



MARCH 2021
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PRESIDENT'S MESSAGE



What an amazing end of February and start of March, celebrating Cochlear Implant Day and World Hearing Day! Never in history were the words Cochlear Implant and Hearing Loss so much mentioned in social media and traditional media, repercussing around Europe the message about hearing care in national health programmes as well as about access to rehabilitation and hearing aids and cochlear implants.

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MESSAGE FROM THE EDITOR



We once more have some interesting articles - especially about the various Zoom events for International Cochlear Implant Day and World Hearing Day. Many thanks to those who have sent us articles - it's always good to hear what is happening in our member countries. And thanks also to the cochlear implant companies for keeping us up to date.

Please feel free to forward this Newsletter to Members of Parliament, friends, colleagues and members of your own organisations. We are keen to increase the number of people who can read about the benefits of cochlear implantation. Let's get the message across, particularly as we develop our work, about which you can read in this newsletter.

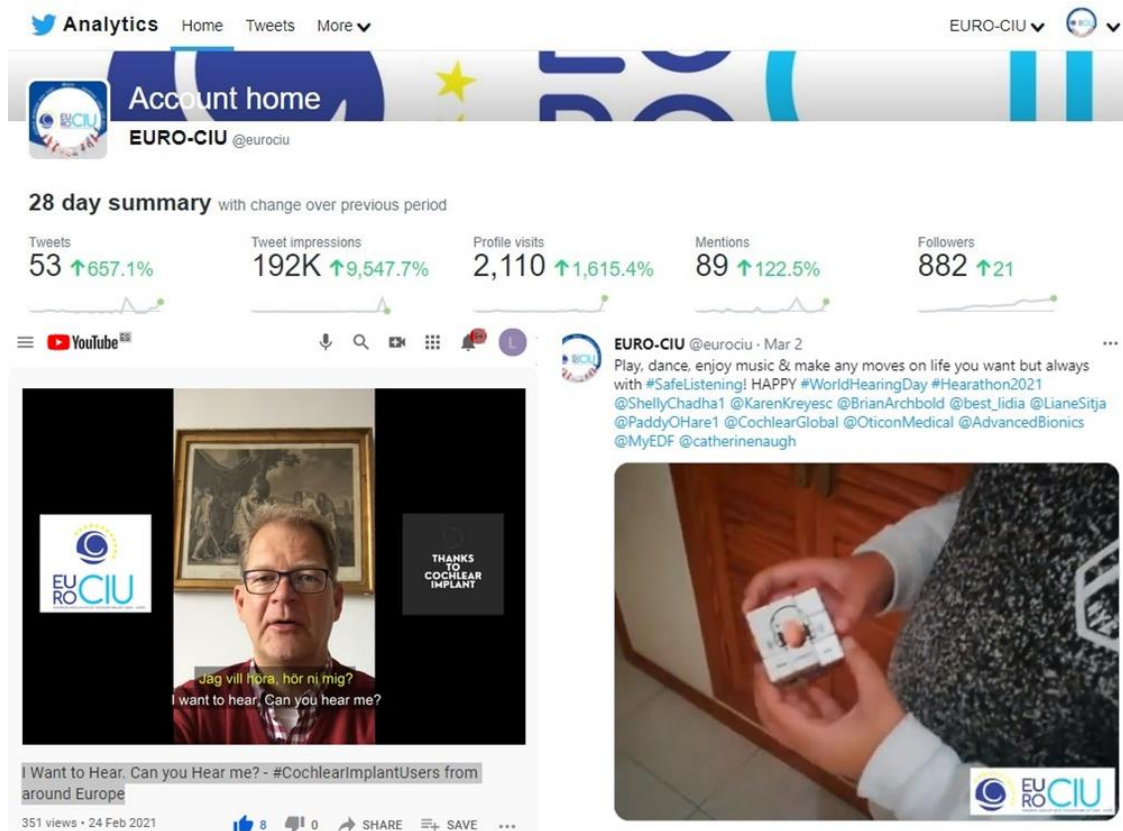
The next edition of the EURO-CIU Newsletter will be due in June, so please let me have your articles and jpg photos by Monday 7 June 2021. Just e-mail them to me at newsletter@eurociu.eu

With every good wish.

Brian Archbold (Editor)

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EURO-CIU celebrates Cochlear Implant Day & World Hearing Day in social media



Cochlear Implant Day was a success with several videos from most of our members' participation, for which the Board especially thanks. We had more than 500 views on YouTube and a reach of 8,000 interactions on Facebook and twitter exploded especially on World Hearing Day with 192,000 interactions from our tweets! To check our amazing videos go: <http://eurociu.eu/ci-voices>

We are happy as well because during the First World Hearing Report WHO international launch with there was CI representation (you can check here with subtitles: <https://twitter.com/WHO/status/1367054225671266306>) and EURO-CIU presented it as well in the European Parliament with a complete accomplishment registration participation of more than 600 people from all over the continent.

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[EURO-CIU - consultation on employment rights for cochlear implant users](#)



EURO-CIU will be participating in the discussion about Employment rights for Cochlear Implant Users.

On the 22nd of March the UN CRPD Committee (United Nations Committee on the Rights of Persons with Disabilities) will hold a general discussion on the rights of persons with disabilities to work and employment. The purpose of the general discussion is to prepare for the drafting of the UN CRPD General Comment on Employment. General Comment on Employment will be UN CRPD Committee's interpretation of the right to work, will seek to clarify the reporting duties of State Parties with respect to this right and suggest approaches to implementing Article 27 UN CRPD.

Written submissions on the theme of the general discussion are to be sent electronically.

If you would like to know more, click on:

<https://www.ohchr.org/EN/HRBodies/CRPD/Pages/GeneralDiscussions.aspx>

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[World Hearing Day 2021: WHO & EURO-CIU urged policy makers to promote ear care; theme and significance of day](#)

World Hearing Day

3 March 2021



HEARING CARE FOR ALL

SCREEN • REHABILITATE • COMMUNICATE



eurociu.eu
@eurociu fb.com/eurociu



World Hearing Day was observed on 3 March, raising awareness about the measures that can be taken to prevent hearing loss. The World Health Organisation (WHO) encourages actions that can promote hearing and ear care.

The theme for World Hearing Day 2021 was 'Hearing care for ALL! Screen. Rehabilitate. Communicate'. This year, WHO gave a global call to address ear diseases and hearing loss across the course of life.

For the first time ever, a 'World Report on Hearing' was launched a day before World Hearing Day 2021 – please see the next article. It has been estimated in the report that by 2050, one in

four people will have a hearing problem. This means that around 2.5 billion people around the world will face some kind of hearing loss.

On World Hearing Day 2021, the key messages from WHO for the policy makers included the fact that the number of people living with unaddressed ear diseases and hearing loss is unacceptable.

In its blog, WHO also urged policy makers to propose a plan of action in universal health coverage. It called policy-makers to integrate person-centred hearing and ear care into the national health plans. The organisation adds that investment in ear care will bring financial gains to society.

Hoping that World Hearing Day 2021 will be a 'massive call to action', WHO said that it hoped all the sectors will make the 2021 event the largest one in their country.

WHO planned a social media Hear-a-thon, World Hearing Forum to mark the occasion. For further details, click on: [#hearathon2021](#) and [#WorldHearingDay](#).

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[1 in 4 people projected to have hearing problems by 2050: WHO presents the First World Hearing Report](#)

WORLD REPORT ON HEARING



Nearly 2.5 billion people worldwide — or 1 in 4 people — will be living with some degree of hearing loss by 2050, warns the World Health Organization's (WHO) first World Report on Hearing, released on 3 March 2021. At least 700 million of these people will require access to ear and hearing care and other rehabilitation services unless action is taken.

"Our ability to hear is precious. Untreated hearing loss can have a devastating impact on people's ability to communicate, to study and to earn a living. It can also impact on people's mental health and their ability to sustain relationships," said Dr Tedros Adhanom Ghebreyesus, WHO Director-General. "This new report outlines the scale of the problem, but also offers

solutions in the form of evidence-based interventions that we encourage all countries to integrate into their health systems as part of their journey towards universal health coverage.”

Investment in ear and hearing care has been shown to be cost-effective: WHO calculates that governments can expect a return of nearly US\$16 for every US\$1 invested.

Main findings of the report

Lack of accurate information and stigmatizing attitudes to ear diseases and hearing loss often limit people from accessing care for these conditions. Even among health-care providers, there's often a shortage of knowledge about prevention, early identification and management of hearing loss and ear diseases, hampering their ability to provide the care required.

In most countries, ear and hearing care is still not integrated into national health systems and accessing care services is challenging for those with ear diseases and hearing loss. Moreover, access to ear and hearing care is poorly measured and documented, and relevant indicators are lacking in the health information system.

But the most glaring gap in health system capacity is in human resources. Among low-income countries, about 78% have fewer than one ear, nose and throat (ENT) specialist per million population; 93% have fewer than one audiologist per million; only 17% have one or more speech therapist per million; and 50% have one or more teacher for the deaf per million. This gap can be closed through integration of ear and hearing care into primary health care through strategies such as task sharing and training, outlined in the report.

Globally, 1.5 billion people live with some degrees of hearing loss out of which around 430 million people require rehabilitation services for their hearing loss.

By 2050 nearly 2.5 billion people are projected to have some degree of hearing loss and at least 700 million will require hearing rehabilitation.

Hearing loss may result from genetic causes, complications at birth, certain infectious diseases, chronic ear infections, exposure to loud sounds, use of ototoxic medicines, and ageing.

In children, almost 60% of hearing loss is due to causes such as ear infections and birth complications that can be prevented through public health measures.

Over 1 billion young adults are at risk of permanent, avoidable hearing loss due to unsafe listening practices.

Unaddressed hearing loss is expensive to communities worldwide and costs governments US\$980 billion annually. Interventions to prevent, identify and address hearing loss are cost-effective and can bring great benefit to individuals.

Of those who could benefit with the use of a hearing aid, only 17% actually use one. The gap is consistently high in all parts of the world, ranging from 77% to 83% across WHO regions, and from 74% to 90% across income levels.

Access to timely and appropriate care

Once diagnosed, early intervention is key. Medical and surgical treatment can cure most ear diseases, potentially reversing the associated hearing loss. However, where hearing loss is irreversible, rehabilitation can ensure that those affected avoid the adverse consequences of hearing loss. A range of effective options are available.

Hearing technology, such as hearing aids and cochlear implants, when accompanied by appropriate support services and rehabilitative therapy are effective and cost-effective and can benefit children and adults alike.

“To ensure that the benefit of these technological advances and solutions is equitably accessible to all, countries must adopt an integrated people-centred approach,” said Dr Bente Mikkelsen, Director of the WHO Department of Noncommunicable Diseases. “Integrating ear and hearing care interventions within national health plans and delivering these through strengthened health systems, as part of universal health coverage, is essential to meet the needs of those at risk of or living with hearing loss.”

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“Hearing care for all” European Parliament Virtual Lunch Debate



On World Hearing Day, 3rd March, coinciding with the launch of the World Hearing Report, EURO-CIU were invited to make a 15-minute video presentation in the European Parliament “Hearing care for all” Virtual Lunch Debate. This online event attracted more than 600 participants registered from all over the continent; and subtitles in several languages thanks to Text on Tap.

Traditionally, these debates have happened at the European Parliament itself. Due to the COVID-19 pandemic, it was held online this time, so many more people were able to participate. Over 630 people registered, making it by far the best attended World Hearing Day lunch debate ever.

Dr Shelly Chadha, Indian ENT doctor of and top representative of the World Health Organization on the subject of Hearing, gave her address with the slogan “Hearing Care for Everyone”, Morten Buan from EFHOH spoke of access to hearing health in times of COVID-19 and Patrick D'Haese of the international association Hear-it asked and answered the question: Are hearing aids and cochlear implants fulfilling the need? Mark Laureyns, representing the European Association of Hearing Aid Professionals, talked about hearing screenings and the need to correlate auditory fatigue with work (Burnout Syndrome) that is increasingly present especially with telework that is affecting thousands of people with hearing loss. Sadly, there

was insufficient time at the end to try to answer the many interesting questions that were posed by the attendees.

One of the main attractions of the event, EURO-CIU Vice President Robert Mandara, cochlear implant user, stressed the need for clearer pathways to get a cochlear implant or hearing devices, because sometimes the information is doubtful, primary care physicians don't refer you to ENT's or audiological professionals, and there are often waiting lists for adults. It is estimated that only 1 in 20 people who could be implanted actually become implanted, and most of them are children, so adults are at a disadvantage, although actually the number of older people with hearing loss does not stop increasing daily.

He also recalled that just as visually impaired people don't wear monocles instead of glasses, all deaf people should hear binaurally, with both ears, rather than just providing a single cochlear implant.

EURO-CIU's video was made at short notice but thankfully our friends from our member association from the Czech Republic quickly supplied short video clips to illustrate the topics – thank you SUKI! We used the opportunity to inform about EURO-CIU and to raise awareness of the key issues that face existing and future CI users across Europe. These include awareness, screening, budget constraints, bilateral implantation, lifetime support and working towards a level playing field in Europe. The emphasis was on improving access to implants and explaining some of the many reasons why the rate of implantation is so low. Hopefully, participants gained a better understanding that implants are solid investments, not costs or burdens.

Our video was very well received, has attracted lots of positive feedback, and has promoted some interesting discussions, for example from hearing aid clinicians who are unsure of when to refer patients to CI evaluations. Several countries and organisations have asked to share the video, translate it or show it in other seminars. If you have not already seen it, please click on: <https://www.youtube.com/watch?v=sIFInSOKenA>

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EURO-CIU IS FOUNDER MEMBER – CI International Community of Action – CIICA – launched!

WELCOME TO CIICA

CIICA: a new and innovative community of cochlear implant user and family advocacy groups and individuals, sharing the vision of increasing access to cochlear implants, and lifelong support for all those who benefit from them.



Only about **1 in 20** worldwide of those who could benefit from a cochlear implant receives one. From 25 February 2021, CI International Day, go to www.ciicanet.org and join us to close this gap!

International CI day, 25 February, saw the launch of CIICA, after our global consultation on the CI advocacy. The recommendations of our report on the consultation were that a community of action was set up, not an organisation, but bringing together organisations and individuals who share the vision of a world where access to cochlear implantation and lifelong support is available for all who can benefit.

After so many years of CI, we know that only about 5-10% of those who could benefit from a CI in high income countries receive one, and the situation is even more challenging in low and middle income countries. To address this gap in provision and long-term support, CIICA provides a new way of working for CI advocacy groups, bringing them together with opportunities to exploit the synergy between them.

CIICA will:

- Increase access to the provision of CI and lifelong services globally.
- Develop a global community of CI advocacy groups, with opportunities to share activities and resources and collaborate to strengthen the user and family voice.
- Provide CI advocates with the tools for change they need to increase CI services.

CIICA: led by users and family groups working closely with professionals, experts in the field of CI and other stakeholders.

“united by a common mission and goals to maximise access to and lifelong support for cochlear implantation...”

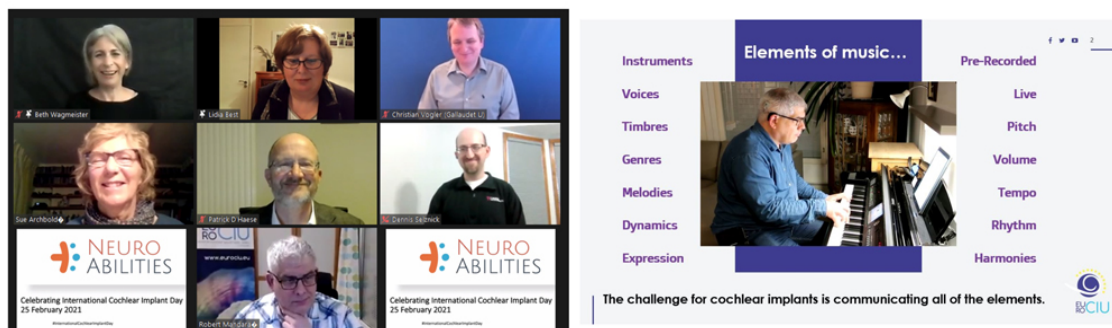
So... our digital platform, the hub of CIICA, is up and running and we now have members of the community from over 30 countries and we are starting this global conversation about CI. We are very grateful for the support of EURO-CU and President Teresa Amat, who is on the Steering Group of CIICA.

Do go to www.ciicanet.org and join us as an individual or group if you share our goals.

Sue Archbold, PhD, Brian Lamb, OBE

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NeuroAbilities Webinar – Cochlear Implants: User Experience, a Driver for Innovation



On International Cochlear Implant Day, 25th February 2021, I made a short presentation in the NeuroAbilities Webinar – Cochlear Implants: User Experience, a driver for Innovation. This was intended as an exchange between cochlear implant users, neurotechnologists and advocates, to share their experience and perspectives on how innovation should further address users' needs.

The event was moderated by Lidia Best, Vice Chair, ITU Joint Coordination Activity on Accessibility and Human Factors (JCA-AHF) while Christopher M. Lee (G3ict) conducted the event.

The individual presentations included:

- Patrick D'Haese (MED-EL) – Latest and greatest in CI innovation,

- Christian Vogler (Gallaudet University) – CI user connectivity challenges and what has been accomplished.
- Robert Mandara (Euro-CIU) – CI user challenges with music and what has been done.
- Sue Archbold – User Adoption – challenges and what has been accomplished.
- Dennis Selznick (T-Mobile) – Accessibility challenges.

Although I have always loved listening to and playing music, I had not previously tried to organise my thoughts about the challenges that CI users face. Consequently, this proved to be a thought-provoking webinar to prepare for!

Cochlear implants are optimised for speech comprehension and therefore, until now, music comprehension has taken a back seat. While we are encouraged to listen to music as part of our rehabilitation with CI, there are not really clear concrete steps to follow to see steady progress. We know that practice (both listening to and playing music) can help with understanding music but, ultimately, there are technical limits for how well we can hear it. When users are asked to describe how they hear music, they are being asked a deceptively complicated question because music is made up of so many constituent elements. You might hear some of those elements very well and others very badly. Besides, some cochlear implant users are casual listeners and others are much more demanding. Almost all CI users report that hearing familiar music is much easier than trying to listen to something new and unfamiliar. I think this is mainly due to expectation; with familiar music, you know what you expect to hear next.

In the process of putting my presentation together, I arrived at two conclusions:

1. We need independent (not brand-specific) smart training apps to help us to analyse how we are hearing music and guide us in the areas that can be improved. There are already some brand-specific apps but these are, to the best of my knowledge, not advanced or structured enough.
2. It's high time that audiologists were not only testing our outcomes with beeps and words, but also with music. Until they start carrying out systematic musical tests, how can we possibly know how we are doing?

If the audiologists in your region test for musical comprehension, please get in touch or write an article about it for the next newsletter!

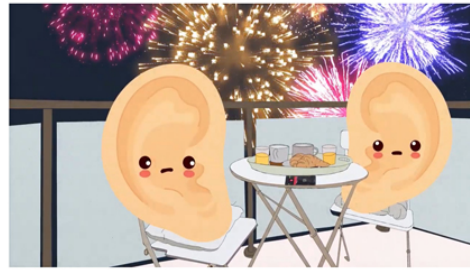
A recording of the whole webinar can be found by following this link:

<https://g3ict.org/events/neuroabilities-webinar-cochlear-implants-user-experience-a-driver-for-innovation>

Robert Mandara, EURO-CIU Vice-President

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[GEORGIA - Aures Foundation - From hearing week, to hearing month](#)



(Photos: Images from the videos)

Late February and early March are especially favorite times for Aures Foundation as it celebrates International Cochlear Implant Day and World Hearing Day. AF attaches a lot of importance to these dates as the best tools for advocating and awareness-raising and consequently, a few years ago we announced Hearing Week in Georgia and then Hearing Month. For two years now, AF has been holding many interesting events throughout Georgia during the month.

Despite the pandemic this year nor remote work prevented AF, on the contrary, we have planned many interesting events, some of which have already been implemented, some of which will be implemented by the end of the month, including:

On February 25, International Cochlear Implant Day, AF held a roundtable discussion in partnership with a partner organization, the Center for Strategic Research and Development of Georgia (CSRDG), which was attended by government agencies and organizations working in the field of hearing care. At the meeting were discussed: the challenges of children and young people using cochlear implants and hearing aids, a video presentation "Clear Mask for Human Rights" and the first clear face mask created in Georgia within the framework of our project was presented.

AF has prepared and distributed two videos for **#Hearathon** in partnership with partner organizations CSRDG and Kind Smena: **"Clear Masks for Human Rights"** and **"Listen to the Ears"**.

AF has issued a formal appeal to the government to make hearing care a priority and to take concrete steps to create an effective national hearing management system. The letter with the same content was published by the Public Defender of Georgia at AF's request and cooperation.

With AF initiative and cooperation, one of the leading pharmacy chains and ENT clinics in the country, on the occasion of World Hearing Day, offered customers discounts on ear care

products and services.

AF had translated all WHO information materials prepared for World Hearing Day 2021 into Georgian and they have been posted on the AF Facebook page.

AF experts visited the country's leading TV channels and talked about the International Cochlear Implant Day and World Hearing Day, their significance, problems, and ways to solve them.

And that's not all. AF has planned seminars with teachers of schools and kindergartens. As well as information seminars on ear and hearing care to promote healthy lifestyles among school children throughout Georgia.

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GERMANY - BayCIV - Better understanding with Cochlear Implants in Pandemic Times



Photo: Regine Zille

Conversations while shopping and in situations where masks are mandatory are not fun at the moment. Lip reading is impossible, and understanding is severely impaired by the mask. But don't worry, there are solutions.

At one of our support group meetings, a participant told us about the possibility of adapting a special program for cochlear implants for better understanding with a mask.

And sure, I'll try that out right away. An appointment was quickly made at the hearing center, and I sat across from the audiologist with anticipation. Together, we looked at measurements showing that when wearing masks, high frequencies above about 1 kHz are attenuated, more so with FFP2 masks than with medical masks, as expected.

Raising the MCL (most comfortable level, speech level that the CI user perceives as clearest and most comfortable) on the electrodes in the high-frequency range gave me a wonderful aha experience. Immediately, speech was clearer and more differentiated, far more understandable

than before. The next step was to lower the MCL at the 4 lowest electrodes. Again, I immediately noticed an improvement in speech comprehension. The consonants, which are important for speech, are in the high frequency range, while the vowels are more in the low frequency range.

The evening after the fitting, I was able to immediately test singing in the choir for people with different hearing. It was a nice feeling to be able to perceive our choir leader with her wonderful voice even better than before.

Curious, I tested the different programs at the Zumba class and was surprised to find that I don't miss the low frequencies at all and that the new setting sounds by far the best.

Consultation with many experts show me that the adjustment must be very individual and many different options are available.

I have no regrets about taking this step and I strongly recommend that you make an appointment at your clinic or with your hearing care professional if you are a cochlear implant user. You will certainly benefit from your new setting!

Regine Zille

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GERMANY - BayCIV - SCRATCH course



When my mother told me that I and other participants of the self-help group fOHRum could take part in a programming course, I was immediately hooked. Before the first day of the course we had to install the free program SCRATCH. As a video conferencing tool we used Kiss.On. It works similar to Jitsi Meet.

1. On the first day, we were first taught the basics of programming in the course. We all worked with the program SCRATCH. Then we were allowed to work on our own program for about an hour. We learnt how to make people say things or how to make them walk around. If we didn't know what to do, we could ask our teacher. On the first day we had already learnt a lot and everyone was looking forward to the next time.

2. Exactly one week later it was time, and we had another online session. Today we learnt more features and expanded our knowledge about SCRATCH. We were allowed to start developing our own games. I developed a game where the ball was not allowed to touch the ground. The ball can now change color and gets faster and faster. So the game becomes more and more difficult. In addition, I built in a score counter. The second session was as good as the first.

3. On the last date we were allowed to finish our whole programs and at the end we could show them to all participants. Reiner Mundhenke, the leader of the event, gave us feedback and told us what we could improve. In the name of all, I would like to thank again Rainer Mundhenke, who showed us everything and with whom we would have fun to continue the course.

Jannes Deising

Kids of self-help group FOHRum

<https://www.bayciv.de/>

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POLAND - Stowarzyszenie Słyszeć bez Granic



We entered the new year with very good news: on 5 January 2021, changes in financing were introduced by the National Health Fund (Order No. 4/2021/DSOZ), which concern, inter alia, the upgrade of speech processors in hearing implants as well as new implantations of hearing-impaired patients. The Act on the Medical Fund, introduced on October 7, 2020 (Journal of Laws, item 1875), is also intended to improve health and quality of life, as it introduces unlimited hospital and specialist services provided to people up to the age of 18.

This is very important information for all patients, and we hope that the introduced changes will not only reduce the queue of people waiting for the speech processors upgrade, but also facilitate access to medical services. We expect the first effects of those changes in law with great hope.

On 30 January 2021, our association took part in a fundraiser for the Great Orchestra of Christmas Charity, which "played" this year for the wards of paediatric ENT, otolaryngology and head diagnostics. Thanks to the collected funds, all paediatric ENT departments will be equipped with the latest generation diagnostic and operating equipment. Our association donated all the funds raised from plastic caps collection in January for this purpose. We are proud that we were able to contribute to the improvement of paediatric ENT diagnostics.

On February 25, 2021, we celebrated the Hearing Implant Day. Our campaign in social media was very popular. The leading slogan was: "Together we can do everything".

We are entering March with great hope for the end of the restrictions related to the pandemic, however, the number of new cases recorded in Poland is increasing day by day. In spite of

rather pessimistic forecasts, we are counting on the improvement of the situation and a slow return to a normal, pre-pandemic life.

Best Regards,

Żaneta Miecznikowska

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SPAIN – AICE travels: Public Transport Audition Week



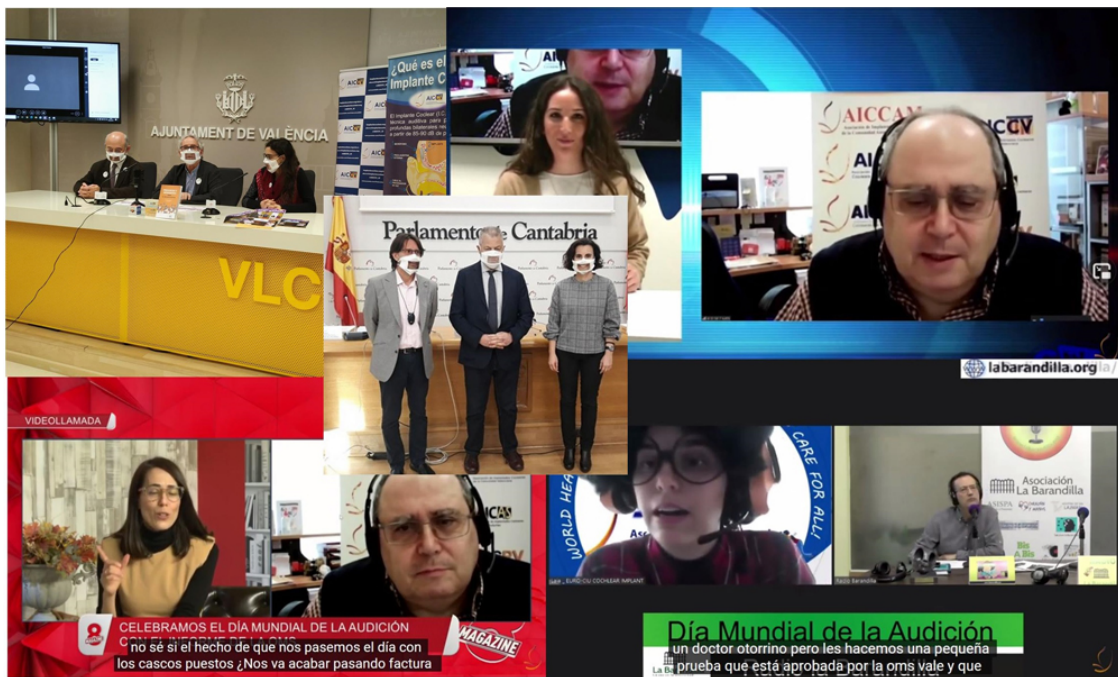
To celebrate Hearing Week, the Federation AICE has programmed different actions in many parts of the Spanish geography, aimed at expanding knowledge and raising awareness about the cochlear implant and hearing loss of society in general and public institutions in particular.

This year, under the campaign "Federation AICE travels on public transport", informational posters about the Cochlear Implant and Hearing Week have been placed on different bus, metro and tram lines.

From public transport in Madrid capital (EMT), Madrid Province (ALSA), Barcelona (TMB), Valencia (Line 0 MetroValencia), Alicante (Line 0 TRAM Alicante), Santiago de Compostela (TUSSA), Girona (Average), Lleida (Average), Santa Cruz de Tenerife (+ LED), Mallorca (TIB), Guadalajara (ALSA) and Melilla (COA Melilla), we collaborate with non-profit organizations and entities that they are part of the social network and showing the will to get involved in the search for solutions to the problems that affect today's society; advertising spaces have been provided to support visibility to combat ignorance about technical hearing assistance such as the cochlear implant and to raise awareness about the need to improve accessibility to communication.

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SPAIN – AICE presents 1st WHO Hearing Report



On the occasion of the celebration of the Hearing Week, we have been able to see in different parts of the Spanish geography an awareness campaign on hearing care, which has concluded on March 3 with the presentation of the first World Report on Hearing by the World Health Organization.

For Spanish presentation of the Report, Press Conferences were convened at the Burgos City Council, the Valencia City Council, and the Cantabrian Parliament. Interviews were given on radio and television such as Cadena SER Valencia, Soria TV, 8 Bierzo, Radio La Barandilla, COPE Melilla, Cadena SER-Melilla; or digital press such as ElDiario.es, Discapnet, El periòdic.

As Joan Zamora, President of the AICE Federation, explained in the presentation of the Report prepared by the WHO, showing the alarming data: "I hope it will be a turning point for the actions of public administrations."

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[SPAIN – AICE shares true stories for C. I. Day](#)



The Covid-19 pandemic has not allowed group and / or face-to-face celebrations or campaigns. But this has not been a reason to stop being active. Many friends and partners have collaborated by sharing their experience with the C.I., experiences that AICE Federation has compiled and edited for social networks.

For many cochlear implant users, the implant is: conversations, meetings, laughter, games, work, mountains, autonomy, music, grandchildren, in short: Life.

To see them, here:

<https://www.youtube.com/user/FederacionAICE>

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[WORLD NEWS - EHIMA](#)

ehima



After almost 4 years in the hearing instrument industry, Dr. Max Niebling will leave EHIMA and move forward to a new position outside of the industry. He would like to say “Goodbye” and thanks.

He left EHIMA on Friday, 14 March 2021. His emails will be forwarded automatically to Stefan Zimmer who is already well-known to us. Max's successor, Lucas Fischer, will join on Thursday, 1 April 2021 - we give him a warm welcome.

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The HEARRING Group is an independent network of world leading experts and centres concerned with all aspects of hearing restoration and implantable hearing devices. Through being comprehensive, co-active, innovative and educational they are committed to making

progress every day. Detailed information on the HEARRING clinics, their goals, and members can be found on the HEARRING website (<https://www.hearring.com/>).

The HEARRING network is committed to the highest standards of quality. HEARRING members' mutual goal is to distribute global quality standards as well as provide high quality training and educational opportunities within the field of auditory science. The established quality standards are in order to ensure a consistently high level of service and the effectiveness of cochlear implantation, and to provide each patient with the best possible hearing implant solution for the treatment of their individual hearing loss. The standards are a realistic minimum attainable by all HEARRING member clinics and should be employed alongside current best practice guidelines. The HEARRING quality standards are accessible on the HEARRING website.

The present quality standards are:

- Quality Standards for Adult Cochlear Implantation in Single-sided Deafness and Asymmetric Hearing Loss,
- Quality Standards for Cochlear Implantation in Infants, Children and Young Adults,
- Quality Standards for Combined Electric and Acoustic Stimulation,
- Quality Standards for Middle Ear Implantation,
- Quality Standards for (Re)habilitation,
- Quality Standards for Bone Conduction Implants,
- Quality Standards for Minimal Outcome Measurements in Adults and Children,
- Minimal Outcome Measurements in Paediatric Cochlear Implant Users, and
- Quality standards for adult cochlear implantation in single-sided deafness and asymmetric hearing loss.

In addition to the standards on the HEARRING website you can also find the HEARRING Groups most influential publications which contribute to their essential mission, spread the outcomes of HEARRING research initiatives, and provide professionals with excellent enriching content.

Univ. Prof. Dr. Wolf-Dieter Baumgartner, MBA

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[WORLD NEWS - KYRGYZSTAN - Despite Corona – we travelled to Bishkek – for 10 children the way into the world of hearing has been opened.](#)



Aidai, Muhammad, Sezim, Sultan, Asir, Muslim, Ailin, Ademi, Alinur and Alman – another ten children received their cochlear implant just before Christmas and despite Corona. Prof. Dr. Tino Just, Dr. Iryna Driamina from the KMG clinic in Güstrow and I travelled to Bishkek on December 12 for one week, where all ten operations were performed successfully at the “National Center of Maternity and Childhood Care” (this clinic has been appointed by the Ministry of Health of the Kyrgyz Republic as the responsible centre for CI in the country).

Our trip from Berlin respectively Zürich to Istanbul was rather arduous due to the many regulations and requirements (e.g., repeated PCR tests, obligation to wear a mask at the airports as well as during the relatively long flights, prohibition to take a trolley on board which literally forced me on my knees in order to repack at the airport in Zürich. In heavy luggage, Prof. Just brought a modern drilling machine with all necessary accessories as a donation and I took so many things, with me, which are abundant in our countries but in short supply in Kyrgyzstan). Finally, we all agree: it was worth the risk!

This trip was partially funded in the frame of our clinic partnership programme with the GIZ (German Society of the German government for International cooperation). This is about a two years' cooperation between the Lehnhardt Foundation and the “National Center of Maternity” and the KMG clinic in Güstrow on the subject of “Cochlear Implantation and long-term care for deaf children”. The aim is to establish a sustainable programme for the treatment of severely hearing impaired and deaf children in Kyrgyzstan.

Since August last year our activities were “limited” to intensive training and counselling ONLINE; from December 13 to 19 we then could meet medical doctors, audiologists and therapists personally offering them individual presentations and coaching.

During our stay we initiated the foundation of a public-private-partnership society – the “National Academy of Hearing”. Partners will be state clinic in Bishkek, the parents' association “Slyshim Vmeste” (“We hear together”) and the Lehnhardt Foundation. This will ensure that the selection of CI candidates will happen in a committee of experts, following clear guidelines and the choice of the implant will be made by the surgeon in charge and it will be discussed with the parents.

Soon after our arrival on Sunday very early in the morning we drove to the clinic to check the circumstances in the operating theatre. This turned out to be an excellent idea, as one lamp on the microscope did not work and we had to fly one in from the neighbouring country Kazakhstan in the middle of the night. A kind of “test run” with the operating theatre nurse, who was selected to assist during the surgeries next day, definitely contributed to reducing the stress

level of all people involved. The whole team of the clinic was present and highly engaged (almost all were female, except for the extremely competent anaesthetist who was male!).

We met all parents whose children were scheduled for surgery on Monday. We took time to address all their questions and concerns and we could convince ourselves that all had received comprehensive information before and were fully conscious about their responsibility for the long-term (re)habilitation of their children.

The following days this “ritual” was repeated, we talked extensively with all parents, before their child was scheduled for surgery the next day.

An invaluable advantage was the fact that Dr. Iryna Driamina’s mother tongue is Russian. This meant she could translate during the surgeries competently what Prof. Just explained patiently to the ENT doctors, who want to perform surgeries in the future themselves and independently.

Having completed 10 surgeries there was still time for presentations to the experts (medical doctors and therapists) and to the parents. This was a welcome opportunity for me to use my knowledge of Russian.

During the night from Saturday to Sunday we flew back, admittedly very, very tired but happy. All children and their parents stayed at the clinic and celebrated with a small candle for each their “new birthday”. They sent us a video and we were really touched.

Four weeks later we invited experts for the fitting of the speech processors to Bishkek. Oksana came from Kazakhstan and Dmitrij from Kiev. We rented rooms in a hotel, because we needed fully functional access to the Internet. We wanted to offer the parents the chance to watch the fittings in the neighbouring room and we could participate from Germany and discuss with experts and parents online. We also did recordings, which can be used for training purposes.

All children showed clear reactions to the first hearing impressions and thus it was finally proven that all surgeries were successful. The intra-operative measurements had shown this already, but for the parents the moment of fitting, the moment when their child twitches his eyelashes, looks with surprise or starts crying is probably the most emotional since birth.

Our enterprise required very careful preparatory work. In Germany we had to collect very detailed information and create comprehensive documentation in order to get the financial support for financing the CI systems from “Ein Herz für Kinder” and also to prove the plausibility of this action in the frame of the project with GIZ. This was accomplished excellently by the members of the Lehnhardt Foundation Liubov Wolowik and Klaus Gollnick. Locally in Bishkek the coordination of all activities was ensured by the team of medical doctors (Shirin, Munar, Cholpon) and parents were accompanied by Nadira Mamyrova and Anastasiia Naimanova.

During the next weeks, months and maybe even years questions, doubts and problems will occur, and we will be ready to respond and handle all in a professional way. This will happen mainly Online. Regular meetings are already scheduled, but we can also organize online meetings with competent experts from around the world on short notice.

Taking into account all the advantages of Online, we fully understand that it does not replace personal meetings. This is why we are planning our next trip to Bishkek for summer this year and we sincerely hope that then circumstances will be more favourable for us.

Dr. Monika Lehnhardt-Gorany

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WORLD NEWS – MOLDOVA – Perspektive

Perspektive

A number of years ago, we founded a small association with parents of hearing-impaired children and friends in Bremen to support deaf children in Romania and other Eastern European countries. We were active in Romania for a few years and gave a lot of support. But with joining the EU, the parents of disabled children have become more self-confident and take on more and more responsibility for their children. Self-help groups and associations were founded. Funding for cochlear implants was provided by the Ministry of Health. The economic situation has also generally improved for many parents of disabled children.

We moved one house on! to the small forgotten country on the edge of Europe, the Republic of Moldova, one of the poorest countries in the region.

First of all, we helped financing implants. When we found out that there was no experience or offer of effective rehabilitation for these children in Moldova, we turned to that problem; trained "family assistants" and accompanied the families.

The situation of the financing of CIs through donations and for one-time financing of 20 implants in 2020 by the health care system has eased the situation in the last 2 years. Western European surgeons (Dr Aschendorff and Dr Laszig and others) trained a young surgeon in Moldova. However, still nothing is available for follow-up care. Our vision is now to start a small rehabilitation centre as a point of contact for parents to get information, advice, therapy for their children and support.

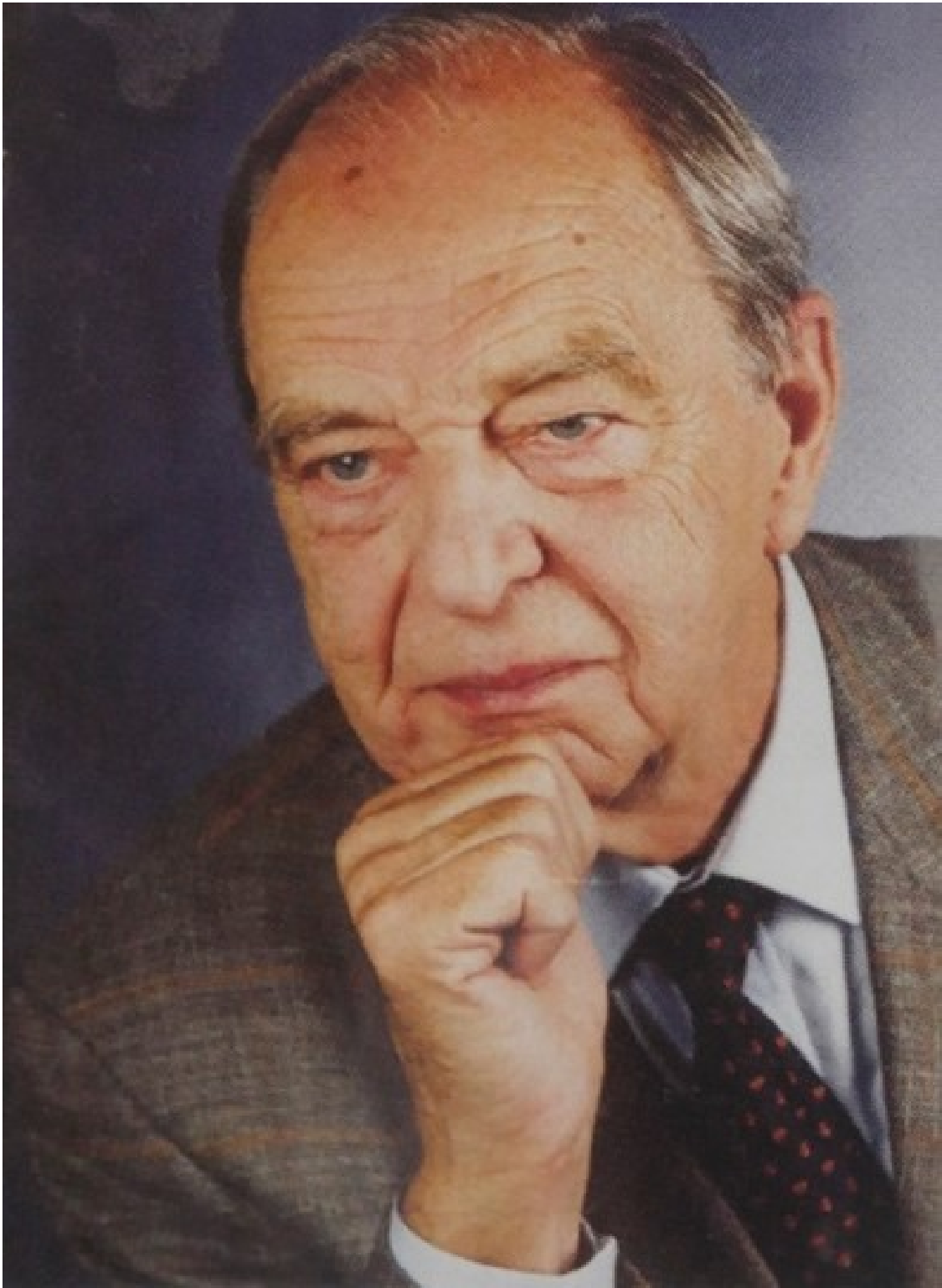
Please see article below from Zinaida Panainte who heads the rehab project in Chisinau. (CC)).

We hope to provide more information on our project in future editions of this newsletter. In the meantime, please check out our [website](#).

Sigrid Martin

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[WORLD NEWS - MOLDOVA - International Cochlear Implant Day 2021](#)



February 25th is International Cochlear Implant Day.

The day commemorates a great development in ENT medicine. Deaf adults and children born deaf can learn to hear and speak with the help of high technology. Today there are around 600,000 people worldwide, of which 60% are adults and 40% children, with a cochlear implant (CI). In 1984, the first deaf, deaf patient in Australia was given a CI by Prof. Graeme V. Clark in Australia.

On this international CI-DAY we would like to introduce a personality to whom we owe a lot.

The pioneer of child implantology in Europe

Ernst Lehnhardt (1924-2011)
Professor em. Dr. med. Dr. med. dent Dr. h.c. mult.

From 1984 the German Prof. Ernst Lehnhardt, ENT surgeon at the medical university in Hanover, also started operating on adults after a visit to Australia with his colleague Prof. Clark. By 1988 140 deaf adults had already successfully been operated in Hannover.

At the constant insistence of the parents, Prof. Lehnhardt dared to try, and operated a 1/2 -year-old girl despite of much resistance from his colleagues. It was the first child born deaf in the world receiving a cochlear implant. Today, the little patient from back then speaks several languages and plays the piano.

His success proved Prof. Lehnhardt right. The CI enables young deaf-born children good opportunities in the development of hearing, understanding and speaking. Today, cochlear implants for children born deaf, even under one year of age, are rarely discussed. The advanced technology and better surgical techniques make it possible.

Prof. Lehnhardt also knew that children who were born deaf cannot initially cope with the suddenly acquired sense of hearing. Therefore, he advocated intensively the therapy of these children from an early age. In 1990 he was a co-founder of the world's first rehabilitation centre for children and their parents. We owe to him fundamental changes in the content of the hard of hearing and deaf education, speech therapy and psychology.

Prof. Lehnhardt was an excellent surgeon, scientist, audiologist, teacher and a caring doctor. His vision to bring deafened adults and into the hearing world has become a reality through him. The children were particularly close to his heart.

He regretted so much that he could only start CI surgery for deaf people when he was already 60 years old. Prof. Lehnhardt had always dreamed that deaf people could get back their lost hearing and the young deaf children could learn to hear.

"That this dream has come true is the real highlight, the fulfilment of my medical career and a great enrichment in my life", he said.

CI surgeries on about 20 deaf children in 2018 and 2019 in Moldova were carried out by Prof. Aschendorff and Prof. Laszig from Freiburg, Germany. Their mentor was Prof. Lehnhardt in Hanover when the first children in Europe were given the CIs. In this sense, Prof. Lehnhardt is also the pioneer for the first CI fitting for children in Moldova.

Check out the [Facebook](#) page!

Perspektive e.V. Germany - Sigrid Martin

Crestem cu implant cohlear, Moldova - Zinaida Panainte

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[WORLD NEWS - UK - WORLD HEARING DAY IN THE UK](#)



National Association Of Deafened People



On World Hearing Day 2021, National Association of Deafened People (NADP) as a member of the World Hearing Forum, organised its second parliamentary reception. The event was supported by the All-Party Parliamentary Group (APPG) for Deafness and APPG for Disability and co-hosted by their respective chairs, Lilian Greenwood MP, and Dr Lisa Cameron MP. Even though it was also a Budget Day in UK Parliament, we had 97 registered participants and a great number of Members of Parliament attending.

World Hearing Day is led by the World Health Organisation (WHO) and this year's theme was Hearing Care for ALL: SCREEN: REHABILITATE: COMMUNICATE; and World Hearing Day also saw the launch of the first World Report on Hearing, which Sue Archbold, Patron of NADP and I contributed as part of the working groups. The launch of the Report was introduced by Dr Shelly Chadha of WHO, emphasising that the report is a tool for change for us all, urging policy makers to recognise that hearing loss affects 1 in 5 globally, costs governments US\$980 billion annually and that ear and hearing care interventions are cost-effective. She urges that we all must act and that we can address this.

NADP President, Lilian Greenwood MP stated in her opening address that the World Report on Hearing was an opportunity for the APPG on Deafness to reflect on the additional challenges presented by the Covid-19 pandemic. Lilian mentioned communication should be accessible to all and mentioned how clear face masks ought to be more widely used by healthcare professionals. NADP emphasised the challenges for those who are deaf or have a hearing loss of accessing services during the pandemic – and called for the implementation of remote services, and ensuring that audiology and hearing care pathways remain open.

Lidia Best highlighted NADP NHS Audiological Services Survey of 2018, which uncovered variations in hearing care offered in UK and often a lack of understanding what person-centred care means. Those who responded mentioned gaps in service access accommodations, lack of informed choice of CI devices, counselling and lack of consistent follow up. Access to hearing aids and cochlear implants is free in the UK as part of NHS and we should be proud of this achievement but.... there is still room for improvement. Our second survey in July 2020 focused on problems NADP members have faced during the pandemic and in particular problems in accessing phone based medical care with poor relay systems and again the need to promote clear face masks and improve communication.

Francesca Oliver of Royal National Institute of the Deaf (RNID) looked at the Action Plan on Hearing Loss and health policy recommendations on the provision of hearing services and while we have these recommendations, there is still no mechanism to ensure that local Clinical Commissioners implement them. For example, hearing aids in one health authority are not provided for those with a mild hearing loss.

The low uptake of cochlear implants among adults globally was taken up by Sue Archbold; a global survey had identified that this was often due to the lack of understanding of the impact of hearing loss and of the impact of CI. This led to the lack of prioritisation of funding, made worse by the pandemic. She highlighted the need to consider bilateral implantation in the UK, available elsewhere, and to consider again the implementation of adult hearing screening – now recommended by WHO's World Hearing Report.

Dr Helen Cullington, Chair of the British Cochlear Implant Group (BCIG), highlighted the challenges of CI service delivery during the pandemic and the changes that had been made. Delivering processors in the car park, Click and Collect services had become possible, and Helen identified that now CI users receive remote care in various way with technology platforms to support them.

Dr Lisa Cameron MP, Chair of the APPG on Disability summed up the work of the APPG and the effects of pandemic on disabled people and paid tribute to all who worked so hard to keep the services open. The APPG began an Early Day Motion for Parliamentarians to welcome the World Hearing Report and its recommendations.

During the Question & Answer session, there was a lot of interest in the current situation about cochlear implants service delivery.

Michael Chowen CBE, DL has been involved in the development of Ear and Hearing Care at WHO for over 10 years and been key to the achievement of the Report. He outlined this history congratulating all at WHO, and in particular Dr Shelly Chadha and for the establishment of the World Hearing Forum. He urged everyone, especially our policy makers, to act on the World Report on Hearing.

Last year, NADP President and MP hosted drop-in sessions in Parliament, including testing of hearing, to raise awareness of hearing loss and its impact. This year our World Hearing Day event was of course online. As Chair of Trustees, I take pride in the work of the National Association of Deafened People which is an entirely volunteer-led organisation.

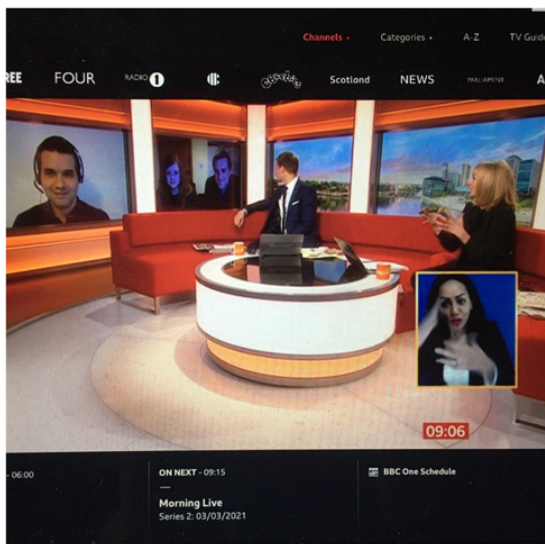
World Hearing Report has now been launched and the actual work is about to start!

Lidia Best

Chair of the National Association of Deafened People (NADP)

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[WORLD NEWS – UK – Auditory Verbal UK](#)



Photos - BBC Breakfast (left) and Onna and Sale with Ling Ling Bird (right)

In the UK only 37% of adults believe a deaf child born today can learn speak as well as a hearing child. The YouGov* research was commissioned by Auditory Verbal UK for World Hearing Day.

To mark the international event, AVUK shared a video of deaf children and teenagers that they have worked with, talking about their dreams for the future:

“What I want to be when I grow up”

The video was featured on BBC Breakfast along with interviews.

We welcomed the landmark World Hearing Report highlighting the importance of hearing health and hearing care for all and investment in cost effective interventions. AVUK Chief Executive Anita Grover said: “We are fortunate in the UK to have one of the best newborn hearing screening programmes in the world together with access to state-of-the-art hearing technology, but we are not yet seeing the gap closing between the achievements of deaf children and those of their hearing peers. Early intervention is vital to ensure deaf children have the same opportunities as their hearing peers. The global pandemic has only increased the risk of them being left even further behind. Whether a family want their child to develop spoken language, use sign language or both, they need access to support in the first few years of their lives. We must have much higher expectations for what deaf children can achieve.”

On International Cochlear Implant Day Auditory Verbal UK shared the story of Tanya Saunders and her daughter Onna whose hearing loss was misdiagnosed while living abroad.

Onna (7) had her implant surgery just before her third birthday and has recently had corrective surgery due to a problem with the implant.

Tanya is passionate that every deaf child can achieve great things and should have every opportunity to achieve their dream. She explained: “On International Cochlear Implant Day, it is only right to credit the miracles of this incredible technology that allows profoundly deaf children to access sound. With strong teamwork (between the children, their families, therapists, teachers of the deaf, school-teachers and audiologists), deaf children can reach for the stars – it is not for us to set limits on what they can achieve but rather to give them the platform they need to learn, grow and attain their goals alongside their hearing peers.”

Using Auditory Verbal therapy with Onna has also inspired Tanya to create books based on the techniques. The books feature Ling Ling Bird and his magic ears (cochlear implants) and use bright illustrations and simple rhymes to link fun ‘learning to listen’ sounds.

At the beginning of the year AVUK published "Our Impact" to provide a snapshot of what AVUK achieved in the last financial year (to July 2020). We supported 170 families and more than 700 professionals and families attended our 24 free online events. We've also provided nearly 500 therapy sessions via online platforms and have been delighted to collaborate with ONICI to deliver training workshops in Belgium and the Netherlands.

**All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,065 UK adults. Fieldwork was undertaken between 19th - 22nd February 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)."*

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WORLD NEWS - UK - Hear Together 2020 NOW in 2021!



• **HEAR** TOGETHER •

In 2020 Hear Together was a brand new charity created by professionals and supporters of The Ear Foundation. The team of Sarah Allen, Clare Allen, Diana Harbor and Laura Ainsworth have worked, for many years, with children and adults with a hearing loss. They are passionate about **Connecting and Communicating to Live Well with Hearing Loss**.

On World Hearing Day March 2021 we launched our new [Hear Together Website](https://www.hear-together.org.uk). Visit it and complete a registration form and find out about all the resources and new events for adults, children and their families www.hear-together.org.uk

During the Covid 19 Global Pandemic we have been running regular monthly online events for 5-11s and 11-18s. We play games together and split into smaller breakout rooms for activities and quizzes. We are enjoying welcoming new and old friends to the events which are growing from strength to strength with a fun loving and engaging regular core now attending.

[Clare, Diana, Sarah and Laura](#)

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WORLD NEWS - UK - Invitation to European friends aged 11-18 to join Hear Together: Wednesday 21st April 2021



We are delighted to announce our next venture in inviting teenagers from across Europe to join our event on Wednesday 21st April 2021.

- Email info@hearttogether.org.uk for further information and booking details.
- Join us on Facebook, and having received your registration form we can invite you to be part of our active closed groups where we share news and ideas.
www.facebook.com/HearTogether2020/

We remember that every child is valued and participates in ways which they enjoy. During this pandemic we are bringing children together virtually so that they can discuss, share, gain information and have fun. It is by recognising and understanding our similarities and differences that we draw ourselves together and become the children and young people we have the potential to be.

We are looking forward to hearing from you in 2021

Clare, Diana, Sarah and Laura

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WORLD NEWS – UK – BATOD (British Association of Teachers of the Deaf) Presidency



I will be taking up the BATOD President role in March. Typically, I would serve 2 years as President-elect to get to grips with the ropes before stepping up, however a change in circumstances has meant that I only had a year to prepare for this. Normally, I'd say this would be daunting, but as a Deaf person used to facing obstacles and finding solutions my whole life, this sounds par for the course for me! The BATOD Steering Group is varied and robust in their skills, knowledge and experience so I don't feel aloft in this journey, but as part of a strong team who communicate regularly and often. The rapid shift to remote communication with the

pandemic has worked better in my favour with my personal circumstances of being pregnant with (surprise) twins. I've had to request an increase in my Access to Work budget as I require BSL interpreters more often for remote video calls as audio/picture quality can vary and put a strain on my listening effort which inevitably leads to cognitive fatigue. This has meant that I can actually focus and participate in the purpose of the meeting itself, rather than spend my time trying to understand what is going on. I am not quiet by nature, and I don't want my Presidency role to be quiet!

Interestingly, (and maybe to the dismay of my CI Centre, please don't tell them!) I have not worn my cochlear implant as much during this pandemic, other than when I am outside or on remote video calls where there is no BSL interpreter (1-2-1 meetings). It seems to work very well for me as a bilingual Deaf adult, being able to utilise aids or assistance depending on the situation to meet my needs best. It is a stark contrast to my usual role where I wear it the minute I step outside my door and travel to work. I am reassured by speaking/signing to my other CI Deaf friends who are experiencing the same. We all agree there is nothing like the panic of trying to find your CI at the last minute however! (mine 'lives' on the fridge when not in use).

BATOD are currently in the process of organising CPD webinars which will be open to the Euro CID community – please do check out the [BATOD website](#) for more information!

Martine Monksfield

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[WORLD NEWS – USA – American Cochlear Implant Alliance \(ACI Alliance\) Publishes Story of COVID Survivor: Finding a “New Normal” After Sudden Single-Sided Deafness](#)



(Photo: Michael Goldsmith and family)

The American Cochlear Implant Alliance (ACI Alliance) has published the account of Michael Goldsmith, a COVID-19 survivor who was implanted with a cochlear implant after experiencing sudden single-sided deafness.

Michael, a married father of two living in New Jersey, contracted a severe case of COVID in the spring of 2020. He was hospitalized for 32 days, including time spent on a ventilator in a medically induced coma. After he woke from the coma in March and returned home, he realized he had lost his hearing in his left ear. Prior to his hospitalization, he had not been aware of having hearing loss.

After months of research and appointments with specialists, Michael received a cochlear implant at NYU Langone Health in September 2020—six months after his release from the hospital. Several months post-surgery, his results with the cochlear implant have been characterized by his medical team as “remarkable progress.”

Less than six months from his cochlear implant surgery, Michael has adapted to his “new normal” with his cochlear implant and is back to working at his full-time job in IT, back to listening to music with headphones, and back to interacting with his family and friends in a way remarkably similar to what he was able to do before.

To read Michael’s full story, please visit www.acialliance.org/page/adultstoriesgoldsmith.

[Laura Odatto, Lodato@acialliance.org](mailto:Lodato@acialliance.org)

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[RELATED CONGRESS - ITALY - Hearing Across the Lifespan \(HeAL\)](#)



(Photo: Villa Erba Congress Centre)

Cernobbio, Lake Como, Italy

The HeAL Conference, initially planned for 4-6 June 2020 in Cernobbio (Lake Como, Italy) and then moved to 3-5 June 2021 due to the COVID-19 pandemic, unfortunately has to be postponed again.

The Organizing Committee has considered the situation very carefully and, while there seems to be light at the end of the tunnel, has concluded that it is still too early to hold a live meeting in Cernobbio on 3-5 June 2021: travel is still very much restricted, and it will take months before our daily lives can go back to normal.

With the health of the global community as a main priority and the planning of participants, speakers, sponsors and collaborators in mind, the Organizing Committee has decided the following:

- The live meeting HEAL 2022 is moved to 16-18 June 2022 at our historical venue in Cernobbio.
- All abstracts accepted for the 2020 event will remain valid also for the 2022 Heal Conference, unless otherwise indicated by the proposers. Abstract collection for further contributions and/or updates remains open until October 30th 2021. Submissions received after the initial deadline will receive the confirmation of acceptance by the new deadline for notification, November 30th 2021.
- Authors wishing to withdraw their abstract are kindly invited to send an email to abstract@meetandwork.com by October 30th, 2021.
- Please note that in order for submitters to be able to access their personal area and update their abstract without assistance, we have changed all abstracts' status from "accepted" to "sent".
- To update/modify your abstract, access your personal area through the submission link using your credentials: Username: [Submitter surname] - PIN: [the one you received upon abstract submission]

Please see new [website](#).

If you feel you need assistance, do not hesitate to contact abstract@meetandwork.com

Trusting in your understanding, we very much look forward to welcoming you all to Cernobbio in 2022.

With kind regards,

Ferdi Grandori (Chair)

CNR-IEIIT

Institute of Electronics, Information Engineering and Telecommunication

Dept. of Electronics, Information and Bioengineering, Polytechnic of Milan, Italy

Sophia E. Kramer, PhD

***at the Amsterdam UMC – location VU University Medical Center in Amsterdam,
The Netherlands***

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[RELATED CONGRESS - USA - ACI Alliance - Virtual Consumer and Parent Workshop](#)

How Recent Scientific Discoveries are Advancing Cochlear Implant Benefits

A Virtual Workshop and Exhibit Area for Parents, Adults and Family Members who have, or are exploring, Cochlear Implants. The workshop is offered by American Cochlear Implant Alliance, a unique national organization devoted to cochlear implant access through research, advocacy and awareness. Attend the live virtual event on May 1. Questions from attendees for presenters to be submitted through chat.

Date: Saturday, May 1, 2021
12:30-4:30 pm ET (Exhibits open at 12:30/Session begins at 1:00)

Cost: \$15 registration (includes a consumer/parent membership in ACI Alliance) and ability for other family members to attend on the same listening/viewing connection

Access: Computer Aided Real-Time Transcription (CART) captioning will be offered

Registration: <https://www.acialliance.org/event/>



[Click here for brochure](#)

[Click here to register](#)

An afternoon workshop and exhibit area for parents, adults and family members who have, or are exploring, cochlear implants will be offered on Saturday, May 1 starting at 12:30 PM ET with exhibit access followed by presentations and Q&A. “How Recent Scientific Discoveries are Advancing Cochlear Implant Benefits” will feature presentations by CI clinicians as well as therapy professionals and offer consumers the opportunity to participate in “Ask me anything: Pose the questions you’ve always wanted to ask of a CI surgeon or audiologist.” The reasonably priced workshop includes a membership in ACI Alliance and allows family members to participate on the same registration.

Exhibits open to Consumer/Parent attendees at 12:30. You will be able to meet representatives of companies that manufacture cochlear implants and other hearing technologies and service/resource providers with a national scope.

The pediatric habilitation segment will be offered by **Hearing First**, a national multimedia connection point for families and professionals seeking to improve outcomes for children who are deaf or hard of hearing through listening and spoken language.

[Click here for a more detailed look at the presenters.](#)

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[RELATED CONGRESS - USA - ACI Alliance - CI2021 Cochlear Implants in Children and Adults](#)

CI2021 COCHLEAR IMPLANTS in CHILDREN and ADULTS

COCHLEAR IMPLANTATION: IT TAKES A VILLAGE

April 28 ~ May 1, 2021 | Virtually



April 28-May 1, 2021 | Virtually

Scientific Program Committee: American Cochlear Implant Alliance

[VIEW THE SCIENTIFIC PROGRAM](#)

[REGISTER HERE](#)

[SUBMIT TO BE FEATURED IN THE CI2021 VIRTUAL CLOSING PLENARY](#)

CI2021 Cochlear Implants in Children and Adults is scheduled for **April 28 - May 1, 2021**.

"Cochlear Implantation: It takes a village" will emphasize the importance of a team approach in the management of adult and pediatric CI patients and provide attendees with opportunities to explore current and emerging topics that impact CI outcomes for patients across the lifespan. Expanded indications and management of special needs populations (adults and children) will be explored. Cognition, vestibular assessment, surgical approaches, and therapy are also to be emphasized.

With this conference, we are transitioning to a new process utilizing a national Scientific Program Committee of CI clinicians, researchers, and educators to lead development of the program. The committee has already begun their work. At their suggestion, we encourage abstracts addressing how cochlear implantation can continue to be provided during the COVID pandemic timeframe without sacrificing care. We are especially interested in scientific papers on telehealth.

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[ADVANCED BIONICS - Introducing AB's Marvel CI Sound Processors](#)

The advertisement for Advanced Bionics features a woman with blonde hair smiling, wearing a cochlear implant. A circular inset shows a close-up of the implant on her ear. To the left, a white cochlear implant processor is shown. The text 'CONNECT WITH THE MOMENTS YOU LOVE' is prominently displayed. At the bottom, the text 'NAÍDA CI M | SKY CI M' is visible, followed by the Advanced Bionics logo and the tagline 'POWERFUL CONNECTIONS'.

Life is full of amazing moments. Moments that inspire, exhilarate, and connect, and you want to actively enjoy all of life's moments. For over 25 years, Advanced Bionics has been the cochlear implant innovation leader.

Now, **in partnership with Phonak**, one of the world's leading providers of hearing aid solutions, we are introducing our most advanced cochlear implant yet—**Marvel CI sound processors**, bringing Phonak's **Marvel hearing technology** to Advanced Bionics cochlear implant wearers.

[Naída™ CI M sound processor offers wearers a powerful hearing experience with effortless comfort and convenience.](#) With AutoSense OS™ 3.0, Naída CI M delivers excellent sound quality and performance in a variety of situations throughout the day: this machine-learning algorithm analyses the sounds in the listener's environment every 0.4 seconds and can identify whether they're in a noisy restaurant, car, concert hall, at home, etc.

With Marvel CI, Advanced Bionics offers the world's first cochlear implant sound processor to connect to virtually any Bluetooth-enabled device and to support hands-free calling. Naída CI Marvel's unique ergonomic housing and slim headpiece offer a secure, discreet, and comfortable wearing experience. Together with the AB Remote app, which enables convenient and discreet management of the hearing devices, it provides ultimate ease of use.

[Sky CI™ Marvel is the world's first dedicated sound processor for children.](#) Sky CI Marvel combines proven Advanced Bionics sound processing with the proven Marvel platform from Phonak, a global leader in pediatric hearing care. AutoSense Sky OS™ 3.0 work similarly to the adult version, but is uniquely designed for a child's typical listening situations, providing excellent sound quality and performance wherever the child goes.

Offering a wide variety of wearing options, child-preferred colours, and waterproof accessories, Sky CI Marvel offers flexibility for a growing child's adventures, whether at the pool or in school. Its integrated Roger™ technology help kids hear their teachers and conversation partners in classrooms, cafeterias, and auditoriums directly in their ears, bypassing noise in the environment. Plus, direct smartphone connectivity via Bluetooth® and the intuitive AB Remote app help kids stay connected with the world around them throughout their day.

Find out more on AdvancedBionics.com/MarvelCI

* Please contact your local AB representative for regulatory approval and availability in your region.

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[ADVANCED BIONICS - Collaboration with Phonak brings breakthrough Marvel hearing technology to adult and pediatric cochlear implant wearers](#)



As Advanced Bionics introduces **Marvel CI**, a new series of sound processors for adults and children, we caught up with **Marc Secall, Global VP Research & Development at AB**, who was instrumental in the inception and development of the Marvel platform, to get the origin story on these innovations that feature many world's-firsts: *«Marvel achieved a lot of firsts. It was the first entirely hands-free phone solution. It was the first “made-for-all” Bluetooth connectivity solution that works with iOS, Android, and Windows platforms. It was also the first to allow Bluetooth binaural audio streaming and direct Roger integration.»*

Come with us behind the scenes to learn how this technology was first implemented in hearing aids and, now, in cochlear implant sound processors: [visit our blog to read the entire story](#), and then explore it to find the Powerful Stories CI experts, CI recipients, or parents of children with CIs are sharing with us about their hearing journey and other helpful articles on hearing loss and cochlear implant technology.

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COCHLEAR - Celebrating 40 years of inspiration



Celebrating 40 years of inspiration

People like you have been inspiring us for four decades

Sue was one of the first people to receive a hearing implant back in 1984. That was 36 years ago. Since then, she's championed change and inspired others, raising awareness of hearing loss and the availability of treatments. In 2019 she was awarded the Medal of the Order of Australia (OAM) for service to people who are deaf or hard of hearing, acknowledging her lifetime commitment to helping and advocating for others.

Sue is just one of the hundreds of thousands of hearing implant recipients around the world who have experienced life's opportunities through hearing. Each recipient inspires us at Cochlear, especially now, as we reflect on four decades of helping people to hear.

Jeff and Debbie from Canada, who have been married for more than 31 years, are another example of how we all have the power to inspire others. After watching his wife Debbie live a more rewarding life after getting her cochlear implant, Jeff felt inspired to get one too.

"Everyone should be so fortunate to have someone as inspiring as Debbie in their lives", Jeff says.

Hear what inspires hearing implant recipients Elizabeth and Charlotte.

Stories like these are what make Cochlear Family so special and unique. When we feel uncertain or daunted, we look to others for inspiration. Now it's time to celebrate the aspirations and achievements of our global community.

Inspired by you for 40 years

People like Sue, Jeff and Debbie have always inspired everything we do at Cochlear. That's why we're devoting this year to recognising the everyday moments of human aspiration and service to others. We want to celebrate the people who hear with hearing implants and have connected with life's opportunities over the past four decades.

As Professor Graeme Clark inspired us many years ago when he invented the first multi-channel cochlear implant, we celebrate and thank those who have played their part to help people hear — from recipients and carers, doctors and clinicians to advocacy groups, governments, partners and our employees.

"During my hearing journey these last 36 years, Cochlear have really supported me", says Sue. "I just wish more people would know about it (hearing implants)."

You can help Sue's wish come true

Celebrate Cochlear's 40th by raising awareness. On social media, post about how life has changed for you with your hearing implant. Maybe you can also post photos of you from the past and today.

Add the hashtags **#InspiredByYou** and **#HearNowAndAlways** to help us and others find, like and share your posts.

Keep an eye on **@cochlearuk** (*adapt to your market*) for more inspiring recipient stories from the last 40 years.

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[COCHLEAR - World Hearing Day: "a massive call to action"](#)



(Photo: Professor Graeme Clark)

The World Health Organization has published the World Report on Hearing.

It was World Hearing Day on 3 March 2021, inspiring Cochlear to reflect on how much the world has evolved and changed since people could first hear 40 years ago with a hearing implant.

Hearing Care for All

On World Hearing Day, the World Health Organization (WHO) published the **World report on hearing**. This report is a global call for action to address hearing loss and ear disease. The report summarises its key messages as: **Screen. Rehabilitate. Communicate.**

In the report, the WHO highlights the importance of good hearing and communication at all stages of life. It urges policy makers to invest in cost effective interventions that will benefit people with hearing loss and bring financial gains to society. It is necessary to “integrate person-centered ear and hearing care within national health plans for universal health coverage,” writes the WHO, while pressing for policy makers to take timely action to prevent and address hearing loss.

It's widely known that hearing loss (and related ear diseases) can be addressed when they are identified in a timely manner and appropriate care is sought. Therefore, the WHO seeks to spread the message that people at risk of hearing loss should check their hearing regularly and that those who have hearing loss should seek care from a health care provider.

A message from Professor Graeme Clark

Graeme Clark has a message for governments and people around the world this World Hearing Day. [Watch here](#).

Be part of the action

The WHO describes World Hearing Day 2021 as “a massive call to action.” To mark this important international day, we asked Cochlear recipients to celebrate their hearing, and share the WHO’s message of “Hearing Care for All.”

There’s still time to share your story or find and share the stories posted by other Cochlear recipients using the hashtags: [#InspiredByYou](#) [#HearNowAndAlways](#)

[You can download the World report on hearing here.](#)

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[COCHLEAR - Science and Research Seminar on-line](#)



Standard of Care in Europe, Middle East and Africa

We cordially invite you to register and take part in the CSRS webinar on:

Monday, 29th March 2021, 14:30 – 16:30 CET

[Registration via event website](#)

We enable captioning in English, German, Italian, Spanish, French, Turkish and Arabic language.

The registration will close on 28th March 2021.

This two-hour webinar will cover the following topics:

Programme

Cochlear introduction

- Dr Bart Volckaerts, Mechelen, Belgium

Introduction to the International Consensus Paper

- Prof Shakeel Saeed, London, UK

Best practice on establishing the Standard of Care

- Prof Christophe Vincent, Lille, France

Directed Discussion: "Regional implications and applications of the consensus statements"

- Prof Mondy Hammad, Abu Dhabi, UAE
- Prof Benghalem Hamid, Casablanca, Morocco
- Dr Mujahid Din, Nairobi, Kenya
- Dr Oleg Borysenko, Kyiv, Ukraine
- Prof Gaetano Paludetti, Rome, Italy
- Prof Pascal Senn, Geneva, Switzerland
- Prof Levent Sennaroglu, Ankara, Turkey
- Mr Robert Mandara, Tervakoski, Finland (Vice-President of EURO-CIU)

Conclusion and Q & A

- Prof Shakeel Saeed, London, UK
- Prof Christophe Vincent, Lille, France

Closure

- Dr Bart Volckaerts, Mechelen, Belgium

We look forward to connecting with you!

Cochlear's Scientific Event Team

Emea-clinres-scientificevents@cochlear.com

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MED-EL – Globally unique MRI Guarantee: the highest MRI safety with hearing implants from MED-EL



Worry-free, safe magnetic resonance imaging (MRI) with MED-EL cochlear, middle ear or bone conduction implants – now with lifetime guarantee! For immediate access to an MRI examination without surgery, discomfort or hearing downtime.

The innovative design of the implant magnets from MED-EL is completely safe during an MRI examination. As of now, the global innovation leader in hearing solutions is emphasising this safety with an MRI guarantee that is as yet unmatched. With this, MED-EL is the only manufacturer to accept liability for damage to all cochlear implants that have been produced since 1994, all bone conduction implants and the current generation of middle ear implants during an MRI examination. Users of these MED-EL implants can therefore not only undergo an MRI examination at any time without the need for surgical removal of the magnets* and without pain – they can also do so safely and with no worries.

Three in four people will require an MRI scan in the next ten years**. Whether routine or in an emergency: patients with severe hearing loss may face a challenge if the magnets in their hearing implants are not safe inside the MRI machine. This requires the prior surgical removal of the magnets. Hearing ability is temporarily lost and long-term damage to the implant may occur. If the patient declines surgery, they may suffer from severe pain during the examination coupled with the possible dislocation of the magnet.

The highest MRI safety with MED-EL

Not all implants carry this risk. As a leading manufacturer of implantable hearing solutions, MED-EL has for more than twenty years made a point of only producing implants that offer outstanding MRI safety. To emphasise this requirement, MED-EL offers the unique MRI Guarantee which means no damage to the device during an MRI examination. MED-EL is thereby the only manufacturer to issue its users with a comprehensive global lifetime MRI guarantee.

Being able to undergo magnetic resonance imaging immediately can also be crucial in emergencies such as an accident. A further benefit: people with severe hearing loss only have to go without their ability to hear during the MRI examination itself.

Innovative technology excludes complications

The safe and reliable technology from MED-EL ensures that the magnets in place during the magnetic resonance imaging are neither damaged, nor dislocate causing pain. Only the external components, such as the audio processor, must be removed prior to the MRI examination.

**So as to avoid imaging difficulties in the immediate vicinity of the implant, it may be advisable to remove the magnets.*

***Source: OECD. Magnetic resonance imaging exams 2016–2019.*

[Learn more here.](#)

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[MED-EL - Hearing loss and pandemic – a new perspective on the ‘New Normal’](#)



Curfews, working from home, homeschooling, leisure restrictions and social distancing – these measures place great strain on most people within the context of the current Covid-19 pandemic.

For the 466 million people around the world having hearing loss*, the pandemic is particularly challenging. On the occasion of World Hearing Day 2021, this was something worth focusing on.

At the same time, the pandemic is accelerating the development of telemedical and digital treatment and rehabilitation provisions, as well as services that will continue to set important new standards for the approach to hearing loss and hearing solutions in future.

"During difficult times in particular, we have to stand together against social isolation and hearing loss as a communication barrier and restriction to quality of life. The pandemic has shown that in future, it will not only be those affected themselves, as well as their families and friends, who will need to take innovative approaches to hearing health, but also manufacturers of hearing solutions, ENT specialists, audiologists, clinics with CI programmes and advisory centres, but also hearing aid acousticians and dispensers. For this reason, the appropriate digital conditions must be created, developed and used," says Dr Ingeborg Hochmair, founder and CEO of MED-EL, on the occasion of World Hearing Day 2021.

Digitisation and innovation

"At MED-EL, the focus during the pandemic is on remote care. A lot of 'remote care' options and what the patient can do at home was considered unthinkable before the pandemic or a long way off. Now it is here." explains Martin Hairer, Chief Digital Officer at MED-EL. Today, the entire cycle already takes place digitally, from support in the field of training and further education, indication identification, and digital support for hearing solutions to surgical planning and adjustment. Furthermore, software and services are available to ensure aftercare and rehabilitation from a distance for patients. *"However, this is just the beginning. With so many new opportunities to improve hearing health care that this pandemic has accelerated, we will continue to tailor our innovative hearing solutions and services specifically to meet the needs of our users, making them as easy as possible for them to use."*, Hairer continues.

"Despite the fact that we live in a highly advanced time period from a technical perspective with a multitude of innovations on a very frequent basis, it became clear that technology can't

replace everything. Social contacts and interpersonal communication remain basic human needs.“, adds Patrick D’Haese, chairman of the organisation Hear-it AISBL.

For this reason, MED-EL also continues to focus its service offers, such as the HearPeers community and the “MyMED-EL” platform, in order to support people with hearing loss with advice and personal contact. Alongside professional assistance, personal discussion with and practical support from other people with implants is very important for users of hearing implants. The shared everyday experience with a hearing implant, but also sympathy regarding questions, concerns and fears related to implantation, are an invaluable aid, especially at present. These offers are therefore important components in the effort to help people with hearing loss out of isolation and returning their quality of life to them.

**WHO fact sheet “Deafness and Hearing”, 1 March 2020*

[Learn more here.](#)

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MED-EL – ideas4ears children’s invention contest: winners announced



108 children from 28 different countries participated in the 4th edition of the ideas4ears children’s invention contest, launched on World Inventors’ Day, November 9th, 2020. The contest challenged children 6-12 years of age from across the world to create an invention to improve the quality of life for people with hearing loss.

The ideas sent in ranged from the imaginative to the everyday. From a sonic drill worm which crawls inside people’s ears to restore their inner hair cells, to a ringing dog collar so no child must tell their teacher, ‘the dog ate my cochlear implant processor!’.

In total, 86 invention ideas were sent in. From these entries, the 13 best and brightest submissions worldwide were chosen.

The grand prize winners for ideas4ears 2021 are:

- Abeni Radassa Silva Borges (6), Minas Gerais, Brazil
- Cambria & Kayla Henry (8), California, USA (joint entry)
- Dylan Sandey (12), Cheltenham, United Kingdom

- Gonzalo Zafra Gutiérrez (9), Madrid, Spain
- Hugo Benjamín Jovanovics (8), Tucumán, Argentina
- Juan Pablo Nicolás Anicama La Serna (12), Lima, Perú
- Laurin Hehl (8), Düsseldorf, Germany
- Luca Hägi (10), Köniz, Switzerland
- Lucianna Buck (7), Tegucigalpa, Honduras
- Mohammad Hossein Jamshidi (10), Tehran, Iran
- Paul Pareiss (8), Vienna, Austria
- Rahul Ram (6), Jodhpur, India
- Tanvi Chhahira (10), Bangalore, India

"The inventors may be young, but they are so insightful, seeing the future of hearing implant technologies often well ahead of the curve. The world seen through a young person's eyes is one full of optimism, they approach an invention challenge with an unfiltered lens and offer their perceptive insight for innovations. The future is in safe hands with such inspiring ideas4ears inventors to lead the way going forward," says Geoffrey Ball, inventor of the VIBRANT SOUNDBRIDGE middle ear implant.

Due to the COVID-19 situation worldwide, the ideas4ears contest this year focused on children who are currently doing home-schooling and the parents who are supporting them. For this reason, the grand prize winners will receive a laptop or a tablet to support their homeschooling efforts.

The contest proved to be a great opportunity for families to participate in a fun and educational activity together while at home to improve the whole family's understanding of hearing loss and the benefits of treatment.

Learn more about [ideas4ears](#) and follow the contest on [Facebook](#) to be kept up to date!

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OTICON MEDICAL – Hearing with the brain with Oticon Medical



If you have been to a listening test, you will know it focuses on how much you can hear and understand. What is less in focus is the listening effort and mental effort involved in hearing.

Reducing listening effort is a goal of all Oticon Medical cochlear implants. To further understand the impact of listening effort, Oticon Medical supported Dr Francesca Yoshie Russo, ENT surgeon and Assistant Professor at Sapienza University of Rome, Italy in conducting a

pupillometry study with cochlear implant users during her ENT fellowship at the Pitié-Salpêtrière Hospital in Paris, France.

The eyes show what the brain hears

A pupillometry test measures how much your pupils dilate as you listen. In short, the more mental effort needed during a listening task, the bigger your pupils become.

Dr Russo presented short words in quiet and in noise to ten adult cochlear implant patients. The patients repeated the words and their pupil dilation was studied using an eye tracker, which looks like a small computer screen, placed in front of the patients. Interestingly, as the noise increased during the test, so did pupil dilation.

This revealed that listening in noise is not only more difficult for people with cochlear implants, but it also requires more effort. In this way pupillometry reflects the difficulties many cochlear implant patients report in their daily lives.

To reduce listening effort for cochlear implant users, Oticon Medical cochlear implants are designed using the principles of BrainHearing™. BrainHearing™ recognizes that listening and speech understanding actually take place in the brain and cochlear implants must support the brain's natural ways of making sense of sound.

[Find out more about Oticon Medical BrainHearing™](#)

[To read about Oticon Medical Cochlear Implants](#)

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OTICON MEDICAL – It's never too late to consider a cochlear implant



Italian Alberto Rossi lost his hearing at the age of 21 and lived without hearing devices for almost 60 years. Age 80 he made the bold decision to get a cochlear implant, which has opened up a world of hearing.

When Alberto lost his hearing, he had never used the phone or the TV. Today, he uses his Oticon Medical cochlear implant to speak on the phone and he loves watching TV. He has also been able to hear his wife's voice for the first time. "Now I feel part of what's going on," he says.

Alberto's hearing loss was the result of taking an ototoxic drug for pulmonary tuberculosis. For over half a century he relied solely on lip-reading to overcome his total loss of hearing. Thanks to his cochlear implant system, implanted by Dr. Maurizio Negri, Carpi Hospital, followed by careful speech therapy and monitoring by Ms Paola Benincasa, Carpi Hospital, Alberto has achieved results he could only dream of.

Alberto Rossi's story is not unique. A number of studies show how cochlear implants are beneficial for people of all ages after a long period of hearing loss without the use of hearing devices. For example, an analysis of over 150 patients who received their first cochlear implant age 80 or over in the US, Europe, and Australia showed that their ability to understand speech improved, as did their quality of life.

As the research proves, and as Alberto's story confirms, it is never too late to consider cochlear implantation.

[Watch Alberto talk about being able to hear again](#)

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