

*She doesn't know the difference between "clinically proven" and "theoretical" sensitivity.*

*But you should.*

Let Natus Medical help you understand the important difference and how it affects the total cost of your program and each newborn's future.

**Sensitivity** of a newborn hearing screener indicates how well it correctly identifies babies with hearing loss.

**Specificity** indicates how well a screener correctly identifies babies with normal hearing. Therefore, using a clinically proven screening technology that has both high sensitivity and specificity is critical for the success of every hearing screening program.

**However, hearing screening devices are not created equal.** Many devices on the market today report sensitivity and specificity statistics that are not clinically validated; they are "theoretically" determined by a particular statistical method. While this approach may be mathematically sound, it does not validate the performance of the device in the clinical environment with actual newborn testing.

**Natus ALGO AABR<sup>®</sup> technology used in all ALGO newborn hearing screeners has been validated through rigorous, peer-reviewed, clinical studies.** These studies not only specifically screened newborns – and only newborns – but also followed their hearing status to "double-check" the ALGO screener results, usually by a diagnostic test.

**Clinical validation shows the ALGO newborn hearing screeners have 99.7% sensitivity and greater than 97% specificity.** These peer-reviewed, clinical publications are based on nearly 400,000 newborns. As impressive as this number is, it does not reflect the total number of babies screened with ALGO. Millions of babies are screened annually with ALGO, and more than 40 million babies have benefitted from this proprietary technology.

**With their clinically validated sensitivity and specificity, ALGO screeners allow you to reduce total program costs** by reducing false refers and rescreens while reliably identifying babies who need follow-up testing.

We invite you to review our bibliography to see the depth of evidence that stands behind our hearing screener.