

# Get TruHearing<sup>®</sup> to hear better at any age

## Hearing well improves overall health and well-being

Adding TruHearing to your health plan gives your employees with hearing loss high-quality, affordable care, and a healthier, happier life. TruHearing can help your employees and their families hear better by providing access to exams and discounts on hearing aids and hardware. Plus, offering services like TruHearing as a part of your benefits package can help you attract and retain top talent.

### TruHearing features



#### Excellent customer service

TruHearing consultants will help schedule an exam, fitting, and follow-up care with a nearby licensed provider.



#### Improved quality of life<sup>1</sup>

Smartphone apps allow users to adjust their hearing aids and stream their favorite music and shows with Bluetooth<sup>®</sup>.



#### State-of-the-art technology<sup>2</sup>

With technology that lifts voices from background noise, your employees will be able to hear conversations in a crowded room more clearly. They can also get rechargeable batteries that last all day.

### SELF FUNDED

## GIVE YOUR EMPLOYEES COMPLETE HEARING CARE

- ACCESS TO A **LARGE PROVIDER NETWORK**
- RISK-FREE **60-DAY TRIAL PERIOD**
- **ONE YEAR** OF FOLLOW-UP VISITS
- **80 FREE BATTERIES** PER NON-RECHARGEABLE HEARING AID
- **FULL THREE-YEAR** MANUFACTURER WARRANTY

## HELP IMPROVE PRODUCTIVITY

**37% OF EMPLOYEES** WITH UNTREATED HEARING LOSS REPORT **LOSING 5+ HOURS PER WEEK** AT THEIR WORKPLACE.<sup>3</sup>

## 2023 hearing coverage with TruHearing

The TruHearing program includes coverage for a hearing exam and discounts on a range of hearing aids. No matter their lifestyle, budget, or level of hearing loss, your employees will have a variety of options.

Service	Member's cost	Average retail cost	Frequency	Cost to add TruHearing to your health plan
Hearing exam	\$0	\$59–\$95	1 exam, per year	\$0.05 PMPM
Hearing aid – Basic <sup>4</sup>	\$495	\$1,850	1 aid per ear, every 3 years	
Hearing aid – Standard <sup>4</sup>	\$895	\$2,000		
Hearing aid – Advanced <sup>4</sup>	\$1,295	\$2,450		
Hearing aid – Premium <sup>4</sup>	\$1,695	\$3,100		



### Want to add TruHearing to your health plan?

Talk to your Independence Blue Cross account representative, broker, or consultant.

1. Smartphone-compatible hearing aids connect directly to iPhone®, iPad®, and iPod® Touch devices. Some TruHearing models connect to Android® phones directly. Connectivity also available to many Android phones with use of an accessory. TV streaming available through most TVs with use of an accessory. In-app interfacing requires provider activation.

2. Features may vary by model. Activation required.

3. TruHearing survey of employees with hearing loss in the workplace.

4. Price based per hearing aid.

The TruHearing program is provided by TruHearing, Inc., an independent company. TruHearing, Inc. does not provide Blue Cross products or services.

Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association