**Project: 2018 Amplifon Hearing Health Care Explanation of Benefits Stuffer**

Create a 3.65” x 8.5” 2-sided piece that promotes the Amplifon Hearing Health Care benefit to health plan member. Our stuffer (no folds) will be included with an 8.5” x 11” folded Explanation of Benefit statement in a #10 envelope.

Branding would be Amplifon Hearing Health Care logo and colors. Brand guidelines are attached.

We are looking for at least three design options: one for each of our calls to action listed below.

**Call to action 1:** Let us help make sense of your hearing coverage. Check your benefit today. Use offer code: SoundSavings at time of fitting for an additional $50 off your hearing aid device.

**Call to action 2:** Set a screening appointment today. Use offer code: SoundSavings at time of fitting for an additional $50 off your hearing aid device.

**Call to action 3:** Why wait? Visit our pricing guide for substantial savings on the top 10 hearing aid manufacturers. Use offer code: SoundSavings at time of fitting for an additional $50 off your hearing aid device.

This piece needs to be eye catching as it only has a few seconds to grab the recipient’s attention. A clean, simple design using icons/imagery to get the message across. Helpful background would be a visit to our website [www.amplifonusa.com](http://www.amplifonusa.com).

**Side One:**

*Headline:* **Did you hear? You have access to hearing healthcare too!**

Cigna members can take advantage of a comprehensive, cost-effective hearing health care benefit through Amplifon Hearing Health Care.

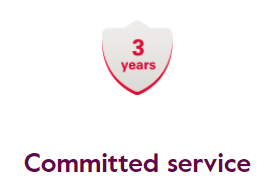
*Sub-header:* **Your Amplifon Hearing Health Care Benefits at a Glance**

Length of hearing aid trial period: 60-day trial with no restocking fees

*Potential icon:* 

Length of warranty: 3 years+

Loss & damage coverage: Yes+

*Potential Icon:* 

Personalized follow-up care: 1 year

*Design an icon*

FREE hearing aid batteries: Yes, a $150 value, mailed to your home

*Potential Icon:* 

*Call to Action* (use 1,2 or 3) along with Call toll-free 1-888-487-6863.

*Needed disclaimer:* + Some exclusions apply. Limited to one-time for loss and damage.

**Side two:**

*Headline:* **Don’t neglect your hearing**.

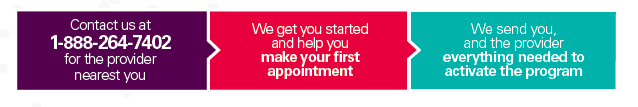
**Here’s how Easy it is to access your benefit:**

1. Call **1-888-487-6863** to select your nearest hearing healthcare professional. You can also visit us at **www/amplifonusa.com/healthyrewards**.
2. A Patient Care Advocate will explain the Amplifon process, obtain your mailing information and assist you in making the appointment with a hearing care professional.
3. Amplifon will send information to you and the provider prior to the appointment. This will ensure your Amplifon hearing program is activated.

*Note: here is a clipping from our website that more visually reflects the text above. Prefer to use a more visual approach to the text above. Phone number should be 888-487-6863 as listed above.*



*Or another visual:*



*Needed disclaimer:*

This hearing aid benefit is made available through your employer’s health benefit plan administered by Cigna. You will be required to pay any amount over and above your benefit limit, as well as a deductible or coinsurance if any applies, at the time of delivery of hearing aids/supplies. Amplifon Hearing Health Care, Corp. is not an agent of Cigna and is solely responsible for any care, products, or services they provide.

The Healthy Rewards discount program is separate from your medical benefits. If your plan includes coverage for any of these services, this program is in addition to, not instead of, your plan benefits. **A discount program is NOT insurance and you must pay the entire discounted charge.** Some Healthy Rewards programs are not available in all states and programs may be discontinued at any time. Participating providers are independent contractors solely responsible for any care, products, or services provided.

All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Cigna Health and Life Insurance Company. The Cigna name and logo are registered service marks of Cigna Intellectual Property, Inc. All other service marks are the property of their respective owners.

*Other footer info to include:* ©2018 Amplifon Hearing Health Care, Corp.

1234MISC/Cigna/HealthyRewards