

Make a referral. Make a difference.



Referring your patient for a cochlear implant evaluation



Connect

- A Concierge team member will reach out by phone to the patient within 72 hours to discuss an evaluation
- If phone communication is difficult, the patient will receive a follow-up email



Evaluate

- The specialist will ask questions regarding overall hearing health history
- Testing will be performed with and without hearing aids
- Treatment options based on results will be discussed in depth
- Most insurance companies will cover the evaluation costs[†]



Educate

- Your concierge will offer additional educational resources if needed

Where to refer patients for a cochlear implant evaluation



Scan the QR code or visit www.cochlear.us/referralflyer to connect your patient with a concierge who will guide them through the evaluation process.

If you are seeking additional training on the latest in candidacy or have specific questions on a patient you'd like to discuss, contact our Market Expansion team at amem@cochlear.com.

I acknowledge that I have received my patient's authorization to share his/her contact information with Cochlear Limited and/or its subsidiaries and affiliates for purposes of contacting my patient about cochlear implant technology.



When to consider a cochlear implant evaluation for adults*

Does your patient meet any of these criteria?



Audibility

Pure Tone Average (500, 1000, 2000 Hz)

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

Speech understanding

Unaided Word Recognition Score

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

Daily interactions

Patient experiences ANY of the following while using hearing aids:

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

77%

recipients that say if they could do it over again, they would have gotten their cochlear implant sooner²

Scan to learn more about when to refer

www.cochlear.us/when-to-refer/print



1. Zwolan TA, Schwartz-Leyzac KC, Pleasant T. Development of a 60/60 guideline for referring adults for a traditional Cochlear implant candidacy evaluation. Otol Neurotol 2020;41:895–900.

2. Cochlear internal estimate, recipients data

* Information provided by Cochlear Americas regarding insurance coverage or reimbursement is provided as guidance only and is not intended as reimbursement or legal advice. Cochlear Americas makes no representation or warranty regarding such information or its completeness, accuracy, fitness for a particular purpose, or that following such guidance will result in any form of coverage or reimbursement from any insurer. Information presented is subject to change at any time. To be sure that you have the most current and applicable information available for your unique circumstances, please consult your own experts and seek your own legal advice regarding your reimbursement needs. In all cases, products or services billed must be medically necessary, actually performed and appropriately documented in the medical record.

* This provides a recommendation only 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 criteria, please visit www.cochlear.us/cicandidacy.

This material is intended for health professionals. If you are a consumer, 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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