



OAE screening with a CAR...
It's just more FUN!

Early detection of hearing loss is KEY...

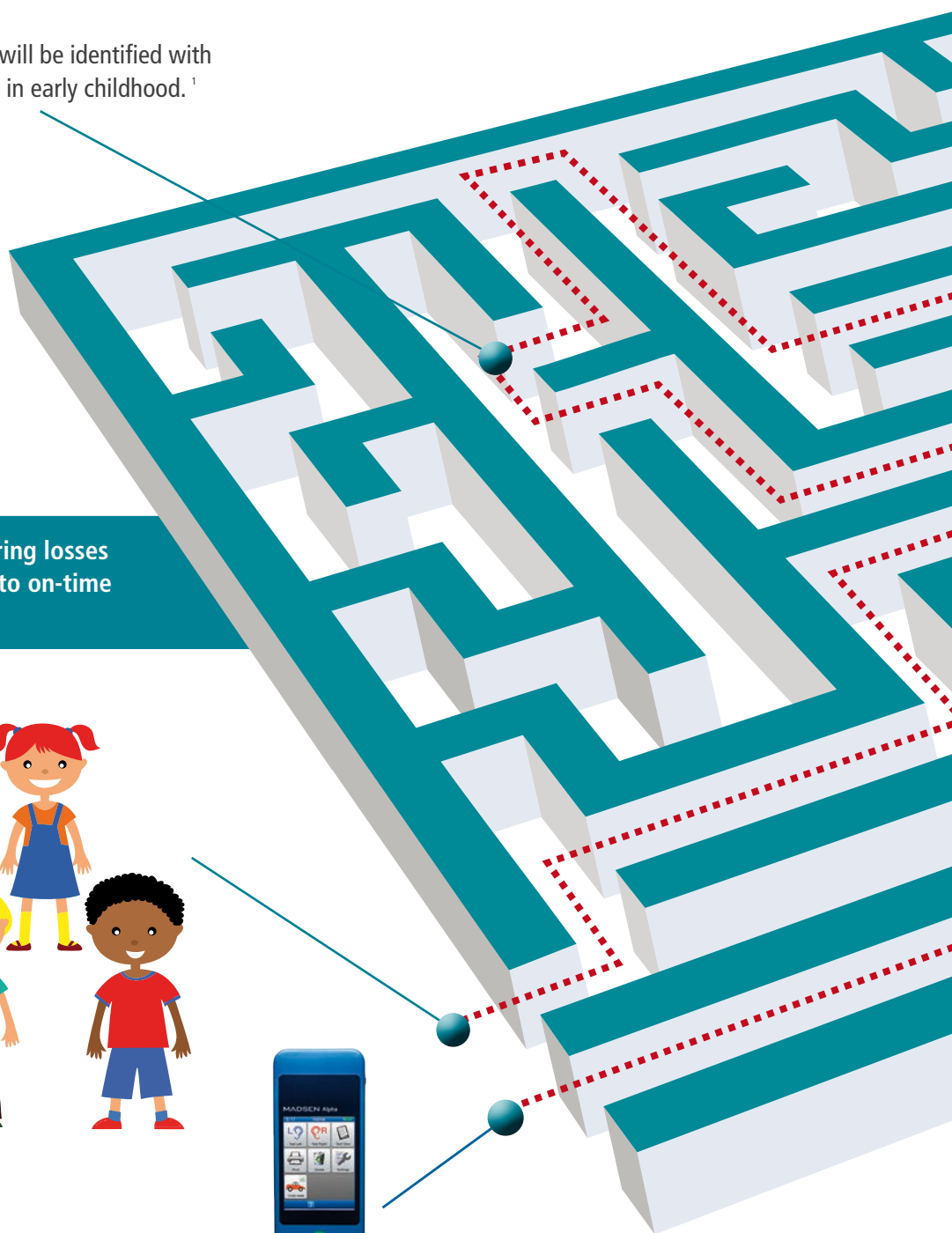


6 - 7 per 1000 children will be identified with permanent hearing loss in early childhood.¹

Periodic hearing screening finds hearing losses early and ensures the shortest track to on-time speech and language development



Madsen® Alpha

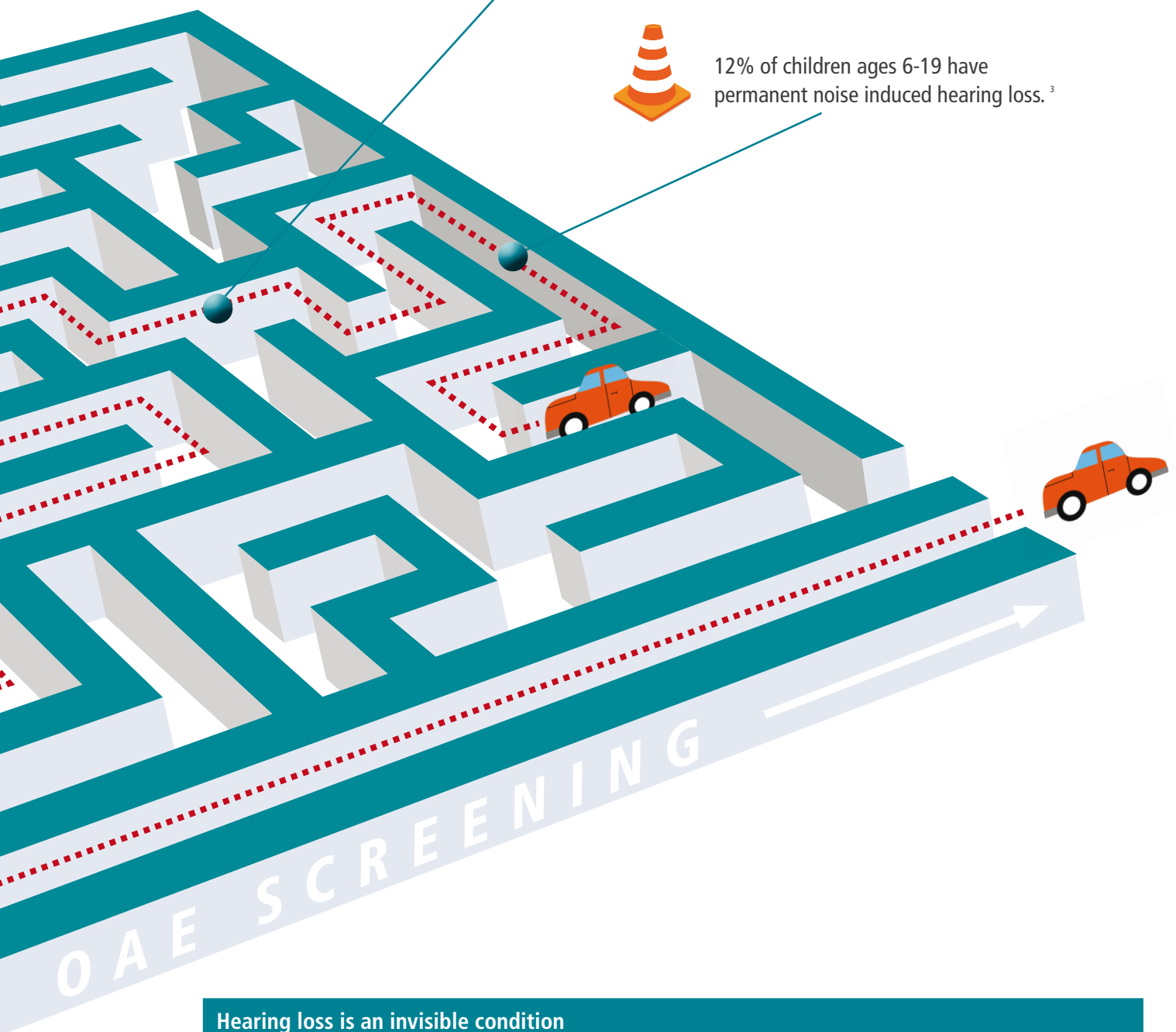




35% of preschool children may have repeated episodes of temporary hearing loss due to middle ear infections.²



12% of children ages 6-19 have permanent noise induced hearing loss.³



Hearing loss is an invisible condition

The incidence of hearing loss is approximately 1-3 per 1000 at the time of birth. By school age, that number is increased to 6-7 children per 1000. "Periodic hearing screening during the early childhood years increases the likelihood that children lost to follow-up, along with children presenting with late onset hearing loss, will receive the timely diagnostic and intervention services needed during the critical learning years"⁴. Madsen Alpha OAE from Natus, formerly Otometrics can help.

Madsen[®] Alpha...Easy as ABC

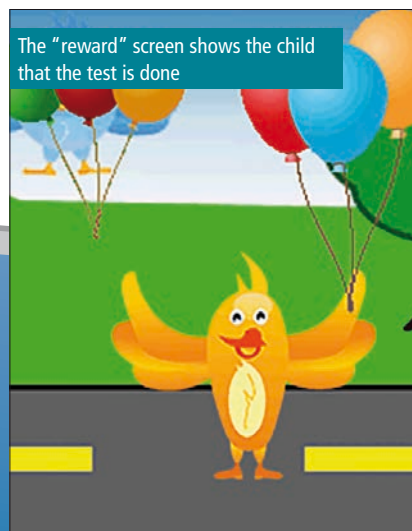
"Let's get ready to watch and listen!"



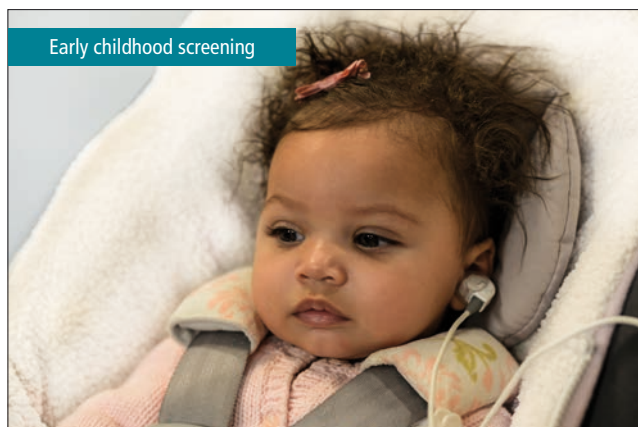
"You see – hearing screening is FUN!"



"Watch the car and wait for the balloons!"



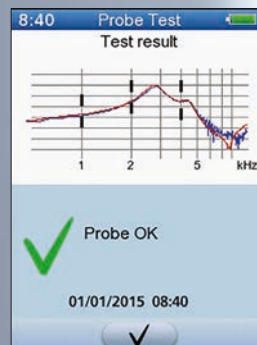
The "reward" screen shows the child that the test is done





Touchscreen navigation

With single touch operation, learning and screening is fast and fun.



Built-in probe test cavity

Makes daily probe check quick and easy.





Madsen[®] Alpha helps to reduce fidgeting and squirming

Hearing screening can be a challenge – not only for the child but for the screener. Natus takes pride in creating intelligent, user-driven solutions that you can trust.

Once the probe is placed in the ear, just a single touch starts the test. That single touch also starts an entertaining cartoon to keep the child engaged and quiet during the test. The cartoon helps to create a friendly, relaxed test environment to decrease test time and increase the number of complete tests.

The Madsen Alpha's high quality and full color touchscreen is appealing to the screener and the child.

In addition to accuracy being at the forefront, the design helps screeners to overcome challenges and gain confidence. The Madsen Alpha is equipped with a built-in probe check cavity, allowing the screener to check the probe in an instant. Simply insert the probe in the built-in cavity and get an automatic and immediate status indication.

Madsen Alpha leaves a BIG impression with its small footprint. Take it room to room, classroom to living room or car seat to booster seat – with the included carrying case, you can take FUN everywhere!

Cartoons and touchscreens make hearing screening FUN for the child and FAST for the tester!

Accessories



Ear tip
4-7 mm, transparent
Item no. 8-68-32104 (50 pcs.)



Ear tip
5-8 mm, blue
Item no. 8-68-32816 (100 pcs.)



Ear tip
7-11 mm, orange
Item no. 8-68-32817 (100 pcs.)



Ear tip
11-15 mm, red
Item no. 8-68-32818 (100 pcs.)



Disposable probe tip
Item no. 1-12-74200
(10 pcs.)



Small tip Kit
Item no. 8-69-43100



Foam tip
Small, medium, large



Probe
Item no. 8-69-41102



Alpha Starter Kit
Item no. 8-69-41350



Label printer
Item no. 8-62-43800



Labels
Item no. 1-26-230

A head start on identifying hearing loss



See more about Madsen Alpha at hearing-balance.natus.com/alpha

¹⁾ Even minimal, undetected hearing loss hurts academic performance, research shows. American Speech, Language and Hearing Association 2004.

²⁾ Eiserman WD, Shisler L, Foust TE, Buhrman J, Winston RL, White KR (2008) Updating hearing screening practices in early childhood settings. *Infants and Young Children*, 21(3): 186-193 193.

³⁾ American Academy of Audiology, www.howsyourhearing.org/hearinglossinchildren.html

⁴⁾ Hoffman, J., Shisler, L., Eiserman, W. (2011). *The Audiologist's Role in Advancing Periodic Hearing Screening in Early Childhood Education Settings* ASHA Access

Healthcare solutions with one thing in mind. You.

©2020 Natus Medical Incorporated. All Rights Reserved. All product names appearing on this document are trademarks or registered trademarks owned, licensed to, promoted or distributed by Natus Medical Incorporated, its subsidiaries or affiliates. P/N 7-26-30800-EN/05.

natus®

Natus Medical Incorporated

natus.com