

Applause

# PARTNERSHIP RAISES STANDARD OF COCHLEAR IMPLANT SUPPORT IN SOUTHEAST ASIA

BY TONY ARNOLD

**T**hree-year-old twins, Yumin and Yukai were born deaf and diagnosed through a newborn hearing screening. Not long ago, such a diagnosis for babies born in Southeast Asia would have been as good as a life sentence to silence. In fact, the twins' mother never dreamed that her boys would be able to clearly hear her say "I love you." But thanks to the recent partnership between Advanced Bionics Corporation, a major manufacturer of cochlear implants, and The Hearing Solution Group, Southeast Asia's largest hearing health care provider, both boys will receive the gift of sound.

While her twins were being fitted for their hearing aids at Singapore General Hospital, Yumin and Yukai's mother, Michelle, was introduced to the benefits of Cochlear implants. She wanted her sons to lead full and productive lives in a world full of sound, so, when given the unique opportunity, Michelle opted for her sons to each receive a Cochlear implant. Soon the boys will be hearing their mother's voice and the world around them for the first time ever.

The boys will receive the Harmony HiResolution® Bionic



**L. to r.: Three-year-old twins, Yumin and Yukai, at the Singapore General Hospital Hearing Arcade**

Photo Courtesy of Advanced Bionics

Ear System, recently introduced by Advanced Bionics. Designed to enhance music appreciation and improve hearing in a variety of difficult listening environments, the Harmony System delivers HiResolution sound with high fidelity processing for unmatched performance. Together, the two key components of the Harmony System provide a more natural representation of sound to help improve hearing.

"Everyone in our family is so excited for Yumin and Yukai. We are all grateful that Advanced Bionics and The Hearing Solution Group have come together to bless our children with the gift of sound," said Michelle.

Through their partnership, The

Hearing Solution Group will advocate Advanced Bionics' cochlear implant devices, helping to further Advanced Bionics' commitment to providing superior service and support for its users throughout Southeast Asia.

"Our mission is not just about providing the hearing-impaired population with the latest innovations in cochlear implant technology," said Robert Gulock, Vice President, Advanced Bionics Corporation, Asia-Pacific. "More importantly, it is about helping make the transition from silence to sound a positive and rewarding experience regardless of location. Advanced Bionics' and The Hearing Solution Group's shared commitment to patient care in Southeast Asia will enable us to provide uncompromising service to patients, like Yumin and Yukai, and clinicians."

Advanced Bionics Corporation is headquartered in Valencia, Calif., and is a leading innovator of cochlear implant technology. Sound is complex when it comes to intonation, inflection, individuality

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Deafness Research Foundation



**L. to r.: Father Hock Lee, Yukai, mother Michelle, Yumin and audiologist Cara Bok**

Photo Courtesy of Advanced Bionics

Malaysia, Indonesia and Brunei. Established in 2003, The company provides a spectrum of hearing healthcare from counseling to basic and comprehensive audiological assessments, to a full range of hearing devices for habilitation and rehabilitation. Currently, it is the only ISO 9001:2000-certified hearing health provider in Southeast Asia.

For more information about cochlear implant technology, consult your hearing healthcare provider, visit [www.bionicear.com](http://www.bionicear.com) and [www.thsc.com.sg](http://www.thsc.com.sg) or call 800-678-2575. ■

of voice, timbre, multiple sounds at the same time, and especially music. The Advanced Bionics Harmony™ HiResolution® Bionic Ear System provides a more complete sound picture. especially important for

Yumin and Yukai who will be learning a tonal language. The Hearing Solution Group is the largest hearing health care provider in Southeast Asia with nearly 50 centers in Singapore,

Tony Arnold, vice president of marketing for the Auditory Division of Advanced Bionics, Boston Scientific Corp., resides in Valencia, Calif., with his wife and three children.