

Helping <Insert Health Plan Name> Achieve Your Goals

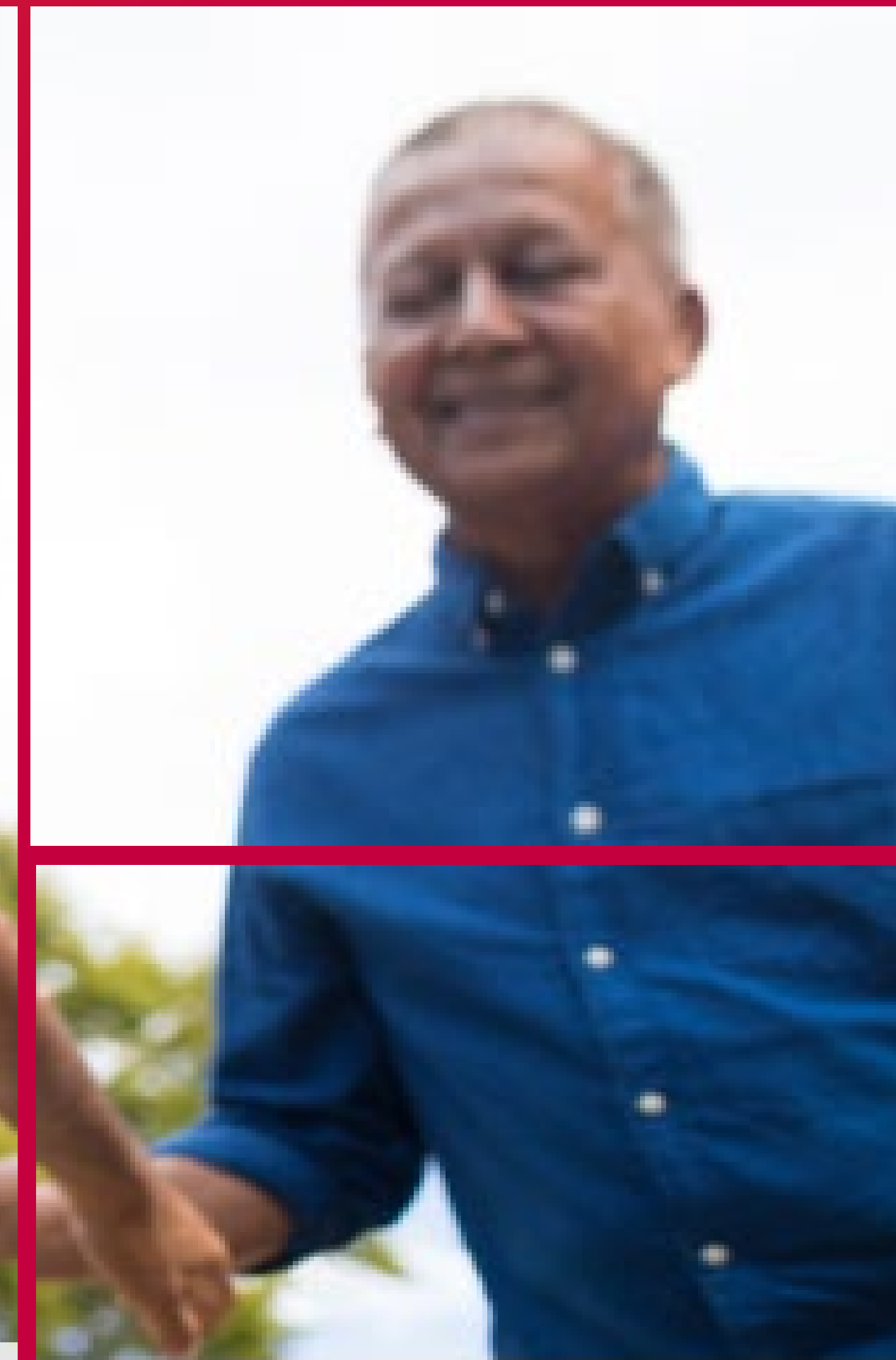
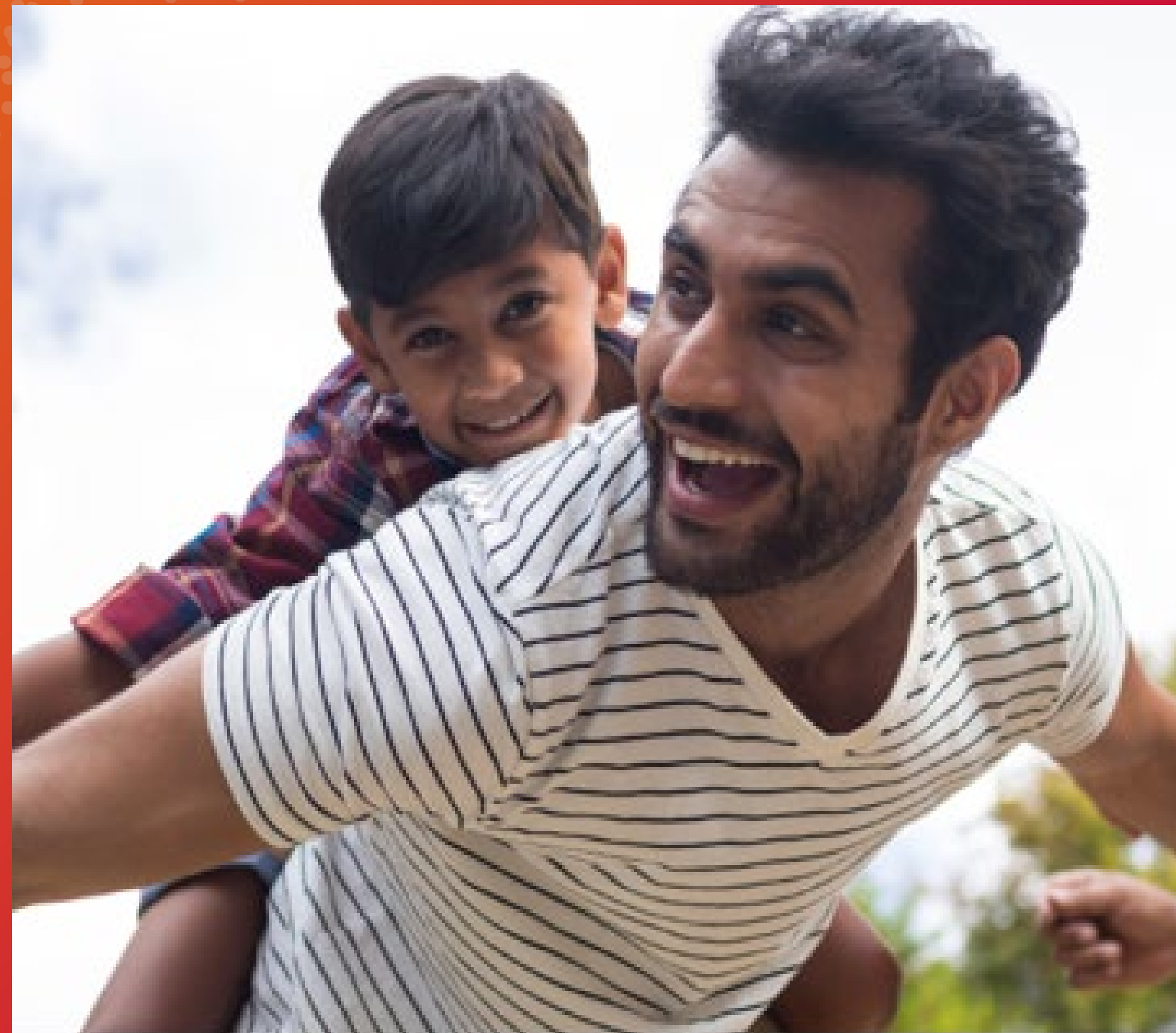
Partnering to Attract & Retain Medicare Advantage Members

amplifon Hearing Health Care



Better Together

Helping <Insert Health Plan Name> Achieve Your Goals



Better Together

Partnering with <Health Plan Name> to <Insert Win Strategy>

amplifon Hearing
Health Care



Winning the Medicare Market

Hearing Benefit Solutions that Redefine Expectations, Differentiate
and Give <Insert Health Plan Name> the Competitive Advantage

amplifon Hearing
Health Care





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Your Hearing Health Care Partner

Eric Gaither

Senior Account Executive

With over 21 years of health care experience both in managed care and clinical settings as a Registered Nurse, I've had the opportunity to develop extensive knowledge of the Medicare Advantage markets, third-party administrators (TPA), and Taft-Hartley Trust Funds.

As part of the Amplifon team, I now have the privilege of bringing successful hearing health cost containment solutions to my clients.



An **independent** provider of hearing benefit solutions

23

Years of experience as the longest-serving provider of hearing benefit solutions

100+ million

Americans covered

300+

Client partners, including **60** healthcare organizations

5,700+

Credentialed network clinic locations

62%

Average savings off retail pricing

What Are Your Organization's Goals & Priorities?

Amplifon's comprehensive hearing benefit solutions can be customized to best support your goals and priorities

Common Themes from Healthcare Organizations' Goals in 2019-2020

1

Save Money for the
Plan and Members

2

Grow
Market Share

3

Increase
Star Ratings

4

Share Accountability
and Align Partnership

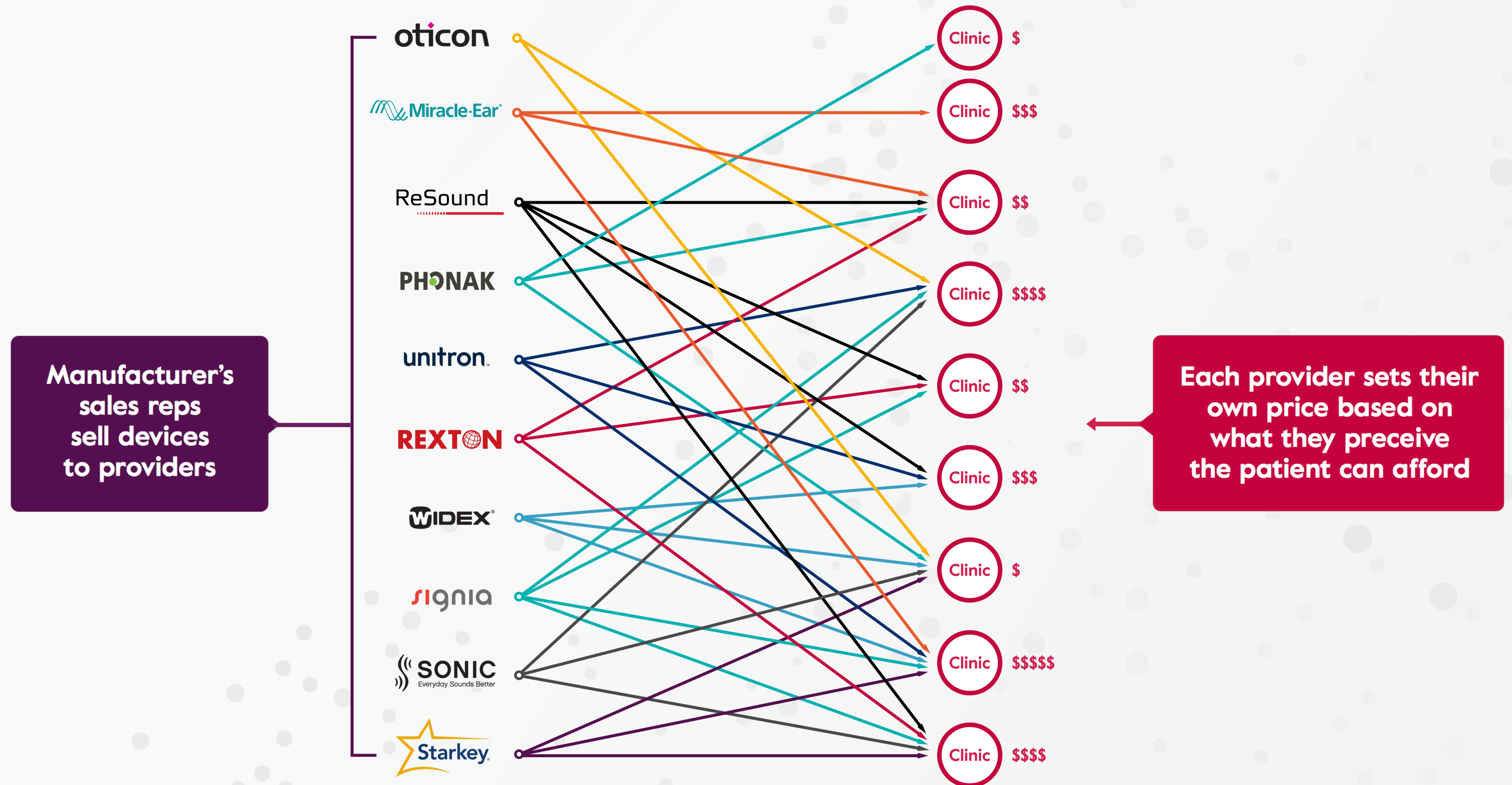
Save Money

Significant savings for health plans and their members

Amplifon leverages the strength of our market position to deliver substantial savings to both health plans and their members. Our full-service hearing benefit solutions are designed to help health plans potentially lower medical costs by addressing social determinants of health like loneliness and social isolation, and treating hearing loss in members with high cost comorbidities like falls, dementia, and depression.

We are also reducing out-of-pocket costs while adding impressive value at minimal cost to plans. Today, Amplifon savings average of 62%, or \$3,572 per device, off the manufacturers' suggested retail price (MSRP).

How the Hearing Aid Industry Works



Amplifon Sets Fixed, Transparent Pricing

oticon

Miracle-Ear

ReSound

PHONAK

unitron

REXTON

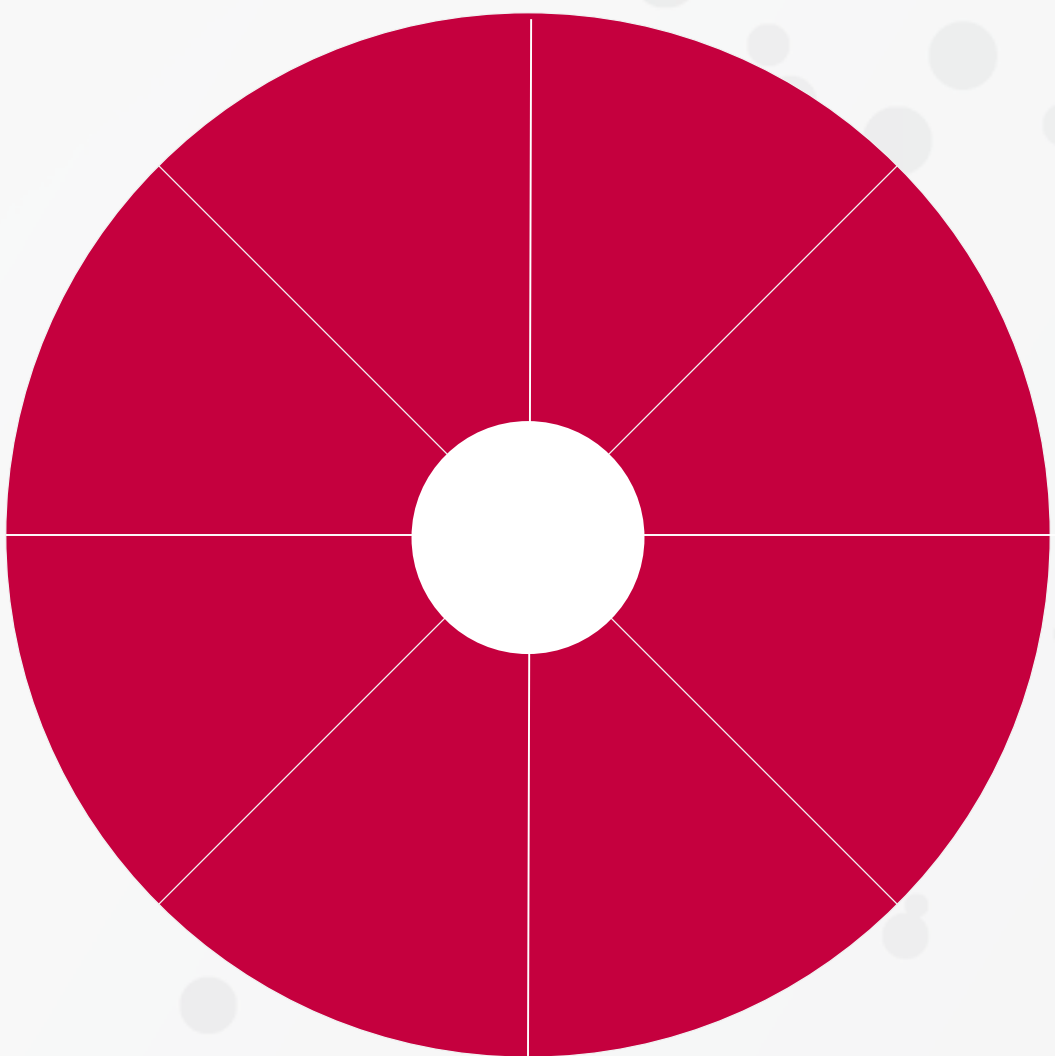
WIDEX

signia

SONIC
Everyday Sounds Better

Starkey

Amplifon negotiates on behalf of
the **health plan** and **members**



to set **consistent product prices**
in all network clinics nationwide

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

Clinic \$\$

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Clinic \$\$

Savings Average 62% Per Hearing Aid

The following examples illustrates how Amplifon’s approach to fixed pricing will significantly lower costs for you and your members

Product	Average Retail Price	Amplifon Price	\$ Savings	% Savings
Starkey Muse i1200	\$4,796	\$995	\$3,801	79%
Phonak Bolero V30	\$2,322	\$995	\$1,327	57%
ReSound Enya 2	\$1,740	\$995	\$745	43%

*Actual savings vary by product

Untreated Hearing Loss is Linked to High-Cost Medical Conditions

Depression

\$20,046

Average yearly per patient cost to treat depression



People with untreated hearing loss are **2x** as likely to experience **depression**

Falling

\$13,797

Average cost per fall



People with untreated hearing loss have a **3x** higher risk for a catastrophic fall

Dementia

\$20,638

Average yearly per patient cost to treat dementia



People with untreated hearing loss are **5x** as likely to experience dementia



Grow Market Share: Member Attraction and Retention

High-quality, affordable healthcare with product choice, guided support and personalized care to help health plans attract and retain members

In today's highly competitive market, Amplifon understands that health plans have to define their value to attract new members, while engaging and influencing existing members in new and different ways. Our full-service hearing benefit solutions are uniquely designed to help health plans grow market share, improve health outcomes, and contain costs.

2

Medicare Advantage Market Outlook

Competition between health plans is increasing as the Medicare market continues to grow

40

New entrants to the Medicare Advantage market in 2019

6000%

Increase in enrollees since 1993

8-10%

Anticipated growth per year for foreseeable future

Unprecedented Demand

65+ population is projected to double to **71.5 million by 2030**

1 out of 3 people aged 65 or older has **hearing loss**

Consumers are **choosing plans** with **additional benefits** not covered by Medicare, like **hearing aids**

Unprecedented Affordability

3 out of 4 older adults go **untreated** for hearing loss, citing **high cost** as a **barrier to care**

A **hearing aid benefit** can **save** members **thousands of dollars** in out-of-pocket costs

With a **hearing aid benefit**, high-quality hearing aids are available for as low as **\$395 per hearing aid**

Consultative Tools Differentiate and Grow Market Share

Amplifon’s suite of consultative tools are designed to help your health plan capture new growth opportunities, differentiate your plan offering and deliver cost savings


Competitor Scorecard

Designed and customized to help your health plan beat the competition in your market

amplifon <small>Hearing Health Care</small> Helping your health plan design a hearing benefit to attract and retain members									
Scorecard for Medicare Advantage Supplemental Benefits - prepared for Your Health Plan									
HEALTH PLAN	MANDATORY SUPPLEMENTAL BENEFIT MONTHLY PREMIUM	Hearing Exam	Hearing Device - MSB	Eligibility Frequency	Wellness/Fitness	OTC Drugs	Chiropractic	OPTIONAL SUPPLEMENTAL BENEFIT MONTHLY PREMIUM	Hearing Device - OSB
Your Health Plan	\$0-\$99	2	0	0	1	1	3	\$25	0
Competitor A	\$0-\$180	2	1	1	1	0	2	\$25	0
Competitor B	\$46	1	0	0	0	2	0	\$57	0
Competitor C	\$0	3	1	2	1	3	2	\$39	0
Competitor D	\$0	1	0	0	0	0	0	\$11-\$21	1
Your Health Plan	\$95-\$175	3	0	0	1	1	3	\$25	0
Competitor B	\$0	1	0	1	1	2	0	\$0	0
Competitor D	\$92	1	1	1	0	0	2	\$0	0
Competitor D	\$177	1	2	2	1	0	2	\$0	0
AVERAGE SCORE BY BENEFIT		1.88	0.63	0.88	0.75	1.13	1.75		0.13
Relative Benefit Ranking for Hearing Services Based on Copay and Funding Levels		Relative Benefit Ranking		Hearing Exam Copay		Funding per Device		Eligibility Frequency	
		0	No benefit	No benefit	No benefit	No benefit	No benefit	No benefit	No benefit
		1	Small benefit	>\$31	\$200- \$499			Every 3 Years	
		2	Medium benefit	>\$16-30	>\$500-\$1000			Every 2 Years	
		3	Large benefit	\$0-\$15	>\$1001 - \$1500			Every 1 Year	
Source: Public information, available on CMS website. For additional information or questions, please contact <Senior Sales Executive> at <Phone Number> or via email at <Email>@amplifon.com.									

Network Analysis

Provides a snapshot of your marketplace to inform your plan design and develop competitive offerings that best meet the needs of your Medicare members

 AMPLIFON NETWORK ANALYSIS FOR <ORGANIZATION>				
COUNTY	AMPLIFON PROVIDERS	<ORGANIZATION> MEMBERSHIP	UTILIZATION @ 1%	MEMBER TO PROVIDER RATIO
Fairfield	14	5,117	51	3.7
Hartford	18	13,238	132	7.4
Litchfield	5	2,723	27	5.4
Middlesex	8	5,673	57	7.1
New Haven	30	12,806	128	4.3
New London	8	4,217	42	5.3
Tolland	6	2,862	29	4.8
Windham	4	1,626	16	4.1
GRAND TOTAL	93	48,262	483	5.2
100% OF MEMBERS COVERED				
NETWORK ANALYSIS SUMMARY		PROVIDER TOTALS		
<Organization> Providers		93		
Amplifon Network to Members by County		93		
Number of Providers in Both Networks		32		
Amplifon's Key Alignment with Vendor Partners				
Amplifon's provider network is well matched to service <Organization's> members. We believe the strongest partnerships are built on shared goals and accountability. Amplifon can work with <Organization's> provider network, not currently in our network to get them under contract. Our goal is to ensure your members get access to fixed pricing, ensuring their out-of-pocket cost are reduced while adding value at little or no cost to <Organization>.				

Simplifying the Experience. Adding Value. Serving as your Trusted Advocate.

Our core business capabilities are designed around the needs of the customer with a focus on delivering the very best solutions and an outstanding experience for you and your members.



Full-Service Plan Administration

Amplifon's full-service model includes

Benefit Design and
Eligibility Verification



Claims Processing, Billing
and Credentialing



CMS Bid/Audit
Support



Custom Reporting and
Integrated Communications



Advanced Reporting

What We Do

Amplifon provides customized, comprehensive reports for every aspect of our business. On-demand access to all reports is available to your organization via our web-based platform or can be requested through your dedicated National Account Manager.

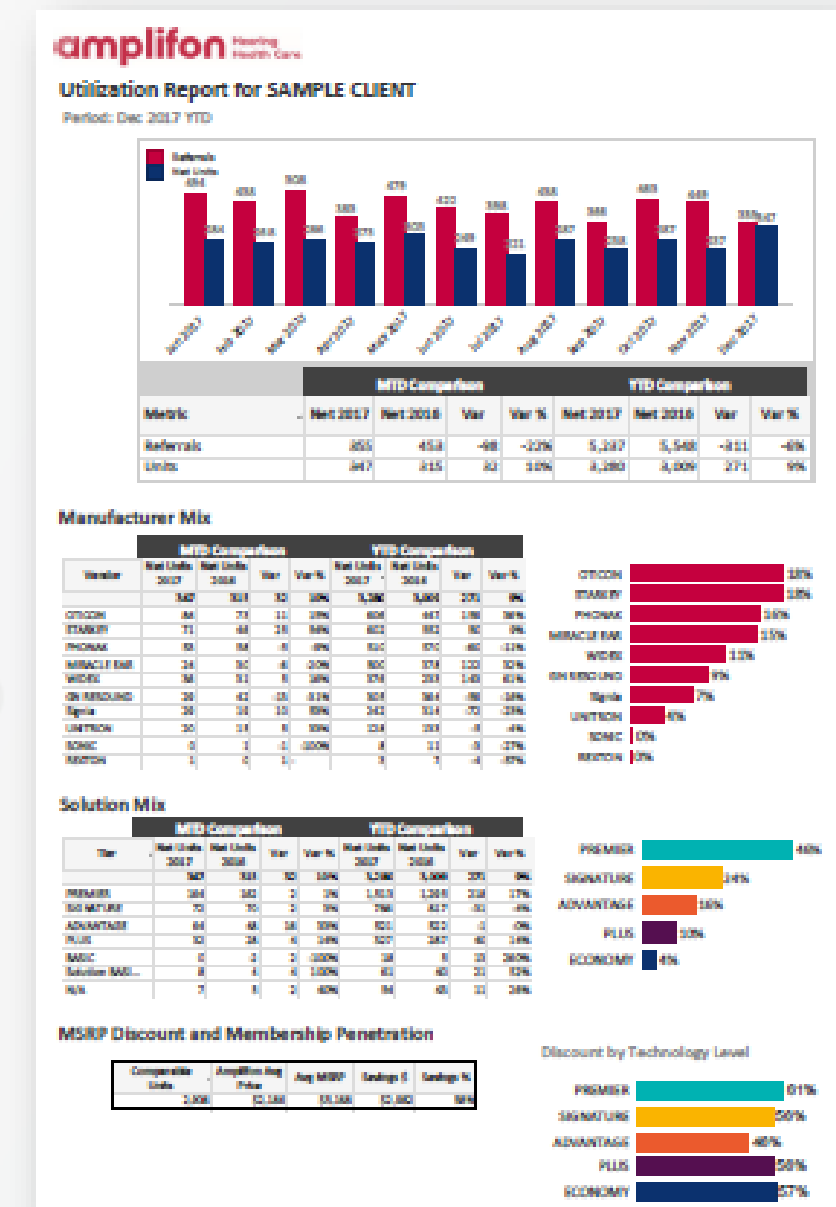
1 Call Center KPI Reporting

2 Savings Reports

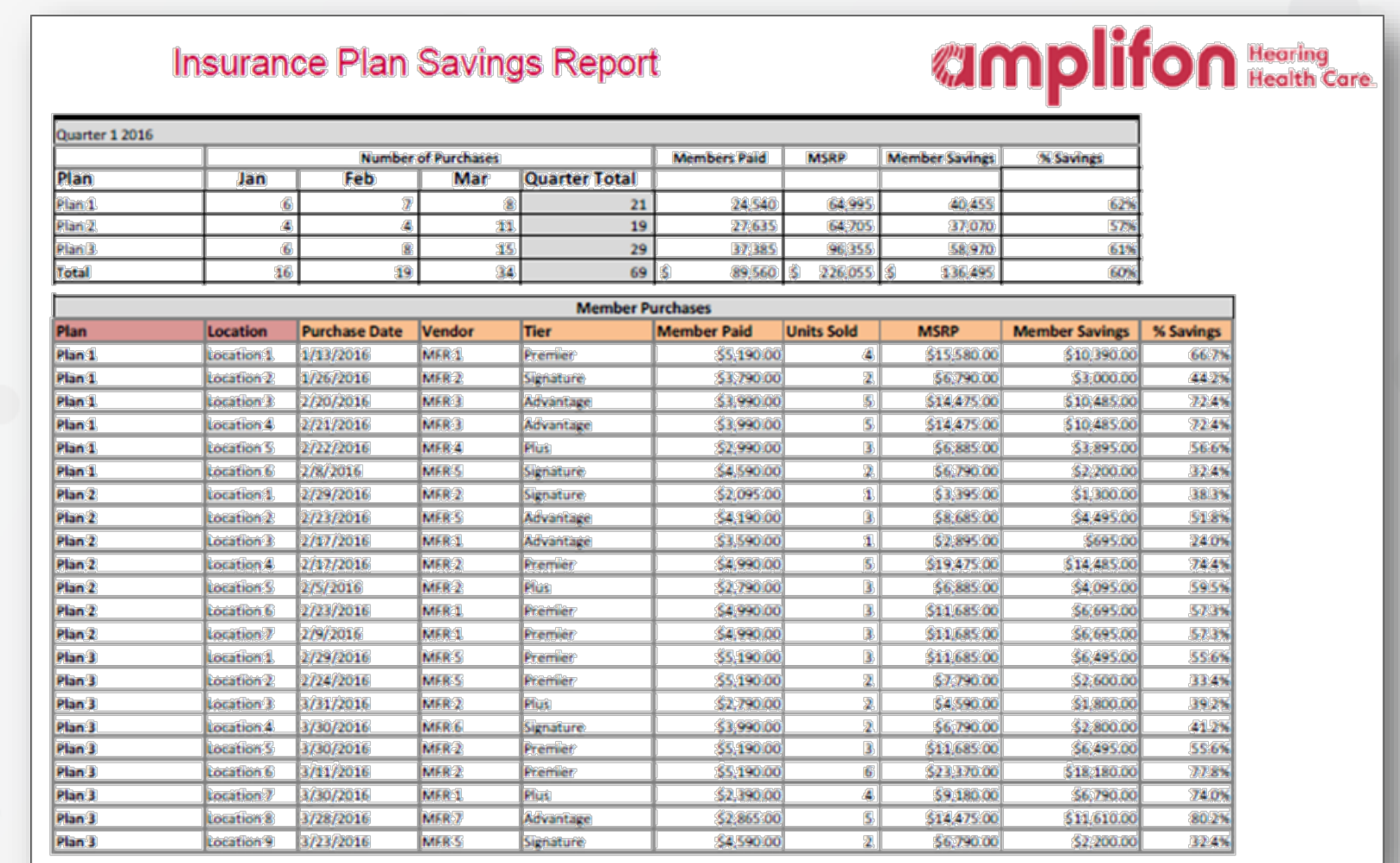
3 Billing & Credentialing Reports

4 CG-CAHPS Survey to Measure Patient Experience

Sample Utilization Report



Sample Insurance Plan Savings Report



Insurance Plan Savings Report

Quarter 1 2016

Plan	Jan	Feb	Mar	Quarter Total	Members Paid	MSRP	Member Savings	% Savings
Plan 1	5	7	8	21	24,540	\$4,995	\$4,455	62%
Plan 2	4	4	11	19	27,615	\$4,705	\$7,070	57%
Plan 3	6	8	15	29	37,385	\$6,355	\$8,970	63%
Total	16	19	34	69	89,540	\$26,055	\$36,495	60%

Member Purchases

Plan	Location	Purchase Date	Vendor	Tier	Member Paid	Units Sold	MSRP	Member Savings	% Savings
Plan 1	Location 1	1/11/2016	MFR 1	Premier	\$5,190.00	4	\$15,580.00	\$10,390.00	66.7%
Plan 1	Location 2	1/26/2016	MFR 2	Signature	\$1,790.00	2	\$6,790.00	\$3,000.00	44.2%
Plan 1	Location 3	2/20/2016	MFR 3	Advantage	\$3,990.00	5	\$14,475.00	\$10,485.00	72.4%
Plan 1	Location 4	2/21/2016	MFR 3	Advantage	\$1,990.00	5	\$14,475.00	\$10,485.00	72.4%
Plan 1	Location 5	2/22/2016	MFR 4	Plus	\$2,990.00	3	\$6,885.00	\$3,895.00	56.6%
Plan 1	Location 6	2/8/2016	MFR 5	Signature	\$4,590.00	2	\$6,790.00	\$2,200.00	32.4%
Plan 2	Location 1	2/29/2016	MFR 2	Signature	\$2,095.00	1	\$3,395.00	\$1,300.00	38.3%
Plan 2	Location 2	2/23/2016	MFR 5	Advantage	\$4,190.00	3	\$8,685.00	\$4,495.00	51.8%
Plan 2	Location 3	2/17/2016	MFR 1	Advantage	\$1,590.00	1	\$2,895.00	\$695.00	24.0%
Plan 2	Location 4	2/17/2016	MFR 2	Premier	\$4,990.00	5	\$19,475.00	\$14,485.00	74.4%
Plan 2	Location 5	2/5/2016	MFR 2	Plus	\$2,790.00	3	\$6,885.00	\$4,095.00	59.5%
Plan 2	Location 6	2/23/2016	MFR 1	Premier	\$4,990.00	3	\$11,685.00	\$6,695.00	57.3%
Plan 2	Location 7	2/9/2016	MFR 1	Premier	\$4,990.00	3	\$11,685.00	\$6,695.00	57.3%
Plan 3	Location 1	2/29/2016	MFR 5	Premier	\$5,190.00	3	\$11,685.00	\$6,495.00	55.6%
Plan 3	Location 2	2/24/2016	MFR 5	Premier	\$5,190.00	2	\$7,790.00	\$2,600.00	33.4%
Plan 3	Location 3	3/1/2016	MFR 2	Plus	\$2,790.00	2	\$4,590.00	\$1,800.00	39.2%
Plan 3	Location 4	3/30/2016	MFR 6	Signature	\$3,990.00	2	\$6,790.00	\$2,800.00	41.2%
Plan 3	Location 5	3/30/2016	MFR 2	Premier	\$5,190.00	3	\$11,685.00	\$6,495.00	55.6%
Plan 3	Location 6	3/11/2016	MFR 2	Premier	\$5,190.00	6	\$23,370.00	\$18,180.00	77.8%
Plan 3	Location 7	3/30/2016	MFR 1	Plus	\$2,190.00	4	\$9,180.00	\$6,790.00	74.0%
Plan 3	Location 8	3/28/2016	MFR 7	Advantage	\$2,855.00	5	\$14,475.00	\$11,610.00	80.2%
Plan 3	Location 9	3/23/2016	MFR 5	Signature	\$4,590.00	2	\$6,790.00	\$2,200.00	32.4%

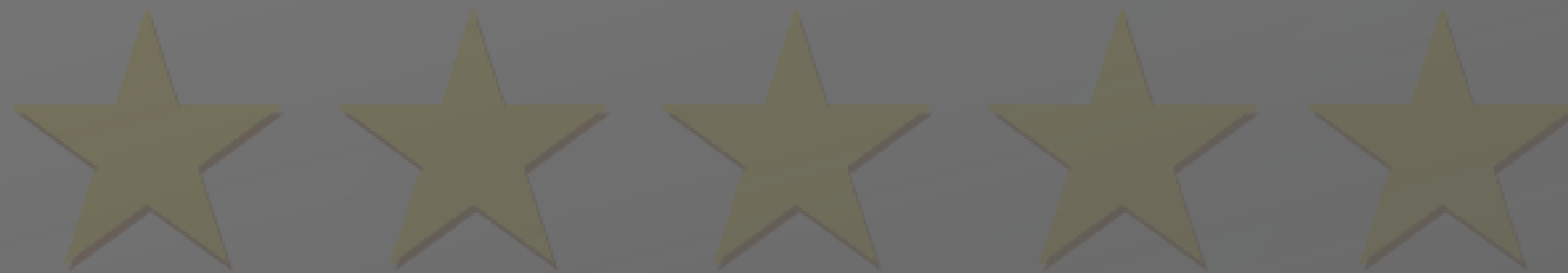
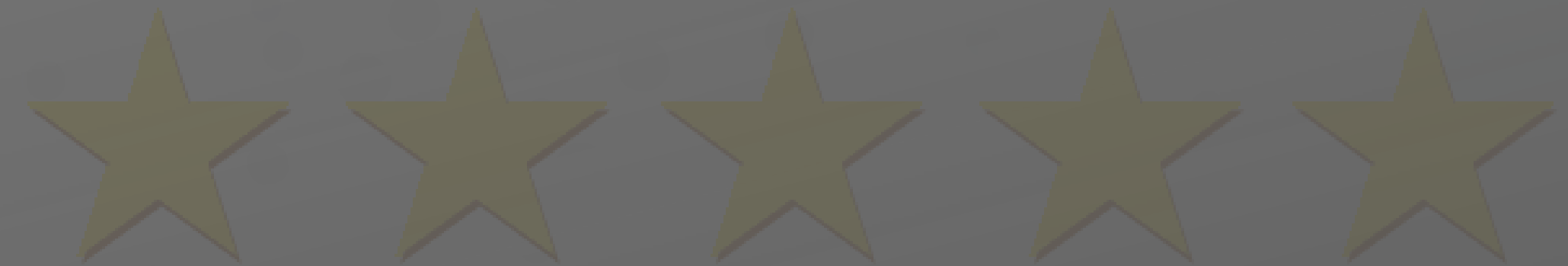
Simple and Flexible

**Our hearing benefit
solutions are customizable
to meet
the needs of your
health plan and members**

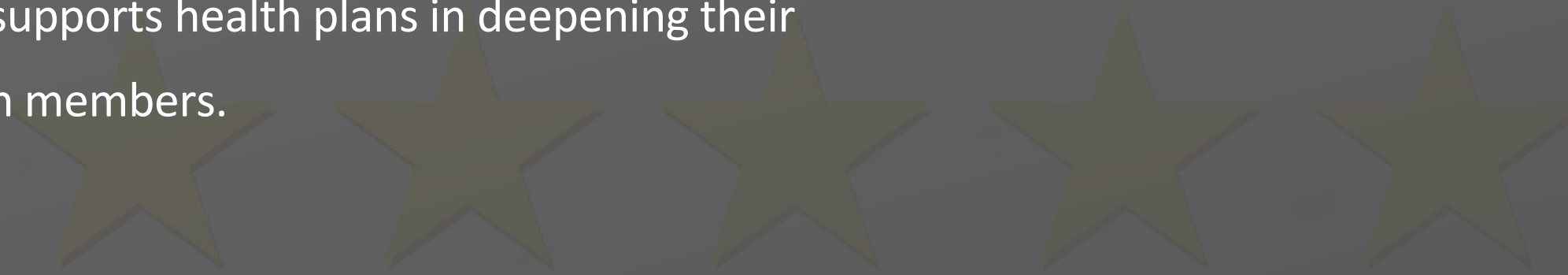


Increase Star Ratings: Member Satisfaction

Member-centric hearing benefit delivery model with demonstrated results to show that Amplifon consistently provides an outstanding member experience



Member experience is a key focus area for Amplifon. Our goal is to make it easy for health plan members to get care for their hearing health needs, while providing personalized support to help guide them through the process. From custom communications to booking an appointment, benefit verification and billing, the ability to deliver a seamless, outstanding experience supports health plans in deepening their level of engagement with members.



3

Common Member Expectations



Low out-of-pocket costs

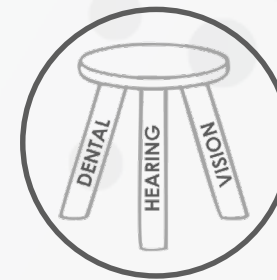


Choice and convenience



Personalized and easy experience

What Are You Doing to Meet Members' Expectations?



More comprehensive coverage with benefits not covered by traditional Medicare, like hearing, vision and dental, at no extra cost



Broad product selection and large, high-quality provider network to meet members' unique needs, both in preference and affordability



Digital channels to create new member touch points and meet them where they are at



Integrated Communication Plan

Amplify your Member Experience

KEY MESSAGES

Amplifon's communication plan is designed to amplify your health plan's member experience strategy. Key messages create awareness about hearing loss and the hearing program, and demonstrate the total value of your health plan. Key messages also engage and educate members to take positive actions that improve their overall health. The plan is executed in three phases:

- 1 > AWARENESS**
Inspire & Educate
 - Internal team training
 - Member website resources
 - Program announcement
 - Dedicated hotline for support and FAQs
- 2 > ENGAGEMENT**
Motivate
 - On site support & presentation slides
 - Member welcome kit materials
- 3 > EDUCATION**
Guide
 - Interactive learning
 - Blog articles
 - Personalized education moments

PHASE 1: AWARENESS

INSPIRE & EDUCATE

2 - 3 WEEKS BEFORE 'GO-LIVE'

Amplifon supports your program enrollment with Welcome materials including:

- Program starters
- FAQ flyers
- Presentations

Amplifon teams to the Amplifon hearing care program using presentation slides, lunch or webinars. Preview member materials and selling support resources.

Content and resources that can be included on your intranet site.

- Program highlights
- Amplifon video
- Amplifon member resources site
- Dedicated hotline phone number

resources website is created by Amplifon where your members can:

- Program highlights
- hearing clinic
- their hearing care benefit
- any special offers
- file to our blog

A custom, dedicated toll-free number for your members to call and ask any have regarding the hearing care program. Once the program is live, they will it's guide to locate a provider and set an appointment.

30 am - 7:30 pm CT Monday - Friday.

PHASE 2: ENGAGEMENT

MOTIVATE

2 - 3 WEEKS BEFORE 'GO-LIVE'

Amplifon representative can attend group benefit meetings, assist with benefit fairs and other fair activities.

Amplifon representative can attend group benefit meetings, assist with benefit fairs and other fair activities.

PHASE 3: EDUCATION

GUIDE

ONGOING

PERSONALIZED EDUCATION MOMENTS

Our Patient Care Advocates are trained to mentor and guide each member, taking the time to provide individual insight and thoroughly answer questions.

MEMBER BLOG

Periodic and timely access to relevant blog content featuring themes such as hearing loss prevention, dealing with hearing impairment, and "how to" educational topics. A subscription link is located on your member resources website.

CALL TO ACTION BANNER ADS

Call attention to various program benefits such as "Take the interactive hearing quiz" or "Check your benefit" by placing a banner on your member intranet site or your enrollment portal.

EMAIL

Amplifon can create customized content and graphics to include in your member eblasts or newsletters. We work with you to craft timely and relevant messaging that matches your communication milestones.

SOCIAL SHARING

Utilize our educational content shared to your inbox the beginning of each month. Each article comes with suggested social posts for Facebook and Twitter, appropriate image or graphic and teaser copy to encourage member engagement.

MAILING STUFFER

Amplifon can provide useful content to include in member mailings or statements. The content can support prevention, hearing loss impact, program details and special offers.

Comprehensive Communication Resources

Help you engage and motivate members to take positive action to improve their health

PHASE 1: AWARENESS

Inspire & Educate

- > Internal team training
- > Member website resources
- > Program announcement
- > Dedicated hotline for support and FAQs



PHASE 2: ENGAGEMENT

Motivate

- > On-site support & presentation slides
- > Welcome kit materials including stuffers, flyers, email, videos and web banners



PHASE 3: EDUCATION

Guide

- > Interactive learning
- > Blog articles based on monthly topics
- > Personalized education moments

amplifon Hearing Health Care

Quick Start Communications Toolkit

We are so excited to be your hearing healthcare partner. And we know employees/members will be excited to learn about their new hearing health care. Amplifon has found that getting the word out early – in fact as early as the hearing healthcare program effective date can make a significant difference in employee/member engagement.

To get things off to a quick start, we have provided some suggested materials and delivery channels leading up to your program "go-live" date. We recommend at least some of these Quick Start touch points to your implementation strategy.

Materials	Delivery Channel	Timeline
Quick Start Introduction	Email	90 d
Custom Landing Page	Website	90 d
Intranet Copy	Website	90 d
Hearing Loss FAQ	Flyer	60 d
Summary of Plan Benefits*	Flyer	60 d
About Amplifon	Video	60 d
Start Hearing the Sounds of Life	Direct Mail	30 d
Quick Start Social Post Options	Social Posts	30 d

ACCESSING YOUR BENEFIT IS AS EASY AS...

1. Call Amplifon at 1-888-SAMPLE and we'll help you.
2. We'll explain the Amplifon process and help you schedule an appointment.
3. We'll send information to you and the provider, ensuring your discount is activated.

DID YOU KNOW? Your hearing benefit includes <<benefit details>>

\$50 off one hearing aid **OR** **\$125** off two hearing aids

CALL TODAY: 1-888-SAMPLE

WHAT'S THE BIG IDEA? **HEARING AID BENEFIT COVING SOON**

YOU WILL SOON BE COVERED FOR HEARING AIDS AND HEARING HEALTHCARE SERVICES

Check your benefits

Hearing Care Designed For You

Your hearing benefits from Amplifon Hearing Health Care.

<<Health Plan Name>>'s hearing plan was designed specifically for our <<member name>> like you. Available through Amplifon Hearing Health Care, you have access to expert advice, discounted hearing aid prices on top-of-the-line technology, and valuable extras including free follow-up care, two years of free batteries, and a 3-year warranty.

MONTHLY PREMIUM	DIAGNOSTIC SERVICES (every 24 months)	HEARING DEVICES	SERVICES	YOUR COSTS	
				IN-NETWORK	OUT-OF-NETWORK
	Hearing Screening (Pass/fail evaluation to determine if additional testing is needed)	Hearing Exam (Comprehensive test to determine type and location of hearing loss)	Two years free batteries Three-year warranty	\$X	\$X
		Technology Level 1		\$X per hearing aid	100%
		Technology Level 2		\$X per hearing aid	100%
		Technology Level 3		\$X per hearing aid	100%

OR, maybe you need to talk to...

Did you hear? The <<Client Name>> discount program INCLUDES HEARING HEALTH BENEFITS TOO!

SATISFACTION GUARANTEED WITH A FREE 60 DAY TRIAL PERIOD

Take advantage of a comprehensive, cost-effective hearing health care program through Amplifon Hearing Health Care.

Call 1-888-SAMPLE to check your hearing health benefit today!

CALL TOLL FREE 1-888-SAMPLE

amplifon Hearing Health Care

Annual Communications Toolkit

Here's a suggested communications plan to help you get the word out to employees/members about their new hearing healthcare benefits. Communicating to employees/members throughout the year increases awareness and participation.

The grid below lists the high-level topic for each month with recommended timing and potential delivery channels available in the Toolkit Planner.

	JANUARY	FEBRUARY
FIRST QUARTER	Did you hear? Announce hearing healthcare program - Create awareness	Hearing loss can happen at any age. Take the hearing age test.
SECOND QUARTER	Smart hearing	Common sounds cause hearing loss

Additional Ways to Spread the Word

Drive awareness with these Amplifon branded emails, banner ads and social posts.

- Emails: Branded emails to send to your members, promoting your partnership with Amplifon and the engagement pieces above. [View .doc](#)
- Banner Ads: Branded banner ads to promote Amplifon. [View .doc](#)
- Social Posts: Branded social posts to help you, as an Amplifon partner, connect with your patient social communities. [View .doc](#)

October is National Protect Your Hearing Month

Share our latest blog articles with your members to build awareness and encourage them to explore their hearing benefits. You can share any or all of these articles with your members by incorporating this material into your own newsletter, blog, social media, or emails. To do this, you can pull directly from the articles below or find all the individual elements (headlines, teaser copy, article content, images, links, and social media posts) to build out whatever you may need [here](#) (Password: Amplifon)

Enjoy,

Amplifon Hearing Health Care

10 preventative tips to cut your risk of hearing loss

October is National Protect Your Hearing Month

A message from **NIH**

Integrated, Turnkey Member Communications

Align with annual key dates and are provided at no cost to health plans



Quarter 1
(OEP and CAHPS survey)

Monthly member communication program kicks off with co-branded direct mail and digital messages (email, text, web) that highlight key plan benefits and reinforce the value of your health plan **during OEP** and in advance of the annual **CAHPs** survey in March.

Quarter 3
(Post-CMS filing)

Sales, agent/broker, and customer service communication planning starts in late June to support AEP selling efforts in Sept and Oct with training materials, scripts, sell sheets, FAQs, and more.

Quarter 4
(AEP starts Oct 15) (AEP ends 12/7)

AEP member communications with **prospecting tools** to create awareness and attract members.

Member communications with **Welcome Kit materials** to help them understand their hearing benefit, including **Summary of Benefits** content.

Seamless, On Demand Member Service

What We Do

Members call a unique, health plan-branded 1-800 number to connect with their Patient Care Advocate.

Patient Care Advocates act as a **guide** to help members gain an understanding on how our program works, to coordinate all clinic appointments, and remain by their side throughout their **hearing health care journey**.

Amplifon's goal is to be an **advocate**, ensuring members understand their benefits and seamlessly helping to meet their hearing care needs, from start to finish.



Convenient Access Through Our Network of **5,700+ Clinic Locations**

92% of U.S. population is within 20 miles

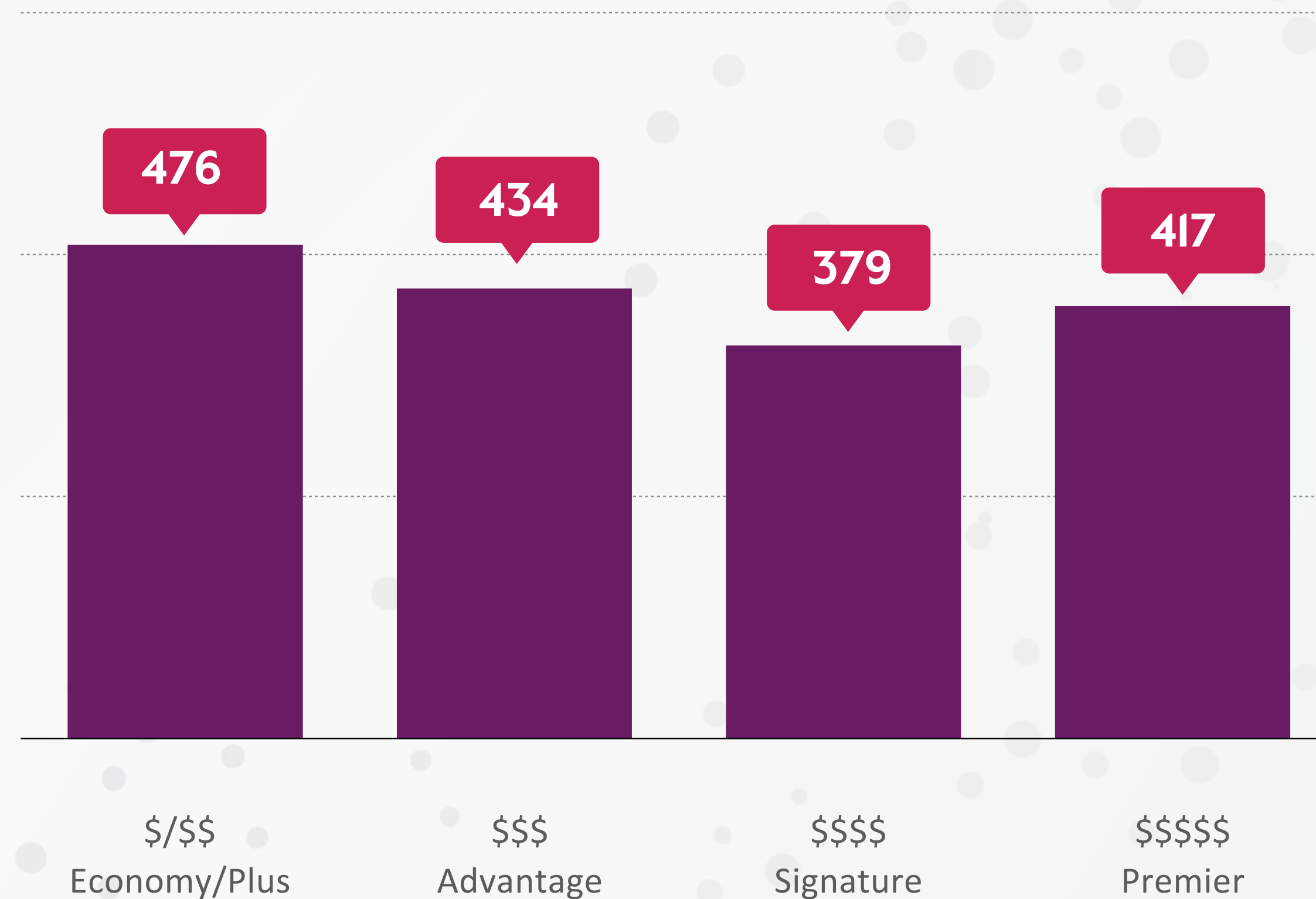


5,700+ Locations

A map of the United States, including Alaska and Hawaii, is shown. The map is filled with numerous small red dots, representing the locations of the clinic network. The dots are distributed across the entire country, with a higher density in the eastern half and along the coastlines. The text '5,700+ Locations' is overlaid on the map in a large, bold, red font.

Broadest Choice of Hearing Aid Products to Satisfy Members' Brand Preference

Includes the complete line of 1,700 hearing devices with the latest technology from all major brands, providing members with the greatest amount of choice and improving satisfaction



Amplifon.

National Independent Hearing Benefit Provider

We are not owned by a manufacturer so can offer the world's best brands of hearing devices to meet member's unique needs both in terms of device selection and affordability

PHONAK

unitron™



REXTON

oticon

WIDEX®

*Exclusive relationship

Miracle-Ear®

signia
(Formerly Siemens)

SONIC
innovations

ReSound

Share Accountability and Align Partnership

Commitment to continuously delivering competitive products, service, and business model innovations to support health plan goals and address their challenges

Amplifon believes that the strongest partnerships are built on shared goals and accountability. We have built our program to help address the priorities and challenges health plans face. Amplifon uses our experience as the first hearing benefit provider in the U.S., along with the stability that comes with being one of the few remaining independent distributors of hearing devices, to provide capabilities and processes that ease the administrative burden, positively impact Star Ratings and deliver substantial savings to members.

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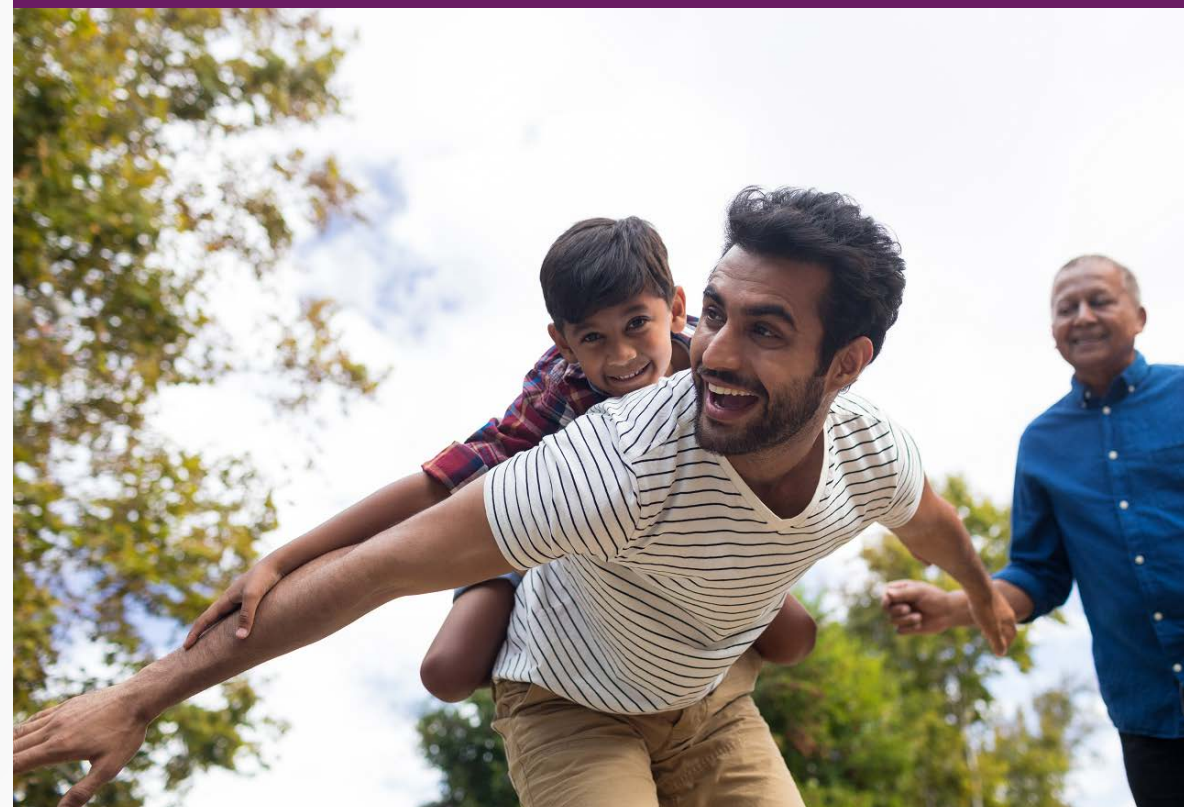
Amplifon Will Help Your Health Plan Achieve Your Goals

- save money • grow market share • increase Star Ratings • share accountability and align partnership

Full-service hearing benefit solutions designed to help you **lower medical costs** by providing **fixed, transparent pricing** on hearing devices and treating hearing loss in members with **high cost medical conditions**



Consultative tools and **low cost, flexible plan designs** to capture new **growth** opportunities, **differentiate** plan offerings, and contain costs



Turnkey, **integrated communications**; on demand **member services**; **high-quality provider network**; **broadest choice** of hearing devices; and comprehensive **service package** consistently drive high member satisfaction scores to help **increase STAR Ratings**



Average **savings of 62%**, or \$3,572 per device, off the manufacturers' suggested retail price (MSRP) means **lower costs** for you and your members

Our Commitment to Service Excellence

We pledge to communicate and conduct business with our partners in a manner that fosters collaboration and alignment, and provides transparency. We accomplish this in the following ways:

1

We will **communicate proactively** to keep you informed, minimize disruption, and support your future planning efforts.

- We will keep you up-to-date on any public news about our company so you don't hear it from someone else.
- We will let you know if there are issues or problems that may affect you as soon as possible, and provide appropriate updates if applicable.
- We will notify you at least one business day in advance if we will be out of the office or unavailable.

2

We will take the necessary steps to ensure **meetings** are **purposeful, productive, and relevant**.

- We will check in regularly to see how things are going, and schedule quarterly meetings to discuss performance and opportunities.
- We will only invite meeting participants for whom the subject matter is relevant.
- We will provide an agenda and appropriate information at least one business day before a scheduled meeting to get everyone's input.
- We will remove cell phones, email, and outside distractions to give 100% focus to you and the subject at hand.
- We will start and end meetings on time.
- We will document all action items and responsibilities from meetings and provide appropriate follow up and due dates.

3

We will always **respond** to you **promptly and completely**.

- We will acknowledge receipt of urgent email and phone messages as soon as possible, and within 24 hours for non-urgent messages.
- We will include relevant, meaningful information like status updates, estimated date of completion and next steps, based on the nature of your request.



Thank you
Questions & Next Steps