



# Arkansas Blue Cross and Blue Shield Vision TruHearing Hearing Aid Discount Program

Great news! Arkansas Blue Cross and Blue Shield Vision members can **save up to 60% on the latest brand-name** hearing aids. Dependents and even extended family members are eligible for exclusive savings, too.

Because Arkansas Blue Cross Vision teamed up with VSP® Vision Care to offer vision plans, our members have access to VSP's exclusive package of add-on discounts like the hearing aid deal.

## Hearing loss is growing in the workplace

Like vision loss, hearing loss can have a huge impact on productivity and overall quality of life. Unfortunately, of the over 38 million people who need hearing aids, only one in five has them. Cost is often a major factor.

**96% of customers surveyed would recommend  
TruHearing to their friends and family.\***

## More Than Just Great Pricing

### TruHearing provides members with:

- Three provider visits for fitting and adjustments
- A 45-day trial
- 3-year manufacturer's warranty for repairs and one-time loss and damage replacement
- 48 free batteries per hearing aid

### Plus, members get:

- Access to national network of more than 3,800 hearing healthcare providers
- Straight-forward, nationally fixed pricing on a wide selection of the latest brand-name hearing aids
- Deep discounts on batteries shipped directly to their door

Best of all, if your organization already offers a hearing aid benefit, members can combine it with TruHearing prices to reduce their out-of-pocket expense even more.

## Here's how it works:

### 1. Members call TruHearing.

Members and their family call **877-396-7194** and mention VSP.

### 2. Schedule exam.

TruHearing will answer questions and schedule a hearing exam with a local provider.

### 3. Attend appointment.

The provider will make a recommendation, order the hearing aids through TruHearing and fit them for the member.



Arkansas  
**BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

Call **877-396-7194** with questions about this exclusive benefit opportunity.

\*Based on a 2013 satisfaction study of VSP members.

VSP is providing information to its members, but does not offer or provide any discount hearing program. The relationship between VSP and TruHearing is that of independent contractors. VSP makes no endorsement, representations or warranties regarding any products or services offered by TruHearing, a third-party vendor. The vendor is solely responsible for the products or services offered by them. If you have any questions regarding the services offered here, you should contact the vendor directly. TruHearing offers individuals the opportunity to purchase hearing aids at discounted prices, including individuals covered by self-funded health plans not subject to state insurance or health plan regulations. TruHearing is not insurance and not subject to state insurance regulations. TruHearing provides discounts to certain health care groups for hearing aid sales and services; TruHearing provides fitting, programming and three adjustment visits at no cost; the member is obligated to pay for testing, and all post-fitting hearing care services, but will receive a discount from those health care providers who have contracted with TruHearing. Not available directly from VSP in the states of Washington and California. © 2015 Arkansas Blue Cross and Blue Shield. VSP is a registered trademark of Vision Service Plan. All rights reserved.