



# Empowering families for success in a non-profit cochlear implant program

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# Background

- Started our Cochlear Implant program in November 1987, at a public hospital in Mexico City (“Hospital General Manuel Gea González”)
  - No government funding for the prostheses, surgery covered by the hospital
  - No insurance coverage
  - Started with initial grant by a German pharmaceutical company
  - No acceptance of technology by patients or other professionals
    - Some 2<sup>nd</sup> opinions : “will have brain damage”, “wires coming out of his skull”, “will never participate in sports again”, “will become zombie”, “not in childhood, must wait until she/he is an adult”

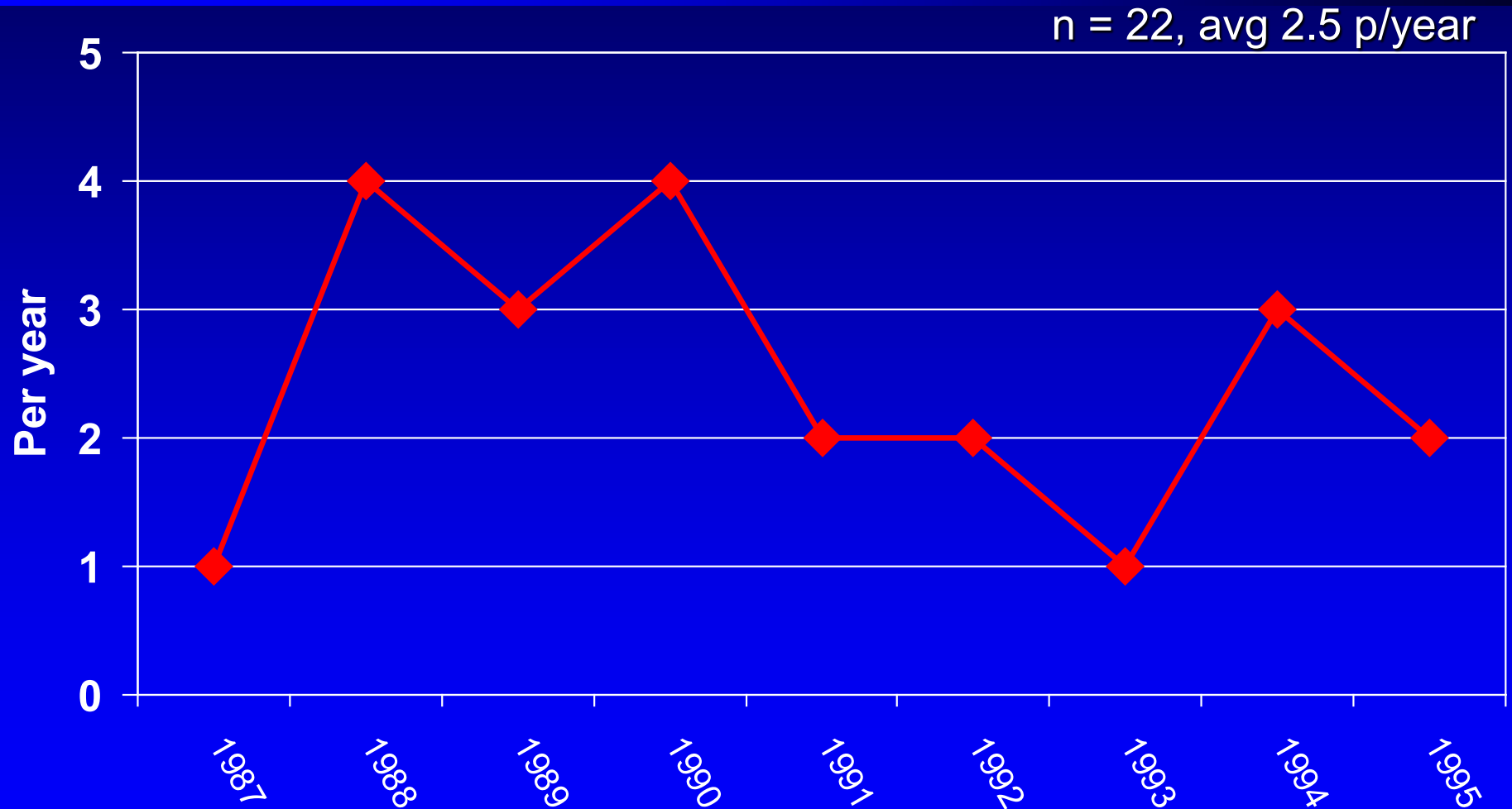


# First attempt at funding

- Created a fund within the public hospital, donations tax-deductible
- Started looking for donations



# Cochlear implants placed per year 1987 - 1995



# Problem

- Most common reactions received when asking for funding:
  - “We’re not giving one cent more to the government”
  - “Too expensive for one single child/patient”



# Second attempt



# Second attempt

- Non-governmental non-profit organization
- Established formal, legal contract between the public hospital and the Association in which the hospital doesn't charge surgical services and Association provides prostheses



# Second attempt

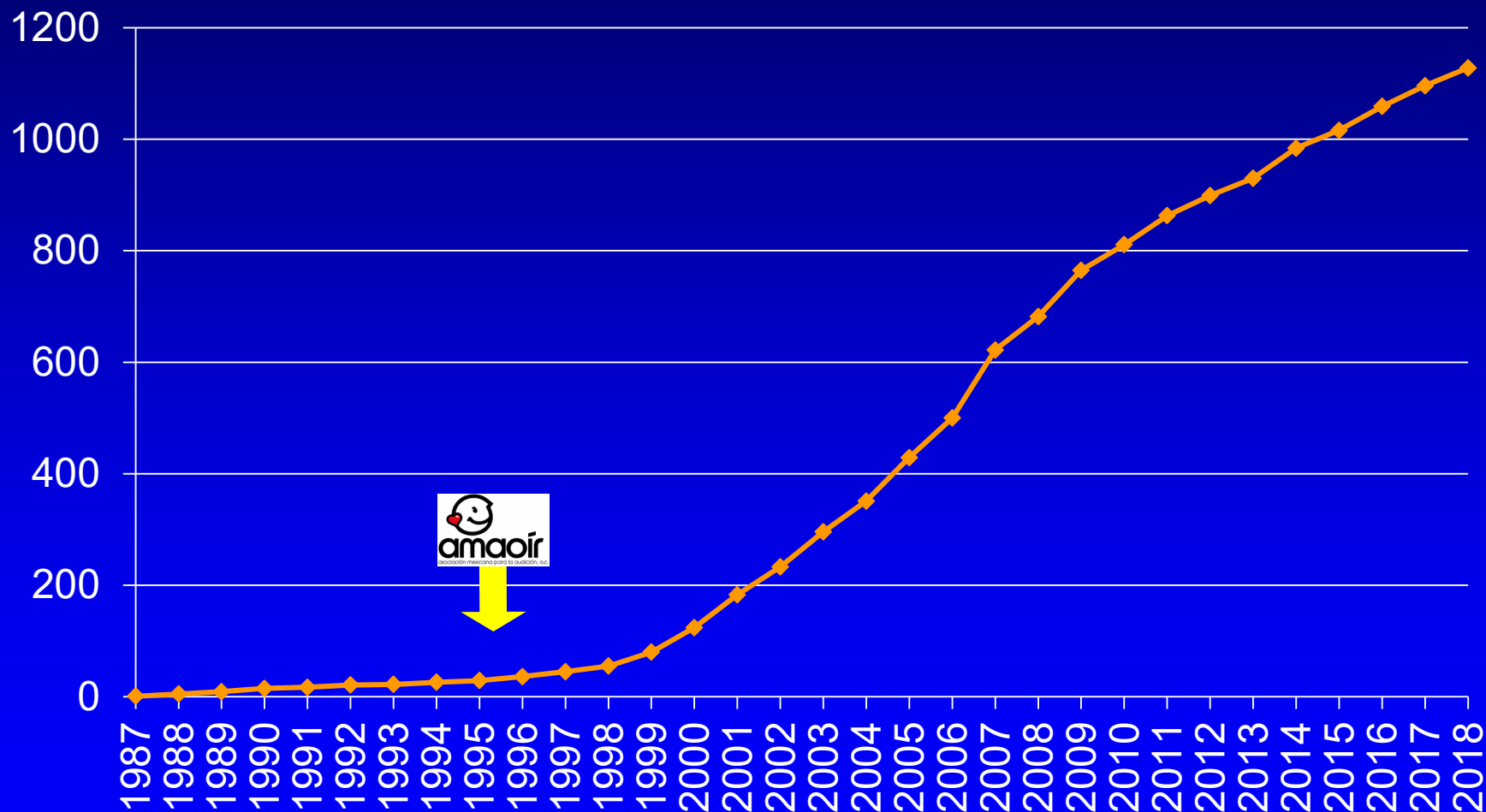
- Involved families with funding
- Candidates/ parents are given letters explaining problem, cost, and probable benefit and importance of early treatment
- Candidates are encouraged to knock on doors (TV, radio, press; private businesses especially if involved in any way via family or worker)
- amaoir will follow-up on any contact made by patients



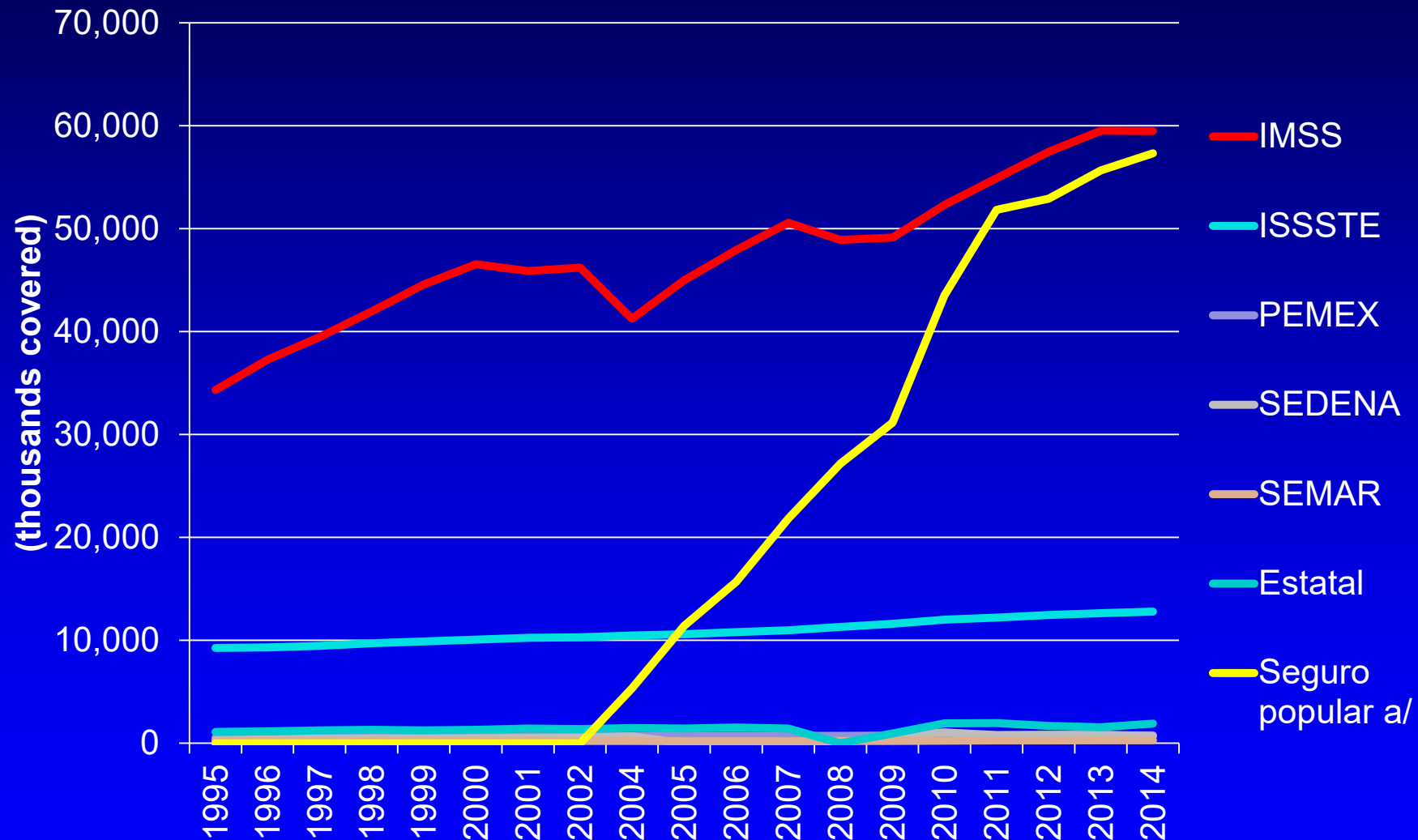


# Results

## Nov 1987 - Dec 2018



# Changes in Mexican public health system



**Beginning in 2009, Mexico's "Seguro Popular" started covering cochlear implants in some cases**

# Changes in Mexican public health system

- Due to several factors, most of the implants used by “Seguro Popular” were provided by one specific manufacturer
- By 2016, around 800 patients had been implanted
- In June 2016, we started a program with that manufacturer called “Escucha con dos oídos” to fund a second implant for those patients



# “Escucha con dos oídos”

- Patients would receive the second implant plus two processors, so as to upgrade their original processor to one optimized for binaural hearing
- The patients and their families, who had received the first implant completely free of charge, would work with us to procure the funding necessary for the second implant
- We started a campaign on social media informing of the benefits of binaural hearing, and the manufacturer would contact the patients



# Rate of success

- Our normal program:
  - Based on a review of 1,960 patients seen with profound hearing loss:
    - 53% were implanted
- “Escucha con dos oídos”
  - 800 candidates for binaural implantation
    - 0.25% (2 patients) were implanted after two years



# Questions and conclusions

- Was the low success rate due to a lower perceived benefit of binaural hearing?
- We also have data suggesting that our patients have greater success rates
  - Does active participation boost success?
- How to promote more family participation when the cost is covered by the health system?





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¡Gracias!



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