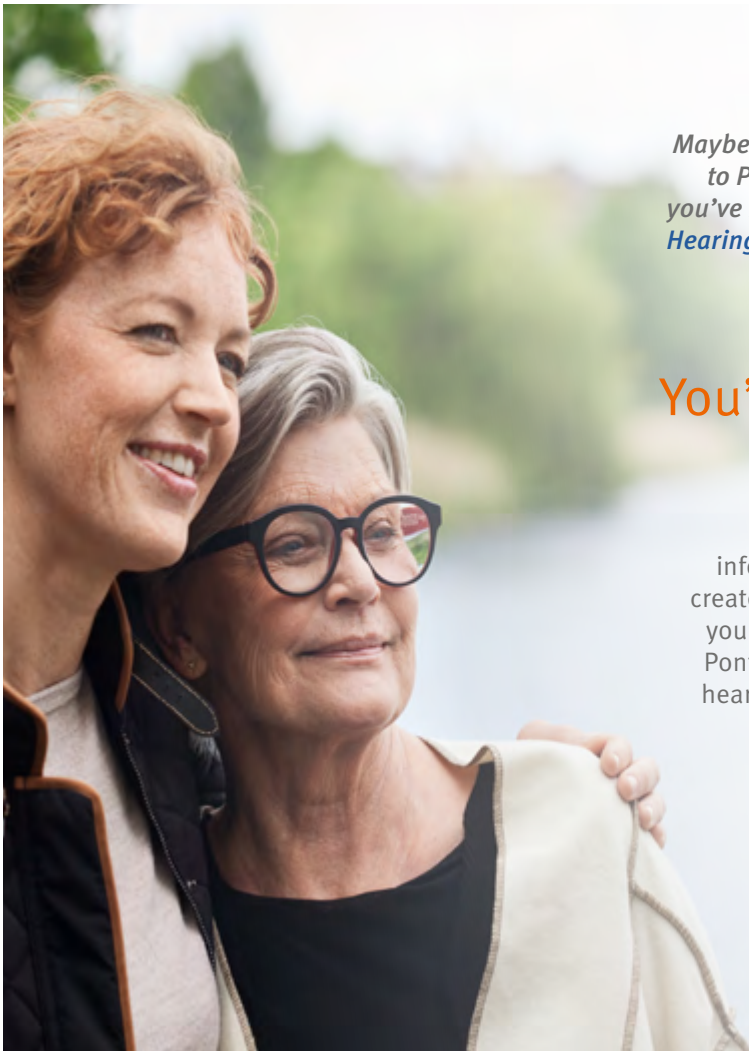


An eBook to Help You Decide

Ready to Start Your Bone
Anchored Hearing Journey or
Upgrade Your Bone Anchored
Hearing System to a Ponto Plus?





*Maybe you've heard from those who have made the switch to Ponto from a different bone anchored system. Maybe you've heard the Ponto Plus offers superior **Bone Anchored Hearing System (BAHS)** sound quality possible, and you've been thinking of upgrading your Ponto for a while.*

You've been thinking about it, now what's next?

First, it's important that you have access to all of the information that will help you decide. This is why we've created this Upgrade eBook of information that will equip you with what you need to know about moving up to the Ponto Plus—whether it's from a different bone anchored hearing system, or you're upgrading from an older Ponto model. In this eBook you'll find: user stories about experiences upgrading, the upgrade process, Ponto product and accessory information, and more.



VALUABLE INFORMATION TO HELP YOU DECIDE TO UPGRADE TO THE PONTO PLUS

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SECTION 1:

Upgrading Your Bone Anchored Hearing System: Why and How

Like most technology, there's a lot of conversation around the value of making the leap from one product to another—whether it's moving to the most recently released product within the same brand, or making a larger change by switching from one manufacturer to another. The difference between moving from an iPhone® to an Android™ or from upgrading your bone anchored hearing device?

That's something we take extremely seriously. So, we wanted to give you a more intimate view into why to consider a **bone anchored hearing system** upgrade and how to go about getting a new **bone anchored hearing system**.

What's an upgrade?

An upgrade from one Ponto model to another (i.e. switching from the Ponto Pro to the **Ponto Plus**) and, the second is a change from one device provider to another.

While this is terminology that we use, we checked in with community members to see if this makes sense from a bone anchored hearing user perspective too. *"I usually call both upgrades. And if it's to a different brand, I say something like, 'for this upgrade, I switched to...'"* – Katie Maslar *"I went from the BP110 Power, to the Ponto Plus Power...that was an upgrade, lol! But, in all seriousness...my insurance calls it an upgrade."* – Nancy Smith Oberman *"If it's from an older model (like a Divino or Ponto Pro) to a newer model Ponto Plus, it would be an upgrade. If it is from a*



BAHA 4 to a Ponto Plus, I would call it a switch (even though I think it's also an upgrade)." – Sonja

While there are many reasons to upgrade, we break down three of the benefits we hear most often from Ponto users.

Three Reasons to Do It Today

1. The latest Oticon Medical technology offers a more profound solution.

Bone anchored hearing systems are not one size fits all. In many cases, especially for those with unilateral profound hearing loss, a lot can be gained by adding more power. That's what Nancy Smith Oberman realized when she made the switch, to the Oticon Medical **Ponto Plus**.

"Oticon Medical had what I needed, others didn't," Nancy said. "I got a BP110 Power in 2013, but I still couldn't hear. I had constant feedback. I experienced a fog horn sound that drove me crazy. So, I took it back to my Audiologist and he sent it out for repair. I got it back and it did the exact same thing. I became friends with Angela Sabal on Facebook, and she was talking a lot about the Ponto and Oticon Medical. I was the first one my Audiologist fit with a Ponto just months later."



SECTION 1:

2. Sound quality leads to personal growth

Because the latest technology provides more power than previous versions, it's a whole new experience when people try it for the first time—even to those who have previously worn **bone anchored hearing systems**.

Sonja was first convinced by her 10 year old son, Jack's reaction and now by the growth she sees in him since upgrading from bilateral Ponto Pros to bilateral Ponto Pluses. "When he first put them on with the soft band he immediately said that they were louder, but over time he's said it's clearer too," Sonja explained. *"When we upgraded it was series of 'wow, this is awesome!'"*

Earlier this year, Jack also decided it was time to move from wearing his Pontos on a soft band to having abutments placed, which improved his hearing even more. *"When he snapped his Ponto Pluses onto his abutments, his face lit up, it was almost like the first day he put them on. And I can tell he can hear so much better. Sometimes we still use a Ponto Pro with a Phonak Smartlink in karate class. The clarity of the Ponto Plus is so much better than the Ponto Pro. The karate class is really noisy. There's a lot of yelling and a lot of people moving around and punching the bags. The Ponto Plus does an excellent job of filtering out all of that."*

The best part of Jack's upgrade? Sonja has seen some incredible changes in Jack. *"It was like he grew up overnight. I wouldn't trade Jack's growth for anything in the world."*



SECTION 1:

3. Experience more wireless opportunities with the FM and The Oticon Medical Streamer.

Wireless opportunities with FM systems and The Oticon Medical Streamer are also a benefit of upgrading. FM systems are used in schools, theaters, churches, and other public places to stream audio directly to hearing devices like the Ponto. **The Oticon Medical Streamer** connects the sound processor to devices like computers, TVs, cell phones, or a remote microphone for one-on-one conversations in noisy environments.

One of the best things that Jack, Sonja's son, got from his upgrade was that he was able to use the FM with the Roger system, which his school district upgraded to this year.

"If you're fighting to hear all day long, it's exhausting. The struggle for him is definitely way less now. The combination of the Pluses and the FM system means that Jack is significantly less fatigued—his teacher took notice immediately. Other devices with a mini mic do not offer the same thing," Sonja explained. *"The Ponto Plus with the Roger system, it's astounding how incredible the sound is. It's amazing. It sounds crisp and clear. It has more color to the sound. Jack was having some issues in class sitting still and paying attention. Since he got his Pluses at the first of the year, it's like he grew up in an instant."* Nancy, who upgraded to the **Ponto Plus**, feels the same way about the Oticon Medical Streamer. *"I'm not a crier, but when I put that thing on I*



SECTION 1:

almost started crying. I could hear. It was clear. There was no feedback, buzzing. Then, she turned on the Streamer, she hooked it up with my phone. I haven't looked back since."

The Upgrade Process

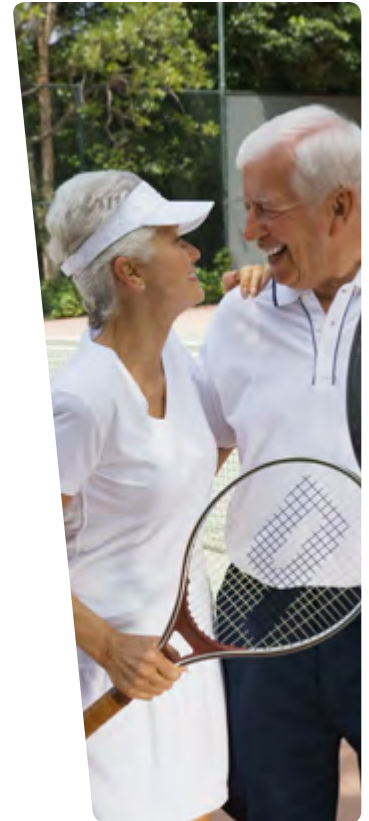
We know that the process of getting a new **bone anchored hearing system** can be complex. In addition to getting to know what device is best for you, there are usually questions about what insurance will cover. Here are a few simple steps to get you started, if you're considering an upgrade.

1. **Hearing is Believing:** Hear about what the upgrade can do for you. [Click here](#) to **Talk to a Ponto user** who's experienced an upgrade. We're more than happy to connect you with someone who has a similar type of hearing loss, so you can learn more through their firsthand experience. You also can call Oticon Medical directly at: 1-888-277-8014 to be connected to a current Ponto user.
2. **Talk to an Audiologist:** We can [connect you with an Oticon Medical Audiologist](#) to make sure that you're selecting a device that fits your specific needs.
3. **Insurance:** We can help you check with your insurance company to see if you qualify for upgrade coverage.



SECTION 1:

4. **Make the Move:** After you've heard about what you have to gain and understand your insurance coverage, it's time to make the move. We can connect you with a local Audiologist [Get Help to Find a Local Audiologist](#). You also can call Oticon Medical directly at: 1-888-277-8014.



SECTION 2:

What's the Ponto Plus? Here's A Four Minute Video That Will Get You In The Know

There's nothing more powerful than a concise and complete overview of a product—including **bone anchored hearing systems**. That's why we put together this four minute video that offers a summary of the benefits and features of the Ponto Plus, the most powerful family of wireless sound processors. [Watch Video](#)



Whether you're just starting to learn about **bone anchored hearing systems**, you're in the process of deciding which device is right for you, or you want others to understand what your Ponto Plus is, this video is a quick and easy tool.

The Ponto Plus offers access to the widest range of wireless options without compromising on power and sound quality. Built on the Inium platform, Ponto Plus features a new powerful transducer, the innovative Inium feedback shield and the latest wireless technology. All in addition to the well known features of Ponto. It has been robustly designed to meet the challenges of everyday activities so you can enjoy better hearing when you need it most.



SECTION 2:

Are you interested in taking the next step in your journey to get the best sound quality possible? You can speak to an Oticon Medical Audiologist by clicking [here](#), or we can put you in touch with a Ponto user today when you fill out a simple form by clicking [this simple form](#).

You can also call Oticon Medical directly at: **1-888-277-8014**.



SECTION 3:

Nancy's Amazing 20 Year Journey to Finding the Ponto Plus

"I am not a crier, but when I put the Ponto Plus on I almost started crying. I could hear and it was clear."

Nancy Smith Oberman tried a number of solutions before experiencing success with the Ponto Plus. Nancy, diagnosed with Otosclerosis at age 17, lost hearing in her left ear. She had her first Stapedectomy in 1973.

Even though the surgery was successful, she was left with a conductive hearing loss also on the left ear and Nancy still needed to use a hearing aid. She had a second Stapedectomy, on her right ear, 12 years later.

Trying different systems

Unfortunately, two years later, she woke up without hearing on the right side. After being told her right side was unaidable, she purchased the BiCROS system, which did not work well in her work environment. After searching for another solution for her single sided deafness (SSD), she requested a bone anchored hearing system and was implanted in 2007. She was fitted with the Cordelle II, body worn processor. As a retired law enforcement officer who now teaches self defense and firearm courses for law enforcement and corrections, she found it to be very intrusive and difficult to wear comfortably.



SECTION 3:

"I am very physically active, and it just wasn't conducive to that type of lifestyle."

Looking for a different solution, she visited her ENT in 2013 and got her second **bone anchored hearing system**—a BP110 Power. She was so excited to no longer be tethered by a wire to a body unit, but Nancy felt let down by the experience. *"I had constant feedback. I had a fog horn sound that would drive me crazy. So, I took it back to my Audiologist, who sent it out for repair. I got it back and it did the exact same thing,"* Nancy explained.

Finding help on Facebook

Continuing her search for the right solution online, like many do, Nancy found the BAHA World Hearing Facebook group and became friends with the group's founder, Angela Sabal. *"Angela was talking a lot about the Ponto and Oticon Medical. She convinced me to give it a shot. I went back to my Audiologist. They were not offering the Ponto at the time. But, because I mentioned it, they decided to get on board. I was the first person to put on an Oticon Medical device at their office."*

The right solution for Nancy's hearing loss

The day Nancy was fitted with her Ponto Plus, she knew she finally had the right solution for the profound hearing loss she experienced most of her adult life.



SECTION 3:

"I am not a crier, but when I put the Ponto Plus on I almost started crying. I could hear and it was clear. There was no feedback, no buzzing. Then, they turned on the Streamer and hooked it up with my phone. Wowza, I have not looked back since."

Today, Nancy shares her experience online to help people in the same way that Angela and others from the BAHA World Hearing Facebook group helped her find the right solution.

"Angela and I are in touch almost daily. If it was not for her, I would not have mentioned it to my doctor. My doctor would not have talked to Oticon Medical and I would still be suffering and dealing with my SSD. Oticon Medical truly cares about everyone, even those of us in the severe/profound range", Nancy says with a smile.

"Oticon Medical had what I needed, others did not. I upgraded from a Cochlear BP110 Power to the Ponto Plus Power with the Oticon Medical Streamer, and I love it! I'm so happy!"



SECTION 4:

“Since Jack got his Ponto Plus sound processors, it is like he grew up in an instant.”

Sonja and her husband adopted their son Jack when he was two years old. Wanting Jack, who was born with bilateral microtia atresia with moderately severe conductive hearing loss, to grow and develop with the best hearing possible, Jack began wearing a **bone anchored hearing system (BAHS)** on a soft band after recommendation from an audiologist. His first BAHS was a Divino.

After wearing the Divino for four years, health insurance allowed for an upgrade. Jack tried the latest devices available, also different brands, and clearly preferred the Oticon Medical Ponto Pro. His insurance covered bilateral Ponto Pros on a soft band. His reaction to bilateral devices was priceless!

At Oticon Medical’s 2014 Patient Advocacy workshop, Sonja and Jack learned more about the latest Ponto model, the Ponto Plus. They also met others who upgraded to the Ponto Plus. Convinced the Ponto Plus sound processors were the right solution for Jack, Sonja made the purchase right away. Jack did not qualify for an upgrade through their insurance at the time, so Sonja decided to buy the sound processors herself.

Jack and His
Mom, Sonja,
Went to Great
Lengths to Get
the Ponto Plus
As Soon As
Possible



SECTION 4:



“I was confident in spending the money based on what we heard from the people who have upgraded and shared about it—not just in person at the workshop, but online too.”

One of the major factors was the FM compatibility of the Ponto Plus through the Streamer.

“One of the things that Jack got from the upgrade was the ability to use the FM system. His school district recently upgraded to a new FM system. That was a key driver of our decision. People think that a mini mic is the same, but it is certainly not the right solution for a classroom environment”, Sonja says.

Sonja also saw Jack’s reaction when he tried the processors.

“When we upgraded from the Divino, it was so much better. Then, we tried the Ponto Plus with the FM system and it was astounding how incredible the sound was. It is amazing. It does not sound like a radio like his old system, it sounds crisp and clear. It has more color to the sound.”

Recently, Jack made the decision to have surgery to have implants with abutments to wear his Ponto Plus sound processors.

“He was worried about having surgery. But he got to the point where it was interesting to him to not have to wear the soft band anymore. He had the



SECTION 4:

implants placed at the same time as Medpor surgery. Even with the Medpor surgery, the implants did not bother him at all. It was a painless experience. He had mild pain reliever that evening and that was it. It was virtually a pain free procedure for him. It was a breeze.”

“When he snapped his sound processors onto his abutments he said, ‘oh wow this is loud!’ His face lit up, it was almost like the first day he put them on. And I can tell he can hear so much better.”

Today, Sonja sees great changes in Jack. *“Jack was having some issues in class sitting still and paying attention. Since he got his new sound processors, it is like he grew up in an instant.”*

Jack’s teacher also sees the changes and said that with the FM system, students are significantly less fatigued.

“His ability to pay attention is better. When there was a lot of activity at the end of the day he would miss things. The FM system would be put away and the teacher would do the little end of day reminders. Now he picks up on all of the little things so much better. It was like he grew up overnight. If you are fighting to hear all day long, it is exhausting. The struggle for him is significantly less now with the help of the combination of the Ponto Plus sound processors and the FM system.”



SECTION 4:



Today, Jack and Sonja are also known for their unique customizations of sports equipment to incorporate Jack's Ponto's including baseball helmets, ski helmets and karate gear.

"I would not trade Jack's growth for anything in the world."



SECTION 5:

Deciding to go for a bone anchored solution is a decision that needs thorough consideration. Why not get valuable information on bone anchored hearing and Ponto directly from someone who has already gone through the experience of acquiring a [bone anchored hearing system](#)?

Are you considering a Ponto? There are hundreds of Ponto users in the U.S. Many of these individuals would love to share with you their experiences with Ponto and their bone anchored hearing implant treatment. Click on the link to get in touch with a Ponto user now. [Talk with a Ponto User](#)

You can also call Oticon Medical directly at: **1-888-277-8014** to get in touch with a current Ponto user.

Talk to a Ponto User in the USA



SECTION 6:

Study: Teenage Bone Anchored Hearing System (BAHS) Users Benefit From Wireless Technology

What can help increase social engagement, improve listening, confidence, and increase wellbeing? A recent study shows how wireless technologies are making that impact on young people with **bone anchored hearing systems**.

Imran Mulla, Research Scientist at the **Ear Foundation** shares his findings from the study, which looks at the benefits of teenagers' use of wireless technology with their bone anchored hearing systems. The qualitative study was conducted with young people who use Oticon Medical's **Ponto Plus** and the **Oticon Medical Streamer** with the Oticon ConnectLine microphone/streaming devices.

Click this link to view a video and **meet James Guppy**, one of the research participants. He explains how he uses the **Streamer** with the Oticon ConnectLine microphone and streaming devices. He uses the Streamer with his phone, to watch TV and for playing games on the computer. He uses the microphone system at home with his family and in school where he's just completed his training to become a mechanic.



More About the Study

“Even though the technology available to bone conduction implant users has developed considerably, and in spite of the scientific evidence available on the benefits, older children with hearing loss have reported limited uptake of wireless technology. The study therefore proposed to explore the views and experiences of young bone conduction implant users in the use of wireless technology,” explains Imran Mulla.

The study was conducted using a multiple case study design and in depth qualitative data collection methods with three young people and their families including initial interviews, daily diaries kept for a month, and a final semi-structured interview. Questionnaires were also used to quantitatively compare differences in listening with and without wireless connectivity.

The Results of the Study were Astounding

The study showed significant improvements in every situation for each of the three young people involved in the study. Wireless technology options can provide a much needed option for young people with hearing loss to access a wider range of listening environments and devices that many of their hearing peers would have daily access to. With the correct support and advocacy, teenagers can be helped to take ownership for their listening in everyday situations.



SECTION 6:

After the study, one of the young people said: "Using wireless technology has had a great impact; it has made everything so much easier. It has improved my ability to just listen to people, just hear people, so much more ease to it. I don't have to focus on anything; I can just let it flow in."

A parent of one of the participants said: *"My 11 year old said that she no longer feels on her own now, where she felt left out before. She was able to hear what I was doing in the house; we even did games in the kitchen. She was joining in with the family. Now she wants to do after school activities, which she didn't want to do before."*

Are you interested in learning more about the Ponto Plus and wireless technologies that come along with it? Click [Help Finding a Local Audiologist](#) to be connected with an Audiologist in your area. [Help Finding a Local Audiologist](#). You can also call Oticon Medical directly at: **1-888-277-8014** to get help in finding a local Audiologist.



SECTION 7:

Ponto Plus
Brochure

Ponto Plus

Better hearing when you need it most





Ponto™
– The Bone
Anchored
Hearing System





Download brochure



Sign up for our VIP email list



Ponto Plus

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