

Valued Member,

Did you know the right hearing aid can change your life? That's because treating hearing loss has a wide variety of positive impacts on more than just your ears, including your social life and mental health (MarkeTrak, 2022).

Whole-body health is important to us at [Blue Cross Blue Shield of Michigan]. To help you take steps toward improving your overall wellness, you have access to TruHearing®, a national Blue Cross Blue Shield participating provider.

This discount program ensures you save 30% to 60% off average retail pricing. You can further reduce your out-of-pocket costs by combining these savings with your health plan's hearing aid allowance.*

You have access to the **latest technology with modern features** that make wearing hearing aids more seamless than ever. They:

- Filter out background noise in crowded spaces
- Stream shows and music straight to your ears**
- Control features like volume with your phone***

Buying your hearing aid through TruHearing gives you peace of mind with a **60-day trial period, a three-year full manufacturer warranty and one year of follow-up visits** to ensure your optimal hearing experience.

To schedule your exam, **call TruHearing at [1-855-739-6771] from 8 a.m. to 8 p.m.** Eastern time Monday through Friday. TTY users, call **711**. To learn more about your State Health Plan Medicare Advantage PPO benefits, including hearing aids, visit **bcbsm.com/som** or call Blue Cross Customer Service at **1-800-843-4876** from **8:30 a.m. to 5 p.m.** Eastern time Monday through Friday. TTY users, call **711**. We appreciate being able to help you progress toward your health and wellness goals.

Sincerely,

[Name]

[Title]

More than just your ears.

Research shows addressing hearing loss can impact multiple parts of your life and well-being, including improvements in:



Mental and emotional health



Relationship with spouse or partner



Sense of safety and independence

(MarkeTrak, 2022)

PS: All appointments must be scheduled through TruHearing. See the enclosed flyer for more information.

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Getting started is simple.



1. Contact TruHearing.

Call [1-855-739-6771] and you'll be paired with a dedicated hearing consultant who will answer any questions you have.



2. Find a provider.

Your hearing consultant will match you with a qualified provider near you and schedule your appointment.



3. Go to your appointment.

Your provider will conduct a thorough exam and, if you need a hearing aid, help you choose the right one.

* Retail prices and savings based on a survey of national average retail hearing aid prices compared to average TruHearing pricing. Savings may vary.

** Smartphone-compatible hearing aids connect directly to iPhone®, iPad®, and iPod® Touch devices. Some TruHearing models connect to Android® phones directly. Connectivity also available to many Android phones with use of an accessory. TV streaming available through most TVs with use of an accessory.

*** Ask your provider to enable app features.

TruHearing is an independent corporation contracted by Blue Cross Blue Shield of Michigan to provide hearing services to select Medicare Advantage members.

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Address your hearing loss for less.

Thanks to your [State Health Plan Medicare Advantage PPO] plan, you have access to tremendous savings through TruHearing®. TruHearing's discount program can save you 30% to 60% off retail, and even more when you use your health plan's hearing aid allowance.

William is wearing a Signia® Active Pro hearing aid.

Example pricing per pair

Product	Avg retail price	TruHearing price	Allowance	You pay
[TruHearing Advanced]	\$[5,440]	\$[2,500]	\$[2,600]	\$[0]
⚡ [Signia® 3IX]	\$[4,226]	\$[2,700]	\$[2,600]	\$[100]
⚡ [Widex® SmartRIC™ 220]	\$[4,664]	\$[2,700]	\$[2,600]	\$[100]
⚡ [ReSound NEXIA™ 9]	\$[6,094]	\$[4,500]	\$[2,600]	\$[1,900]
⚡ [Starkey® Genesis® AI 1600]	\$[4,258]	\$[3,100]	\$[2,600]	\$[500]
⚡ [Phonak® Lumity® L-RL 90]	\$[6,698]	\$[4,500]	\$[2,600]	\$[1,900]
[Oticon® Real® 2]	\$[6,036]	\$[3,550]	\$[2,600]	\$[950]

⚡ Rechargeable | Listed products are smartphone-compatible

Your hearing aid purchase includes:



Risk-free **60-day** trial period



One year of follow-up visits



80 free batteries per nonrechargeable hearing aid



Full **three year manufacturer** warranty



Call TruHearing to get started.

[1-855-739-6771] | TTY: 711

Hours: 8 a.m. to 8 p.m. Monday through Friday

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To learn more about your benefits, including hearing aids, visit bcbsm.com/som or call Blue Cross Customer Service at **1-800-843-4876** Monday through Friday from **8:30 a.m. to 5 p.m.** Eastern time. **TTY users, call 711.**

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can impact your overall health and well-being,
including improvements in:



Mental and emotional health

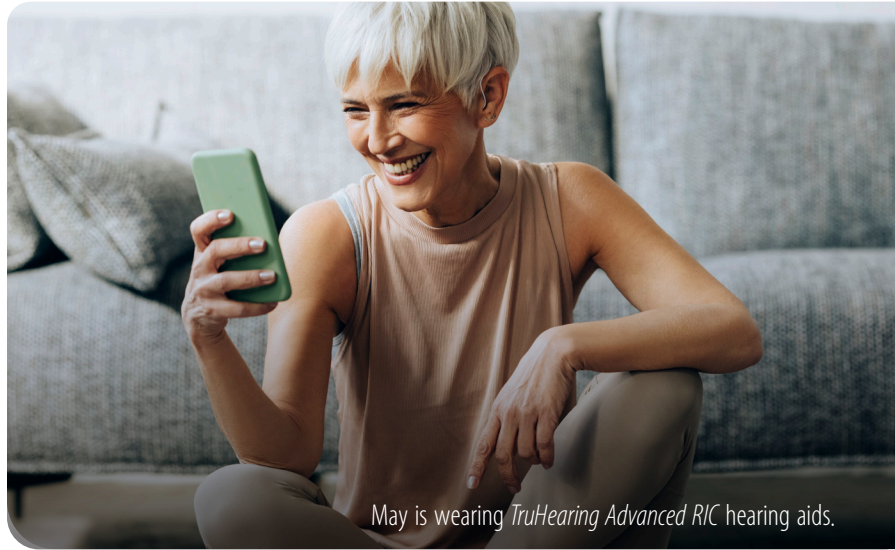


Relationship with spouse or partner



Sense of safety and independence

Source: (MarkeTrak, 2022)



May is wearing *TruHearing Advanced RIC* hearing aids.

The best tech for less

Enhanced speech clarity

to understand voices above
background noise

Bluetooth® streaming

from your phone for convenient calls,
music, movies and more

Fuss-free rechargeability

up to 36 hours with portable
charger options



Schedule an exam

[1-855-739-6771] | TTY: 711

Hours: 8 a.m. to 8 p.m. Monday through Friday



Learn more

[TruHearing.com/BCBSM-HS]

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