



# Healthy Hearing, Connected Living

## Help Your Members Tune Into Their Hearing Benefits

Did you know?

**48 Million**

Americans live with hearing loss<sup>1</sup> -  
**a silent epidemic**

**29%**

Of seniors who could benefit  
from hearing aids adopt them<sup>2</sup>

**5 Years**

On average before individuals  
take action on hearing loss<sup>3</sup>

## Why the delay?



"My hearing loss isn't  
**that bad**"



**Uncertainty** about  
what to expect



Concerns about  
**cost**

# Turn Hearing Benefits into Healthier, Connected Lives

Partnering with Amplifon Hearing Health Care makes the advantages of your hearing benefit loud and clear — encouraging members with hearing loss to take action.

## Amplifon Delivers Results:

**3x** More searchable hearing education vs. competition<sup>4</sup>

**11%** Greater hearing aid effectiveness<sup>5</sup>

**10%** More usage with remote care<sup>6</sup>

**93%** Of members recommend our provider network<sup>7</sup>

### Broad Network

- **8,800+** provider locations nationwide<sup>8</sup>
- **~90%** of members have a provider within **10 miles** of home<sup>8</sup>

### Quality & Choice

- **Universal provider reimbursement** = care-driven, not sales-driven
- **#1 ranked formulary** with the leading brands<sup>9</sup>

### Member Value

- **Up to 70% savings** off retail<sup>10</sup>
- **Transparent pricing** supports better health

## Better Hearing, Better Outcomes

When members hear better, they live healthier, more independent lives. Amplifon helps reduce risks of **falls, dementia, and depression.**

### Amplifon's Measurable Impact for Plans:

- ✓ Healthier Members
- ✓ Stronger Outcomes
- ✓ Lower avoidable costs

### Proven Member Experience:

Amplifon **surpasses many 5-Star plans on CAHPS**, delivering an exceptional member experience.



Learn more: [amplifonusa.com/deliver-more-value](https://amplifonusa.com/deliver-more-value) or scan here



Top 5 Hearing Quiz

<sup>1</sup>[https://www.hearingloss.org/wp-content/uploads/2023/09/HLAA\\_Hearing\\_Loss\\_Facts\\_and\\_Statistics.pdf](https://www.hearingloss.org/wp-content/uploads/2023/09/HLAA_Hearing_Loss_Facts_and_Statistics.pdf); <sup>2</sup>Reed, N.S., et., al. Prevalence of Hearing Loss and Hearing Aid Use Among US Medicare Beneficiaries Aged 71 Years and Older. JAMA Network Open. 2023;6(7):e2326320. doi:10.1001/jamanetworkopen.2023.26320; <sup>3</sup>MarketTrak IQ: Hearing Aids in an Era of Disruption and DTC/OTC Devices. The Hearing Review. July 31, 2019; <sup>4</sup>April 2025 BrightEdge proprietary analysis of amplifonusa.com on search volume, SEO ranking, non-brand keyword ranking among hearing benefits vendors; <sup>5</sup>Amplifon branded hearing aids 2024 usage internal analysis; <sup>6</sup>Based on Amplifon CG-CAHPS survey results, 2019 – 2025; <sup>7</sup>Amplifon provider network analysis as of May 2025; <sup>8</sup>Amplifon-sponsored surveys of health plan beneficiaries, non-beneficiaries and hearing care providers, October 2021; <sup>9</sup>2025 Amplifon internal analysis. Savings may vary; <sup>10</sup>Amplifon internal analysis of University of Minnesota member study, data as of 2022-2023.