# BROCHURE: Prospect Brochure

[Page 1 - Cover Page]

## It’s time for better hearing.

*Learn how to make better hearing happen.*

[Logo and phone number at bottom of cover page]

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[Page 2 - Pull quote to be designed with a big photo]

*Did you know: 1 in 9 Americans have hearing loss.*

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[Page 3 - Don’t wait]

## You've waited long enough.

It takes the average person 7-10 years of struggling with their hearing to finally seek professional help. And for good reason – experiencing hearing loss is frustrating, overwhelming and scary so it can take a while to acknowledge it’s a real problem. But it’s also incredibly common with 36 million Americans having some degree of hearing loss.

## Nobody has perfect hearing.

Everybody’s ears are different and hearing usually declines as we age. But hearing loss is more than a minor nuisance. It can have a direct impact on your physical and mental health. Studies show that untreated hearing loss can be associated with other conditions like diabetes, dizziness, falls, strained relationships, compromised safety, depression and low self-esteem.

[CTA at bottom of page]

Take the next step towards better hearing.

Call 1-888-713-7659 to schedule your appointment.

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[Page 4 - Did You Know?]

## Hearing loss affects everyone.

You’ve probably noticed that the more you talk about hearing loss, the more other people share their stories of how it’s affected them or the people they love. Did you know that…

* 7% of Millennials can’t hear high-pitched sounds
* 7% of Generation Xers already have hearing loss
* One out of six Baby Boomers suffer from hearing loss
* Approximately one-third of people over 65 are affected by hearing loss

[Who has hearing loss pie chart]

## Who has hearing loss?

64% - Aged 55+

33% - Aged 19-54

3% - Aged <18

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[Page 5 - Hearing Aids]

## The sooner you get your hearing treated, the better.

95% of all Americans who experience hearing loss could be successfully treated with hearing aids. And while hearing aids have developed a bad rap over the years, so much has changed in hearing aid technology. Never before have hearing devices been so comfortable, easy-to-use and discreet all at once. It’s time to stop missing out on the conversations and start enjoying the sounds of your life again. Don’t miss one more joke, giggle or bird chirp again.

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[Page 6 - Social Proof Stat or Quote]

*“I love my hearing aids! What a difference they make in my life. My daughter loves them too. She doesn’t have to repeat anything anymore, because now I hear every word!”*

*- Marilyn, Amplifon Patient*

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## Get the help you need with the Amplifon Essential Plan.

We know how tough hearing loss can be – that’s why we developed the Amplifon Essential Plan. But what specifically about our program do our members love?

- **Support:** A dedicated Patient Care Advocate to walk you through the entire process and connect you with an Amplifon provider

* **Convenience:** Outstanding hearing providers located near you
* **Expertise:** Licensed providers who must complete our extensive credentialing process
* **Choices:** A variety of hearing aid choices from the industry’s leading brands like Oticon, Phonak and Starkey
* **Value:** High quality products at the lowest possible price

## Ready to take the next step towards better hearing?

Here’s how to access the program:

1. Call Amplifon at 1-888-445-6519 and we’ll find you a trusted provider.
2. We’ll walk you through the process and help you schedule an appointment.
3. We’ll send the appointment details to both you and your provider.

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[Page 8: Back Cover] Amplifon Logo Updated Address Phone number

URL