of Excellence”. Additional ENT-related areas of focus include chronic ear infections, allergies, and advanced in-office procedures for chronic nose and sinus-related issues.

Dr. Greene earned his Doctor of Medicine degree from the University of Texas Health Science Center, where he graduated first in his class. He completed his residency at Vanderbilt University Medical Center – a global Center of Excellence for Implantable Hearing Devices



Learning Objectives

- Understand cochlear implant candidacy criteria
- Learn key strategies for establishing and maintaining strong referral relationships
- Develop a personalized action plan to enhance your referral processes and collaboration with local providers

Adult Hearing

Conservative estimates suggest that globally

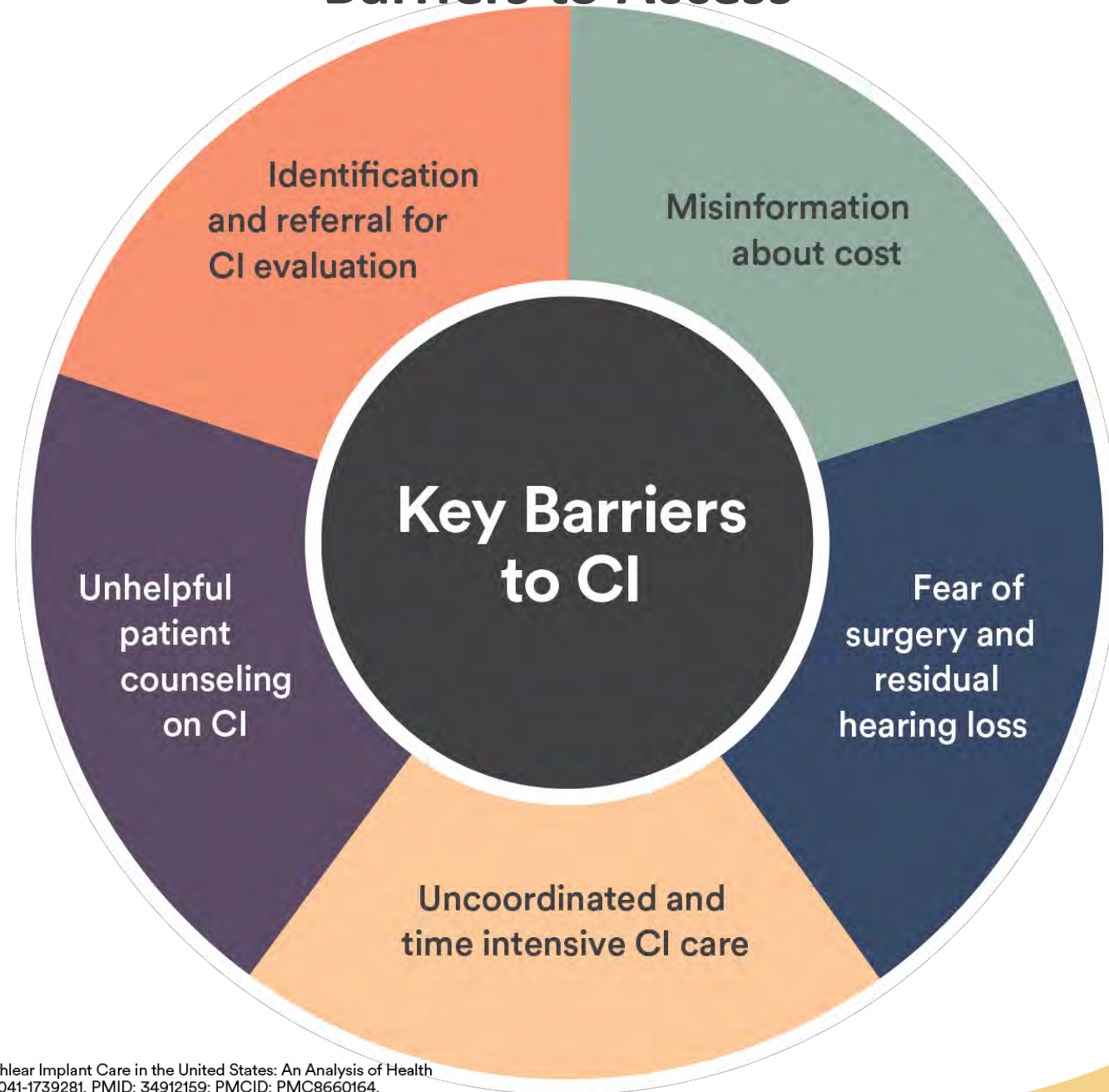
1 in 20 adults

who could benefit from a cochlear implant
have one¹⁻⁴



1. Craig A. Buchman, et al., Unilateral Cochlear Implants for Severe, Profound, or Moderate Sloping to Profound Bilateral Sensorineural Hearing Loss. A Systematic Review and Consensus Statements. JAMA Otolaryngol Head Neck Surg. doi:10.1001/jamaoto.2020.0998 Published online August 27, 2020.
2. Adulthearing.com, accessed 12/15/2022
3. World Health Organization. (2018). Addressing the rising prevalence of hearing loss. World Health Organization. <https://apps.who.int/iris/handle/10665/260336>. License: CC BY-NC-SA 3.0 IGO
4. Mahboubi H. Gaps in evaluating, managing hearing difficulties. Hearing Journal 2018;71(3):6.

Barriers to Access



Indications and Considerations for a Cochlear Implant Evaluation

When is it Time for a CI Evaluation?¹



Development of a 60/60 Guideline for Referring Adults for a Traditional Cochlear Implant Candidacy Evaluation

Teresa A. Zwolan, Kara C. Schwartz-Leyzac, and Terrence Pleasant

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*This provides a recommendation of when an adult may be referred for a cochlear implant evaluation but does not guarantee candidacy based on indications. (Only for adults). For more information on candidacy, please visit www.cochlear.us/cicandidacy

1. Zwolan TA, Schwartz-Leyzac KC, Pleasant T. Development of a 60/60 guideline for referring adults for traditional cochlear implant candidacy evaluation. *Otol Neurotol*, 41:895-900.

Understanding Implantable Referral Recommendations



Hear now. And always

Cochlear

When to Consider a Cochlear Implant Evaluation in Adults

Audibility: Pure Tone Average (500, 1000, 2000 Hz)

Speech understanding: Unaided Word Recognition Score

6 greater than or equal to **60dB¹** in the better ear

6 less than or equal to **60%¹** in the better ear

Patient experiences ANY of the following:

- ☐ Struggles to hear on the phone
- ☐ Has difficulty understanding others
- ☐ Withdraws from social events
- ☐ Often needs others to repeat themselves

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1. Zwolan TA, Schwartz-Leyzac KC, Pleasant T. Development of a 60/60 guideline for referring adults for traditional cochlear implant candidacy evaluation. Otol Neurotol, 41:895-900.

Health Benefits of Earlier Implantation

Shorter duration of severe to profound hearing loss in the implanted ear was shown to be a predictor of better hearing outcomes¹

Reduced social isolation²

Improved overall health³

Better hearing outcomes correlated with duration of hearing loss, speech understanding before cochlear implantation and the amount of residual hearing⁴

1. Plant K, McDermott H, van Hoesel R, Dawson P, Cowan R. Factors Predicting Postoperative Unilateral and Bilateral Speech Recognition in Adult Cochlear Implant Recipients with Acoustic Hearing. *Ear Hear.* 2016 Mar-Apr;37(2):153-63. doi: 10.1097/AUD.0000000000000233. PMID: 26462170.
2. Castiglione A, Benatti A, Velardita C, Favaro D, Padoan E, Severi D, Pagliaro M, Bovo R, Vallesi A, Gabelli C, Martini A. Aging, Cognitive Decline and Hearing Loss: Effects of Auditory Rehabilitation and Training with Hearing Aids and Cochlear Implants on Cognitive Function and Depression among Older Adults. *Audiol Neurotol.* 2016;21 Suppl 1:21-28. doi: 10.1159/000448350. Epub 2016 Nov 3. PMID: 27806352.
3. Manrique-Huarte R, Calavia D, Huarte Irujo A, Girón L, Manrique-Rodríguez M. Treatment for Hearing Loss among the Elderly: Auditory Outcomes and Impact on Quality of Life. *Audiol Neurotol.* 2016;21 Suppl 1:29-35. doi: 10.1159/000448352. Epub 2016 Nov 3. PMID: 27806353.
4. Derinsu U, Yüksel M, Geçici CR, Çiprut A, Akdeniz E. Effects of residual speech and auditory deprivation on speech perception of adult cochlear implant recipients. *Auris Nasus Larynx.* 2019 Feb;46(1):58-63. doi: 10.1016/j.anl.2018.06.006. Epub 2018 Jun 23. PMID: 29945747.

What do we know about referring patients?

According to research, only around 66% of patients typically follow-up with a specialist when referred by a healthcare professional

Key Points to Remember:

Significant Non-Adherence:

- Studies consistently show a substantial percentage of patients do not follow up on referrals, potentially leading to gaps in care and poorer health outcomes.

Factors affecting follow-up:

- Patient understanding of the referral, access to the specialist, appointment scheduling ease, and clear communication from the referring provider can all influence follow-up rates.

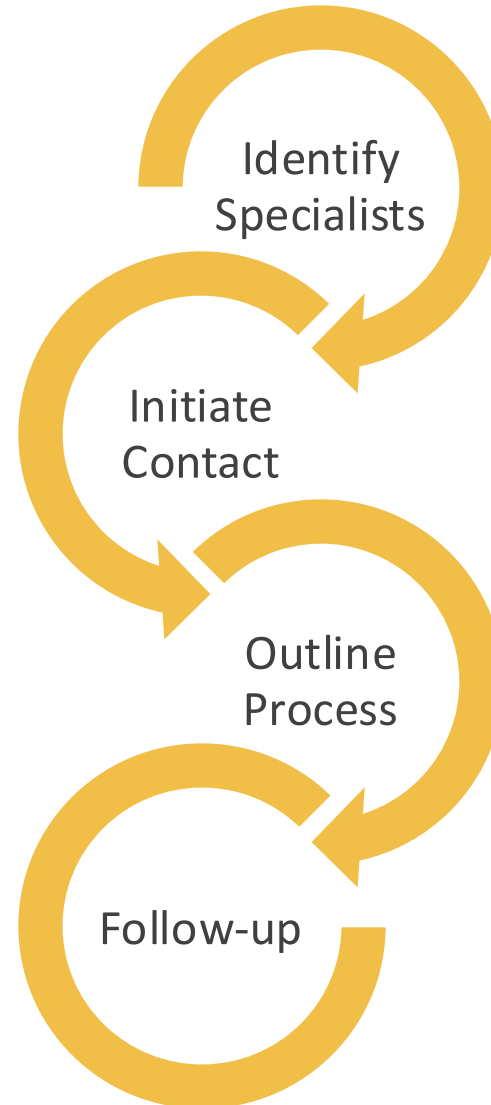
Importance of proactive measures:

- Healthcare providers can improve follow-up rates by actively contacting patients after a referral, providing clear instructions, and addressing potential barriers to care.

Developing a Referral Relationships



Develop and Maintaining Referral Relationships



What can you do at your practice?

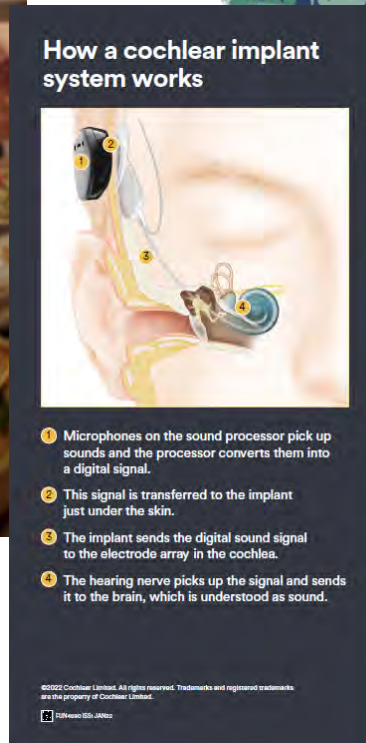
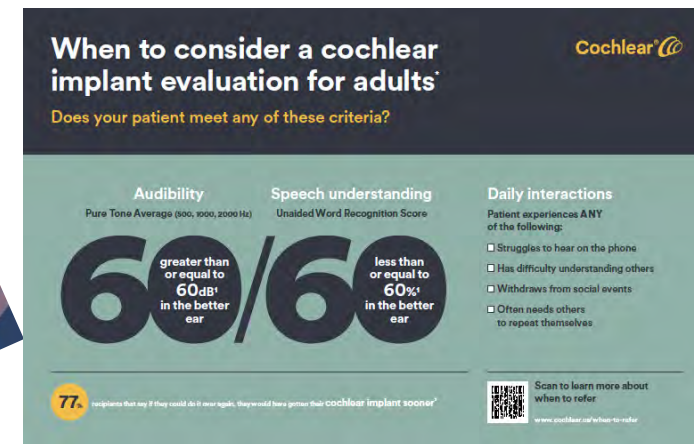
Enhance your patient's experience during the referral process

1. Clearly communicate reason for referral
2. Provide Written Materials and Resources
3. Use Visual Aids
4. Encourage Questions
5. Follow-up
6. Leverage Technology



Resources

- Referral Guidelines
- Counseling Collateral
- Patient take home materials
- Mentor Connections
- Candidate Education Events
- Audiology Online Courses



Frequently asked questions

How are hearing implants different from hearing aids?

Hearing aids help many people by making the sounds they hear louder. Unfortunately, as hearing loss progresses, sounds need to not only be made louder, they need to be made clearer. Hearing implants can help give you that clarity, even in noisy environments.*



Cochlear implant

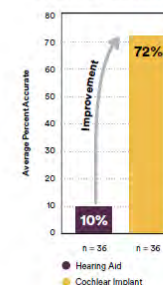
Hearing aid

How can cochlear implants improve my hearing?

Hearing your friends and family in noisy situations is especially difficult for those with hearing loss. Now you do not have to miss out on those important conversations. In fact, adult cochlear implant users demonstrated a significant improvement in hearing in noise when compared to their hearing aid performance.*

Studies have shown that people with cochlear implants:

- See improvements in speech understanding, sound clarity and language skills*
- May see an improvement in quality of life*



Is this covered by insurance?

Fortunately, if you are a candidate, cochlear implants are covered by most insurers, including Medicare and Medicaid. The evaluating physician will confirm if your insurance covers cochlear implants prior to your evaluation.

What can I expect next?

A cochlear implant evaluation should be completed to determine if you are a candidate.

Next steps for a cochlear implant evaluation:

- Audiological evaluation, performed by a cochlear implant specialist**
 - Hearing test (with and without hearing aids)
 - Speech understanding test (with and without hearing aids)
- Medical check, performed by a surgeon**
 - Review health history
 - Scan or x-ray of head/ears
 - Discuss options with surgeon
- Insurance approval**

How do I find a hearing implant specialist?

If your hearing health specialist hasn't already provided you with a cochlear implant evaluation referral, explore options to find a local audiologist for an evaluation.



www.cochlear.com/us/en/connect/find-a-clinic

References:

- Zwahlen TA, Schwartz-Legac KC, Plassart T. Development of a 69/60 guideline for referring adults for a traditional Cochlear implant candidacy evaluation. *Cochlear* 2022;41:896-900.
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THANK YOU

Contact us at: AMEM@cochlear.com for more information, resource requests or to connect with a team member in your area.



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