

AWARENESS

MEMBER EXPERIENCE

NETWORK

PRODUCT CHOICE

TRANSPARENCY



THE CURRENT STATE OF HEARING CARE

- **Average of 4-5 years** for a member to act on a known hearing issue¹
- **Stigma** attached to wearing hearing aids

- **Members with hearing issues** require a higher level of attention during calls and often they rely on the help of family and friends to make the call

- **Members expect options near their home** and prefer a choice of independent audiologists and recognized retail locations

- **Providers expect a choice of devices** to fit a hearing aid to the patient's needs and lifestyle
- **Providers do NOT want** to be required to fit a patient to a specific brand

- **Hearing aids make a difference** when members value and wear them
- **Members expect** a positive experience without surprises and overall satisfaction



THE AMPLIFON SOLUTION

- **Library of materials** to increase awareness, engagement and education
- **Amplifon website** which includes detailed provider search tool, educational blog, and interactive learning features
- **NEW virtual assessment**⁴ to detect hearing loss from the comfort of home

- **Dedicated, experienced Hearing Care Advocates** that specialize solely in hearing and are trained to review benefits, address stigmas, schedule appointments and prepare members and their family for provider visit
- **NEW personalized coaching and on-demand virtual visits** for non-clinical support

- **Nearly 6,000 locations** supported by nearly 5,000 fully contracted and NCQA-credentialed providers at a mix of independent and retail hearing locations
- **95% of providers** have been in network for 5+ years²
- **95% of members** would "definitely recommend" their Amplifon provider³

- **The leading brands of hearing aids**, including the NEW Amplifon hearing aids
- **Hundreds of hearing aids** to address health, technology, and lifestyle needs
- **Flat reimbursement rate for providers**; ensuring fitting based on medical necessity and eliminating the need to up-sell

- **One all-inclusive pricing**; consistent price points regardless of in-network location
- **Aftercare package includes**^{*}:
 - 60-day risk-free trial period
 - 3-year warranty for loss, repairs and damage
 - Battery support or standard charging station

¹MarkeTrak 10: Hearing Aids in an Era of Disruption and DTC/OTC Devices, <https://tinyurl.com/yyy64gaz>

²Internal analysis of Amplifon's provider partners as of 10/7/20

³Based on May 2022 YTD CAHPS survey results for plans with hearing benefits

⁴Virtual assessment does not take the place of a diagnostic exam by a licensed professional.

***Risk-free trial**-100% money-back guarantee if not completely satisfied, no return or restocking fees
Follow-up care for one year following purchase. **Batteries**-three-year supply of batteries (80 cells/ear/year) or one standard charger at no additional cost. **Warranty**-exclusions and limitations may apply. Contact Amplifon 844-267-5436 for details.

