

July 22, 2015



AMERICAN COCHLEAR IMPLANT ALLIANCE

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MEDIA ALERT
Emerging Issues in Cochlear Implants
Washington DC / October 15-17, 2015

- WHAT:** Cochlear implants (CIs) now help children and adults with a broader range of hearing profiles, given expanded FDA guidelines and new CI technologies designed to preserve low frequency residual hearing and provide sound to those without a working auditory nerve (which traditional cochlear implants rely upon). Cochlear implants are bringing deaf children and adults closer and closer to typical hearing, transforming lives and restoring a human sense. The CI2015 conference will also explore the link between hearing restoration and neuroscience during a freewheeling discussion on Saturday morning (October 17) by eminent hearing scientists David Pisoni, Blake Wilson and Fan-Gang Zeng led by technology pioneer Vinton Cerf.
- WHO:** American Cochlear Implant Alliance is a non-profit dedicated to improving access to cochlear implants. Interviews may be arranged with:
- **Vinton Cerf**, one of the “Fathers of the Internet and Google’s Chief Internet Evangelist
 - **Craig Buchman MD**, ACI Alliance Board of Directors Chair and Director, UNC Hearing Center
 - **Donna Sorkin**, Executive Director, ACI Alliance and a Cochlear Implant Recipient
- WHY:** Cochlear implants are underutilized and provided to only 8% of US individuals who could benefit. The six emerging issues being intensively explored at the conference have the potential to expand access to this life-changing technology. Providing cochlear implants to seniors who could benefit allows people to remain active and healthy. Hearing loss is increasingly being linked to dementia in older adults. Working age adults may remain in the workforce. Deaf children who receive CIs at an early age often achieve age appropriate language and reading skills.
- WHEN:** October 15-17, 2015.
- WHERE:** Omni Shoreham Hotel, 2500 Calvert Street, NW, Washington, DC
- DETAILS:** For more information, go directly to www.acialliance.org or the conference website www.CI2015dc.org. Contact: Donna Sorkin dsorkin@acialliance.org, (office) 703.534.6146.

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