

# 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One of the biggest obstacles: erroneous and outdated notions about hearing aids.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 casings. Because of this, hearing aids can be built tinier than ever — providing a sleek, discreet look.
- Without sacrificing many popular features and options. The very smallest are completely in-the-ear (ITE) hearing aids, which fit snugly 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 make natural music, music comes through more true to life, and overall sound is clearer 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 to raise their voice to be heard. 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 hearing aid 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.

**HearPO**  
Hearing Benefits Made Simple™

**You deserve to hear better.**

Hearing Health Program Overview

**HearPO**  
Hearing Benefits Made Simple™

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

**Introducing the HearPO Hearing Health Discount Plan**

**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 hearing 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
- Free hearing aid batteries for one year mailed directly to your home (80 cells per hearing aid, approximate \$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.

**1990MISC**

**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**

\*Competitor coupon required for verification of price and model. Limited to manufacturers offered through the HearPO program. Local provider quotes only will be matched.  
\*\*Some exclusions apply. Limited to one-time claim for loss and damage.  
See Reverse side.

**SAVE THIS SLIP! Or Pass It Along!**

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**HearPO**  
Hearing Benefits Made Simple™

**Special Money Saving Offer**

**\$50<sup>00</sup> OFF** One hearing aid **OR** **\$125<sup>00</sup> OFF** Two hearing aids!

Call now! 1-866-211-6049

While this coupon is valid to use at all ages of all ages.

Limited Time Offer: Expires September 30, 2012

Please forward coupon to HearPO at the time of purchase. This coupon is not valid with any other offers.

Some restrictions may apply. See reverse side for details. Offer good through the HearPO program. This coupon is not valid with any other offers.

**GO YOU<sup>SM</sup>**



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