



 **amplifon** Hearing
Health Care

Today's Presenter



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Today's Presenter



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22

Years in Business

100+ million #1

Americans Covered

In Distribution

5,400+

Contracted, Credentialed Locations

56%

Average Savings Off
MSRP

Agenda

Where Hearing Health Care Is Heading

The Value We Provide

What our Partnership Could Look Like

Where Hearing Health Care Is Heading

Hearing Loss is a Serious Issue

36 million

Americans struggle with hearing loss, and that number is expected to double by 2030

1 in 4

Workers exposed to high noise levels develops hearing loss

\$23,000

Americans with profound hearing loss earn \$23,000 less per year

Illness

Hearing loss can be an indicator of other illnesses and diseases

65% of the people with hearing loss are in the workforce.

School teachers have one of the highest hearing loss rates of all professions.

The Hidden Costs of Hearing Loss

Members with hearing loss have 33% higher health care costs

2x

Higher Risk of
Depression

3x

Higher Risk for
Catastrophic Falls

5x

Higher Risk of
Dementia

Hearing Loss & Other Serious Health Issues

CARDIOVASCULAR DISEASE

Could the ear be a window to the heart? Hearing loss and CVD are linked



DEPRESSION

Symptoms go down, quality of life goes up with hearing aid use



ALZHEIMERS & DEMENTIA

Dementia risk may be up to 5x higher with hearing loss



CHRONIC KIDNEY DISEASE (CKD)

Moderate CKD associated with 43% increased risk of hearing loss



DIABETES

Hearing loss is 2x as likely for those with Diabetes



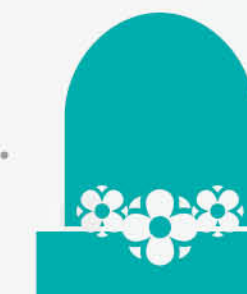
HOSPITALIZATION

32% more likely for older adults with hearing loss



FALLING

Hearing loss tied to 3-fold risk of falling



MORTALITY

Hearing loss tied to greater risk of dying for older men

A young man is shown from the side, wearing a white long-sleeved shirt and a black backpack. He is holding a smartphone in his right hand and has earbuds in his ears. The background is a blurred city street with a blue and green bus and a yellow traffic sign.

These people are
our family and friends.

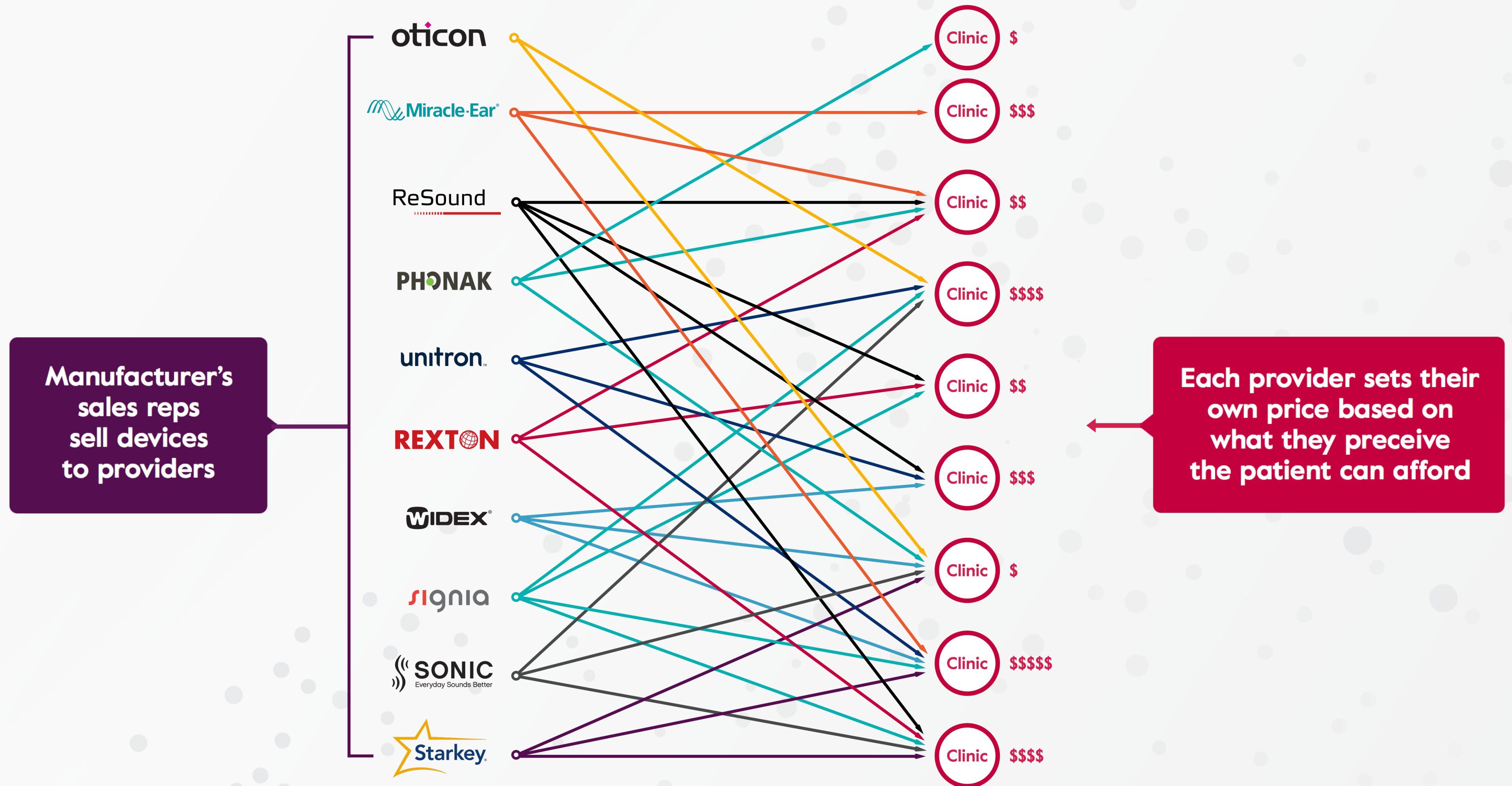
The Bottom Line

**Hearing health
care is no longer
a nice-to-have**

However

**Complexity in the industry
puts health plans and
their members at
a disadvantage**

How the Hearing Aid Industry Works



Amplifon Sets Fixed, Transparent Pricing

oticon

Miracle-Ear®

ReSound

PHONAK

unitron™

REXTON

WIDEX®

signia

SONIC
Everyday Sounds Better

Starkey

Amplifon negotiates on behalf of members to set consistent product prices in all network clinics nationwide.

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

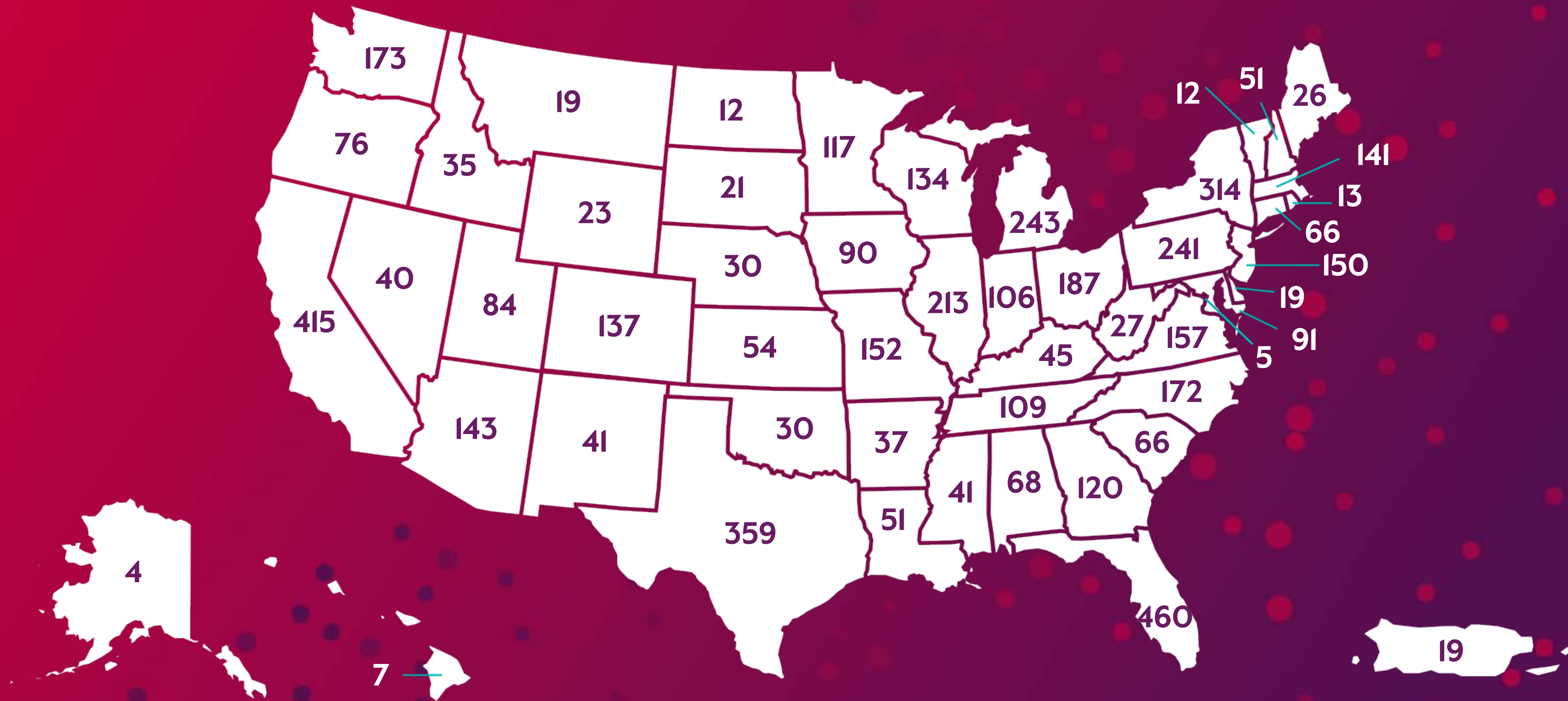
Clinic \$\$

Clinic \$\$

The Value We Provide

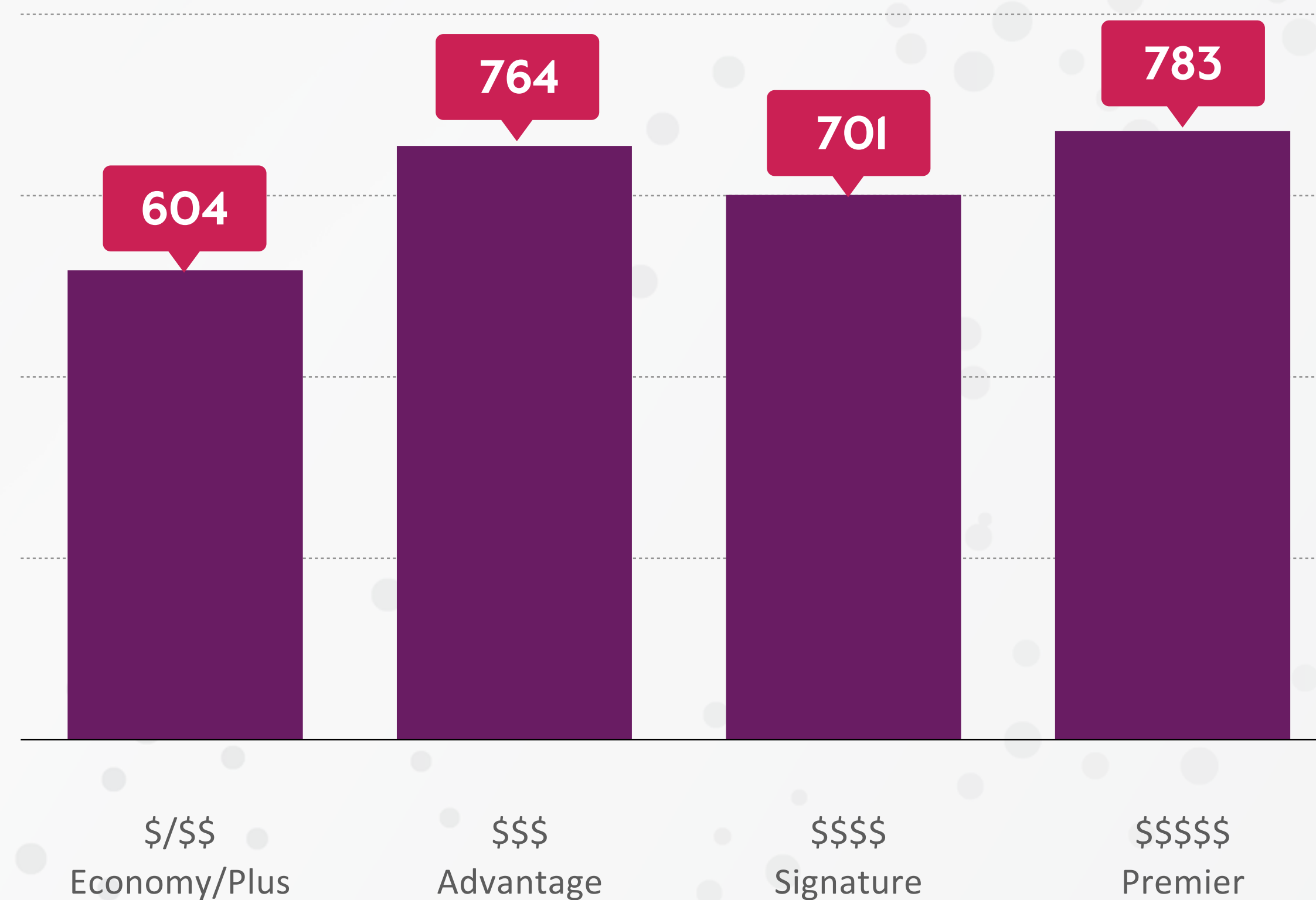
5,400+ Clinic Locations

78% of U.S. population is within 10 miles



Over 2,800 Hearing Aid Products

at every price point, for every kind of loss



Amplifon Is Not Owned By a Manufacturer and Offers the World's Best Brands

PHONAK

unitronTM



REXTON

oticon

WIDEX[®]

 **Miracle-Ear**[®]

signia

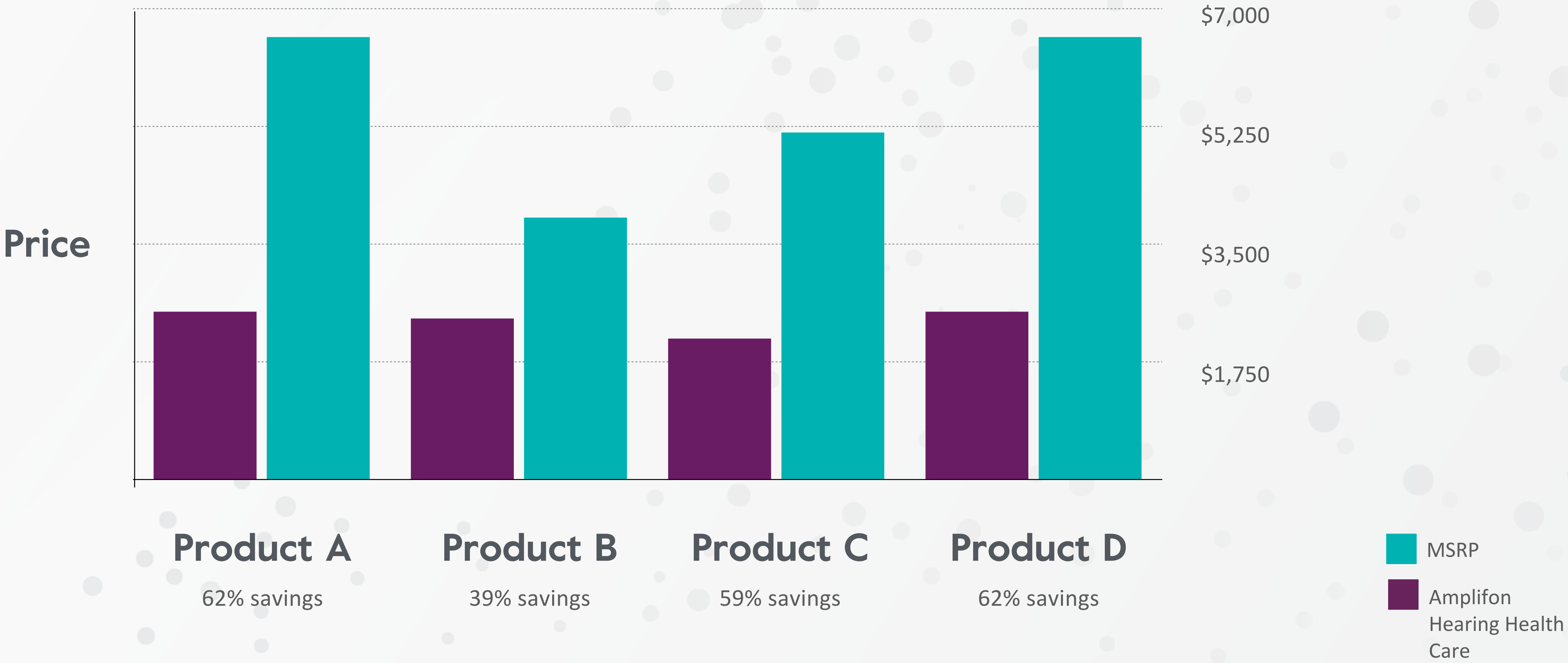
(Formerly Siemens)

 **SONIC**[®]
innovations

ReSound


\$2,700 Average Savings off MSRP

56% savings off MSRP



The process is simple!

1

Member calls Amplifon on dedicated 1-800 # or searches for provider online.

2

Patient Care Advocate answers questions and assists in making appointment. Information sent to member prior to appointment.

3

Member visits clinic for hearing test. If hearing aids are necessary, member receives discounted price on hearing package.

A woman with dark, curly hair and a purple top is looking directly at the camera. The background is a bright, out-of-focus indoor setting.

**Our Patient Care
Advocates answer
in 30 seconds.**

Our Member Experience

our return rate is less than half the 19.5% industry average



60-Day
No-Risk Trial



Lowest Price
Guarantee



No Interest
Financing



Loss and Damage
Protection



1 Year of
Free Care



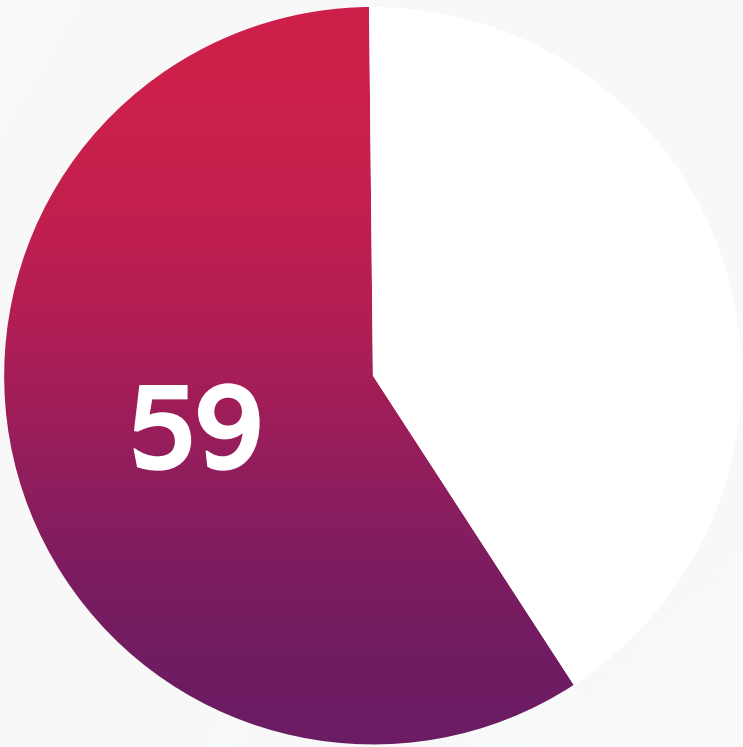
2 Years of
Free Batteries



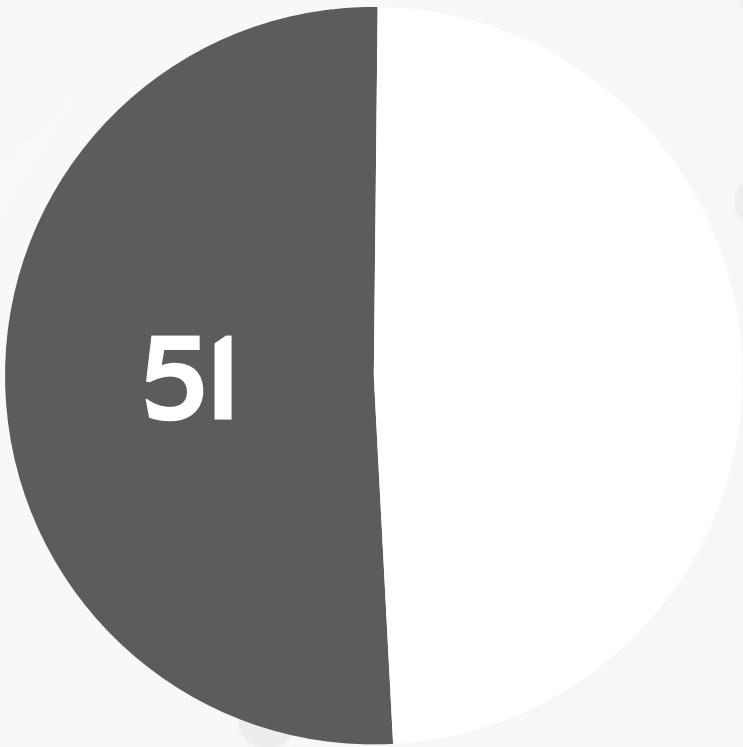
3 Year
Warranty

Outstanding Net Promoter Score

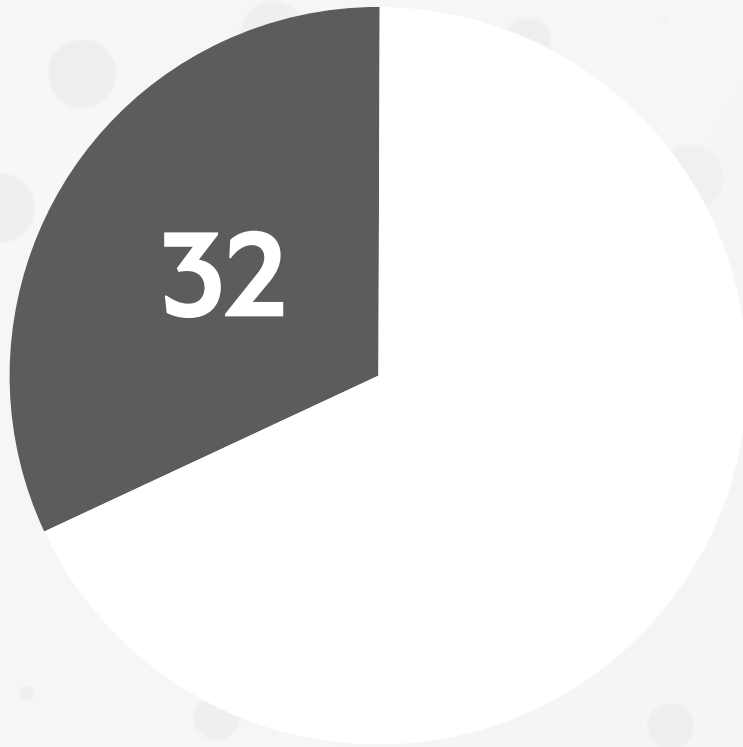
as evaluated by Satmetrix (50 is considered excellent)



Amplifon Plan
Members



Apple iPhone
Owners



Allstate Life Insurance
Policy Holders

What our Partnership Could Look Like

Our Partnership Options

each upgrade reduces the cost of claims and administration

Discount Program

Our easiest way to get started.

—

No Cost to the Plan or Member

No Enrollment Forms

59% off Retail Pricing

Unique, Branded

Toll Free Number

Free Member Communications

Basic Reporting

In-Network Benefit

All discount program benefits, plus:

—

Billing on Behalf of the Member

Insurance Verification

Dedicated Account Management Team

Exclusive, In-Network Benefit

All in-network benefits, plus:

—

Blocked Codes

Control A/R

Maximum Savings

Administrative Support for Credentialing and Network Management

Program Customization

Advanced Reporting

The Amplifon Difference

Driving quality and satisfaction for your organization and members



Dedicated
Account Manager



No Cost Custom
Communication Program



Economies
of Scale



Outstanding Customer
Service Experience



Detailed Utilization
Reporting



Bundled
Pricing

Custom Communication Program Guides Members Through Their Hearing Health Care Journey

MEMBER
NEEDS

“I (or someone I know) am having an issue with my hearing so I need information to help identify the problem or symptoms.”



AWARENESS

“What are my options for addressing hearing loss and what criteria are needed to make an informed choice?”



ACTIVATION

“I’ve decided to seek professional care and purchase hearing aids.”



ADOPTION

KEY
MESSAGES

- Signs of hearing loss
- Causes of hearing loss
- Check for hearing loss
- Where to go for more information

- How hearing loss impacts your life
- Options for treating hearing loss
- What my “benefit” gets me
- Patient experience with Amplifon

- Where to go for help
- Cost / financing hearing aids

COMMUNICATION
MIX

Print

Direct mail • Brochure

Digital

Custom page (amplifonusa.com/client) • Content for partner website • Email

Sales & Operations Support

Training presentations and FAQs

Print

Flyers with money saving offer • Stuffer

Digital

Email • Social media • Member engagement hub

Print

Direct mail with FSA/HRA reminder

Digital

Content for partner website • Email

Communication Tools

Available at no cost to the plan

Print

Direct mail, flyers, brochures, stuffers, ID cards

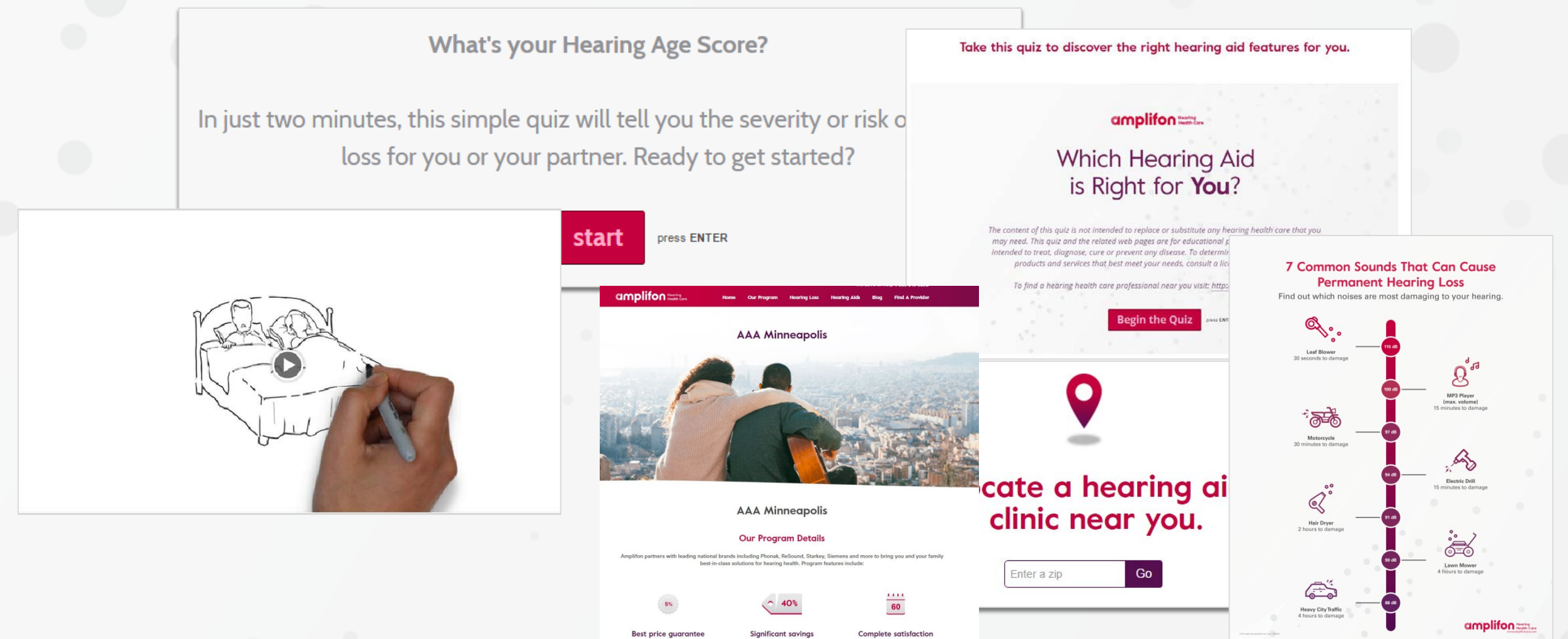
Digital

Engagement tools, landing page, intranet, email, shareable content (social posts and blog articles), videos



Sales & Operations Support

Presentation slides, sell sheet, talking points and FAQs,
email templates, shareable content (social media and articles)



Q&A

Next Steps