

Healthy Hearing, Connected Living

Help Your Members Tune Into Their Hearing Benefits

Did you know?

48 Million

Americans live with hearing loss¹ -
a silent epidemic

29%

Of seniors who could benefit
from hearing aids adopt them²

5 Years

On average before individuals
take action on hearing loss³

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. competition⁴

11%

Greater hearing aid effectiveness⁵

10%

More usage with remote care⁶

93%

Of members recommend our provider network⁷

Broad Network

- 8,800+ provider locations nationwide⁸
- ~90% of members have a provider within 10 miles of home⁸

Quality & Choice

- Universal provider reimbursement = care-driven, not sales-driven
- #1 ranked formulary with the leading brands⁹

Member Value

- Up to 70% savings off retail¹⁰
- 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 or scan here



CNET

Top 5 Hearing Quiz

⁴https://www.hearingloss.org/wp-content/uploads/2023/09/HLAA_Hearing_Loss_Facts_and_Statistics.pdf. ⁵Reed, 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. ⁶MarketTrak 1Q Hearing Aids in an Era of Disruption and DTC/OTC Devices. The Hearing Review, July 31, 2019. ⁷April 2025 BrightEdge proprietary analysis of amplifonusa.com on search volume, SEO ranking, non-brand keyword ranking among hearing benefits vendors. ⁸Amplifon branded hearing aids 2024 usage internal analysis. ⁹Based on Amplifon CG-CAHPS survey results, 2019 - 2025. ¹⁰Amplifon provider network analysis as of May 2025. ¹¹Amplifon-sponsored surveys of health plan beneficiaries, non-beneficiaries and hearing care providers, October 2021. ¹²2025 Amplifon internal analysis. Savings may vary. ¹³Amplifon internal analysis of University of Minnesota member study, data as of 2022-2023.