

HearPO: Discount Hearing Program

Educational materials and tools for your customers



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Your Sounds, Your Life

HearPO
Hearing Benefits Made Simple™
May 2012

The importance of professional hearing care

Question: Which hearing aid delivers the highest consumer satisfaction?
Answer: The hearing aid that comes with...

Seven surprising facts about hearing aids

Nearly 35 Americans have a hearing loss. While the vast majority could be helped by hearing aids, many do not seek the help that is readily available.

One of the biggest obstacles: erroneous and outdated notions about hearing aids.

It's time you know the true story — and some facts that just might surprise you. Today's sophisticated hearing aids and hearing aid features:

- Millions wear hearing aids without giving away their "little secret."
- Modern electronic devices, hearing aids come with increasingly miniaturized features. Because of this, hearing aids can be built tinier than ever — providing a completely in-the-ear (ITE) hearing aid, which fits virtually out of sight.
- Hearing aid sound quality has progressed remarkably. All processing (DSP) and technology features have revolutionized the hearing aid experience, especially when compared with older "analog" hearing aids. They offer more natural, music comes through more true to life, and overall sound is clearer and richer than ever before.
- Hearing aids can provide help where you need it most. People, hearing loss occurs in certain sound frequency regions more than in other frequencies. Hearing aids can be programmed and customized to focus on the areas where help is needed most.
- Hearing aids can help you hear conversation easier in noisy environments. One of the biggest complaints among hearing aid wearers was that they had trouble hearing conversation in noisy environments. This is no longer the case with many advanced hearing aids. Digital noise reduction, directional microphones and other technologies allow wearers to focus more easily on what they're saying with less interference from background noise.
- Hearing aids have become "smart" devices. Today's hearing aids can do much more than just amplify sounds — much like a mobile phone. They can be used for more than just making phone calls. For example, with built-in Bluetooth, you can stream music from a cell phone or iPad directly into the hearing aid, which becomes, in effect, stereo headphones.
- Most hearing aids are customized to the individual.

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You deserve to hear better.

Hearing Health Program Overview

HearPO
Hearing Benefits Made Simple™

Introducing the HearPO Hearing Health Discount Plan

It's easy for you to work with P...

Did you know?

Almost 1 in 9 Americans (34.5 million) suffer from hearing loss, and this number is expected to double by 2030.

95% of hearing loss can be successfully treated with hearing aids.

Americans with profound hearing loss earned an average of \$23,000 less than people with normal hearing.

TURCK Inc.

LOWEST PRICE GUARANTEE* on over 1,000 brand-name hearings aids from several industry-leading manufacturers.

- Significant savings on hearing aids and 30% off on hearing health care services
- 60 day trial period — with no restocking fees
- 3-year warranty and loss & damage coverage** — one of the longest warranties you'll find anywhere on most hearing aids, covers repairs, loss and damage hearing aid, approximately \$75 value
- Free hearing aid batteries for one year mailed directly to your home (80 cells per hearing aid, approximately \$75 value)
- Over 2,700 locations nationwide
- 1 year follow-up care
- Discounted prices extending to family and friends

Hearing Screenings & Hearing Aid Discounts

Valuable Benefits for You and Your Family from Cigna Healthy Rewards

Do you or a family member live with hearing loss? Take advantage of a comprehensive, affordable hearing care program through HearPO, the nation's largest provider of hearing healthcare benefits.

Your HearPO Benefits at a Glance

Guaranteed LOWEST price on hearing aids:*	YES, plus 40% off hearing health care services
Length of hearing aid trial period:	60 day trial with no restocking fees
Length of warranty:	3 years — one of the longest you'll find anywhere
Loss & damage coverage:	YES**
FREE hearing aid batteries:	YES, a \$150 value, mailed to your home
Personalized follow-up care:	1 year

Learn more. Or schedule a hearing screening today. Call toll-free 1-888-713-7664

SAVE THIS SLIP! Or Pass It Along!

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Special Money Saving Offer

\$50⁰⁰ OFF One hearing aid **OR** **\$125⁰⁰ OFF** Two hearing aids!

Call now! 1-866-211-6049

While this coupon is valid, it is subject to the terms and conditions of the offer. Please refer to the coupon for details. Offer expires September 30, 2012. Some restrictions apply. See reverse side.

GO YOU™



Should you need more information or to request materials, contact Angela Norling at: angela.norling@amplifon.com or 1-888-510-0766 ext. 4036