

NEWS RELEASE



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For Immediate Release

hi HealthInnovations' New Hearing Aid Discount Program Helps Health Plans Improve Their Customers' Hearing Health

- *Free, flexible program for health plans enables more people to purchase high-tech, custom-programmed hearing aids for as low as \$699 each, a savings of 60 percent or more compared to similar hearing aids sold through traditional channels*
- *Now available to employer-sponsored, individual and Medicare health plans nationwide, helping them increase member satisfaction and improve consumers' overall health*

MINNETONKA, Minn. (March 3, 2015) – *hi HealthInnovations* has introduced a new hearing aid discount program for health plans, enabling their plan participants to purchase high-tech, custom program hearing aids for as low as \$699.

The program is available nationwide to all health insurers, including employer-sponsored, individual and Medicare plans. Most health plans currently provide limited or no coverage for hearing aids, and no coverage through traditional Medicare plans, so this new program will make hearing aids more accessible and affordable for people with medical insurance.

Once a health plan has enrolled in the program, their plan participants can call *hi HealthInnovations* to schedule an appointment with a hearing professional, search for a hearing health provider online at www.hihealthinnovations.com, or ask their doctor for a hearing test. Their hearing test results – audiograms – are then submitted to *hi HealthInnovations*, which custom-programs the hearing aids and dispenses them in-person or by mail.

“Helping improve the hearing health of our members is an important step in delivering high-quality, comprehensive care,” said Glenn Andis, senior vice president of Medica, a Minnesota-based health plan. “By providing this hearing aid program, we are helping to make these important devices more affordable and accessible and improve our members’ overall health and satisfaction.”

Hearing loss is a significant health issue for more than 48 million Americans, a number that is expected to increase with an aging population and more frequent exposure to loud sounds that can cause noise-induced hearing loss. Hearing aids can help more than 90 percent of people with hearing loss; however, they can cost up to \$8,000 a pair, making them unaffordable for many people.

“Health plans are looking to find new way to make hearing aids more accessible and affordable for their customers without adding to premium costs,” said Dr. Lisa Tseng, CEO of *hi HealthInnovations*. “Hearing loss makes it difficult for people to communicate effectively and has been associated with various medical conditions, including increased risk of falls, social isolation and even dementia. By

offering this new discount program, health plans can help improve the health and well-being of the people and organizations they serve.”

Health plans can register for the program by calling 1-877-482-4669. Health plans then notify their plan participants of the discount through their standard communications channels, including email, online and other marketing materials.

Hearing aid discounts are already available to many people enrolled in UnitedHealthcare employer-sponsored, Medicare and vision plans. UnitedHealthcare and *hi HealthInnovations* are UnitedHealth Group (NYSE: UNH) companies.

hi HealthInnovations also sells high-tech, custom-programmed hearing aids – priced from \$799 to \$999 each – directly to consumers, helping to improve access and affordability of these important devices for everyone.

About *hi HealthInnovations*

hi HealthInnovations offers custom-programmed, digital hearing aids at significant discounts to the 48 million U.S. consumers with hearing loss. These innovative devices are delivered through a national staff and network of audiologists and hearing health professionals who provide hearing tests, fittings, seminars and counseling online, by phone and in person. *hi HealthInnovations* is an Optum business and part of UnitedHealth Group (NYSE:UNH), a diversified health and well-being company dedicated to helping people live healthier lives and making health care work better.