

Why a hearing healthcare benefit for ESAs?

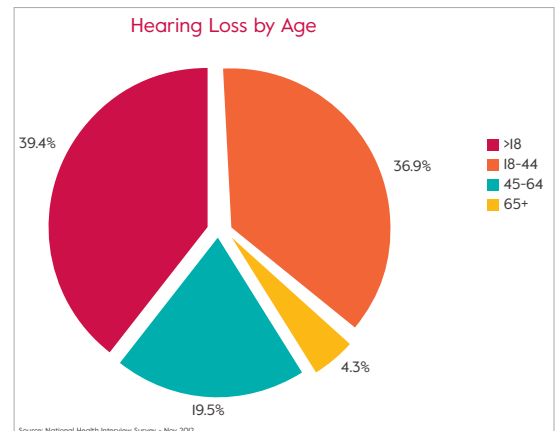
Addressing a pervasive health concern is a win-win proposition

Educational Service Agencies (ESAs) across the country are capitalizing on a win-win proposition by offering their members a hearing healthcare program through Amplifon Hearing Health Care.

Hearing loss is a big — and growing — problem. An estimated 36 million Americans, with the majority still in the workforce, report some degree of hearing loss, according to the National Institute on Deafness and Other Communication Disorders (NIDCD).

Recent studies have shown links between untreated hearing loss and an increased risk for a number of health conditions, including depression, dementia and injurious falls. Conversely, individuals who get help for hearing loss may need less treatment for other health issues, which in turn contributes to lower claim costs. Healthier individuals also require less time off work for clinic visits and hospitalization.

Hearing aids improve more than just hearing. Thanks to amazing advances in technology, about 95% of people with hearing loss can be helped with hearing aids. Those who receive treatment for hearing loss experience other benefits, including improved relationships and enhanced emotional health, according to the Better Hearing Institute.



“ Only about
1 in 5
Americans with
hearing loss
seek help.”

A hearing healthcare program is good for ESAs and for members. With a substantial discount on hearing healthcare services and hearing aids, your members will be motivated to get the help they need. At the same time, you'll enhance your portfolio, strengthening your ability to attract, satisfy and retain members.

About Amplifon Hearing Health Care

Amplifon is an ideal fit for ESAs and their members. The reasons are clear:

- **No program costs** for anyone, ESAs or members, freeing up dollars for other initiatives and benefits
- Excellent **product selection of over 2,300 models** from all ten leading hearing aid manufacturers, designed to accommodate a broad range of needs, preferences and budgets
- A **nationwide network** of credentialed providers
- An Amplifon call center, staffed by **Patient Care Advocates** who follow up with members after their appointments and who respond to any issues or questions
- **Exceptional customer service** as demonstrated by our outstanding Net Promoter Score
- **Comprehensive support**, including co-branded marketing and member education materials, provided at no cost to your organization

To learn more about Amplifon or to join, please contact us at
1-727-336-1035 or email Eric.Gaither@amplifon.com