Today’s Presenter

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Today’s Presenter

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22 Years in Business
100+ million Americans Covered
#1 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.

**Alzheimer's & 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.
These people are our family and friends.
The Bottom Line

Hearing health care is no longer a nice-to-have
Complexity in the industry puts health plans and their members at a disadvantage.

However
How the Hearing Aid Industry Works

Manufacturer’s sales reps sell devices to providers

Each provider sets their own price based on what they perceive the patient can afford
Amplifon Sets Fixed, Transparent Pricing

Amplifon negotiates on behalf of members to set consistent product prices in all network clinics nationwide.
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
$2,700 Average Savings off MSRP

56% savings off MSRP

Price

Product A  
62% savings

Product B  
39% savings

Product C  
59% savings

Product D  
62% savings

MSRP

Amplifon Hearing Health Care
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.
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**
- **365 Days of Free Care**
- **2 Years of Free Batteries**
- **3 Year Warranty**
Outstanding Net Promoter Score

as evaluated by Satmetrix (50 is considered excellent)

59

51

32

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.

<table>
<thead>
<tr>
<th>Discount Program</th>
<th>In-Network Benefit</th>
<th>Exclusive, In-Network Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our easiest way to get started.</strong></td>
<td>All discount program benefits, plus:</td>
<td>All in-network benefits, plus:</td>
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<tr>
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<tr>
<td>No Cost to the Plan or Member</td>
<td>Billing on Behalf of the Member</td>
<td>Blocked Codes</td>
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<tr>
<td>No Enrollment Forms</td>
<td>Insurance Verification</td>
<td>Control A/R</td>
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<tr>
<td>59% off Retail Pricing</td>
<td>Dedicated Account Management Team</td>
<td>Maximum Savings</td>
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<tr>
<td>Unique, Branded Toll Free Number</td>
<td>Free Member Communications</td>
<td>Administrative Support for Credentialing and Network Management</td>
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<tr>
<td>Basic Reporting</td>
<td>Basic Reporting</td>
<td>Program Customization</td>
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<tr>
<td>Free Member Communications</td>
<td>Advanced Reporting</td>
<td>Advanced Reporting</td>
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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**

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

**ACTIVATION**

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

**ADOPTION**

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

**KEY MESSAGES**

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

**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