



**Did you know that 51% of US adults report having hearing loss?**<sup>1</sup> Additionally, hearing loss in the US is more prevalent than all types of cancer, heart disease, and diabetes.<sup>2</sup>

## Hearing loss has hidden costs.



Letting hearing loss go untreated can take a significant toll on an individual's life and health, including



46% higher healthcare costs, more inpatient stays, and greater risk for 30-day hospital readmission<sup>3</sup>



Increased risk of psychological distress, loneliness and social isolation, and utilization of mental health services<sup>4,5</sup>



Negative impacts in the workplace such as reduced productivity, absenteeism, and premature retirement<sup>6,7</sup>

## Premier partnership

TruHearing works to ensure our clients receive a flawless experience every step of the way.

- 20+ years of experience partnering with 85+ payors
- 4.7/5 partner satisfaction level among payors<sup>9</sup>
- Hands-on, proactive support for implementation, administration, and marketing
- Mature compliance program, with broad experience completing successful audits

## Customer commitment

From the first phone call to ongoing education, TruHearing is here to ensure our customers have the guidance and support they need along their journeys to better hearing.

- Ranked #1 in patient experience by providers<sup>10</sup>
- 78% of TruHearing customers are more likely to stay with their plan after using TruHearing<sup>11</sup>
- 7,250+ provider locations ensure 88% of the US population lives within 10 miles of a provider<sup>12</sup>
- NCQA accreditation in credentialing and recredentialing



TruHearing was able to integrate their program into ours with minimal operational resources, saving us valuable time and money and giving the beneficiaries a value-added benefit."

—TruHearing client



# Everyone deserves hearing care. We're here to help.



Among people aged 20-69, 84% of those who could benefit from hearing aids have never worn them, with financial factors being a common barrier.<sup>8</sup>

Hearing benefits help people reconnect to the richness of life. Like other ancillary benefits, such as vision or dental, offering hearing health coverage ensures you are competitive and providing benefits that improve overall health.



**TruHearing® offers configurable solutions to meet your needs.**

**Flexible benefit solutions** with copays, allowances, or other coverage options

**Value-optimizing formularies** with technology from the top 6 manufacturers

**Affordable solution funding** structured as fee-for-service (FFS) or per member per month (PMPM)

## TruHearing®

To learn more about how TruHearing can help you enhance your benefit offerings, contact us at

**HearToHelp@TruHearing.com**

**1-844-235-0595**

<sup>1</sup> Attitudes and Actions Towards Hearing Health: Summary Report of US Adults Ages 18+<sup>+</sup>. American Speech-Language-Hearing Association. 2021. <sup>2</sup> Tables of Summary Health Statistics. National Health Interview Survey. National Center for Health Statistics. <https://www.cdc.gov/nchs/nhis/shs/tables.htm> <sup>3</sup> Trends in Health Care Costs and Utilization Associated with Untreated Hearing Loss Over 10 Years. JAMA Otolaryngol Head Neck Surg. 2019. <sup>4</sup> Association of Hearing Loss with Psychological Distress and Utilization of Mental Health Services Among Adults in the United States. JAMA Netw Open. 2020. <sup>5</sup> Hearing Loss, Loneliness, and Social Isolation: A Systematic Review. Otolaryngol Head Neck Surg. 2020. <sup>6</sup> Social and Economic Costs of Hearing Loss in New Zealand. The National Foundation for the Deaf. 2016. <sup>7</sup> Working for Change 2018: Workplace Experiences Survey Results. The Royal National Institute for Deaf People. 2018. <sup>8</sup> Based on calculations by NIDCD Epidemiology and Statistics Program staff using data collected by (1) the National Health Interview Survey (NHIS) annually for number of persons who have ever used a hearing aid [numerator], and (2) periodic NHANES hearing exams for representative samples of the U.S. adult and older adult population [denominator]. <sup>9</sup> TruHearing client satisfaction survey. 2022. <sup>10</sup> Double-blinded survey among audiologists and hearing instrument specialists conducted by TruHearing. January 2022. <sup>11</sup> 2023 TruHearing post-purchase enrollee survey. <sup>12</sup> Internal analysis of TruHearing's provider network. 2023.

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## TruHearing®

# Is there a gap in your benefit offerings?

Hearing coverage, like other ancillary benefits, gives you a competitive advantage and an opportunity to prioritize whole-person health.