

TruHearing® Hearing Aid Discount Program

At VSP® Vision Care, we care about the overall health of our members, and we're committed to helping them experience life to the fullest.

All VSP members can receive deep discounts on some of the most popular digital hearing aids on the market from TruHearing®. TruHearing is a discount medical organization that contracts with a national network of audiologists and hearing instrument specialists for aggressive discounts on state-of-the-art digital hearing aids.

Like vision loss, hearing loss can have a huge impact on both workplace productivity and home life. In fact, the largest hearing impaired group in the United States is comprised of those under the age of 65—many of whom are still in the workforce and leading active lives. With the average cost of a pair of hearing aids topping \$5,000, it's no wonder that 70% of the more than 30 million Americans who need hearing aids don't have them because they can't afford them.

The TruHearing special offer consists of two options:

- **ValueAdd™ Program** – All VSP members and their dependents automatically have free access to the ValueAdd Program, which offers an average 25% discount on hearing aids.
- **MemberPlus™ Program** – VSP members can also choose to upgrade with TruHearing to the MemberPlus Program at a reduced rate exclusively for VSP members to enjoy an average savings of 50%.

Best of all, if a member already has a hearing aid benefit, this special offer can be combined with their existing benefit to maximize their benefit and reduce their out-of-pocket expense.

Compare the TruHearing programs on reverse.

Hearing Loss Is Growing Among Younger Americans

One in 14 people aged 29-40 and one in six aged 41-59 has a serviceable hearing loss.*

Nearly 15% of school-aged children have hearing challenges and one in five American teens has a slight hearing loss.**

**Better Hearing Institute*

***Journal of the American Medical Association*

TruHearing® Program Comparison



VSP members can choose between two options, the ValueAdd Program and the MemberPlus Program, which feature:

		
Membership fee for VSP members and covered dependents	FREE	\$97 annual membership fee
Additional guest member upgrade to add up to four individuals not covered by your insurance (parent, sibling, uncle, etc.)	Not available	\$71 annual membership fee per guest member
Average discount on all-digital hearing aids from three leading manufacturers	25%	50%
Comprehensive hearing evaluation for a discounted rate of \$75	✓	✓
48 batteries with initial purchase; 60 free batteries per aid each year	✓	✓
Combine with existing hearing aid benefit	✓	✓

To learn more about this VSP member exclusive offer,
visit specialoffers.vsp.com/truhearing.