

NEWS RELEASE



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For Immediate Release

***hi HealthInnovations* New Hearing Aid Discount Program for Employers Helps Improve Employees' Hearing Health**

- *Free program for companies enables employees to purchase high-tech, custom-programmed hearing aids for as low as \$699 each, a savings of 60 percent or more compared to similar aids sold through traditional channels*
- *Flexible program can be offered in addition to the employer's medical benefit plan at any time of the year*
- *People with hearing loss often struggle to communicate effectively at work, earning on average 25 percent less than people without the diagnosis*

MINNETONKA, Minn. (Oct. 23, 2014) – *hi HealthInnovations* has introduced the [Hearing Aid Discount Program](#), a free resource for employers that enables their employees and their families to purchase high-tech, custom program hearing aids for as low as \$699.

The Hearing Aid Discount Program is available nationwide to employers of all sizes, giving employers the opportunity to offer a hearing aid discount either alongside an existing medical benefit plan or on a standalone basis.

Once an employer has enrolled in the program, employees and their spouses 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, or audiograms, are then submitted to *hi HealthInnovations*, which custom-programs the hearing aids and dispenses them in-person or by mail.

Hearing loss is a significant health issue for more than 48 million Americans, including 60 percent of whom are still in the workforce or in school. Only a small number of private health insurance plans provide coverage for hearing aids, and traditional Medicare plans provide no coverage. 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 to many people.

“We believe employers will appreciate the Hearing Aid Discount Program as a new way to make hearing aids more accessible and affordable for their employees,” said Dr. Lisa Tseng, CEO of *hi HealthInnovations*. “We know hearing loss makes it difficult for people to communicate effectively at work and at home, so savvy employers are looking for new and innovative resources to encourage their employees to take charge of their hearing health and enhance their quality of life.”

New research shows that hearing loss is associated with a range of physical and mental health issues, including increased risk of falls, social isolation and even dementia. People with hearing loss are more likely to be unemployed, while people who are employed earn about 25 percent less on average than those without that diagnosis, according to a study published in the *Annals of Otolaryngology, Rhinology & Laryngology*.

Employers can register for the program by calling 1-877-482-4669. Employers then notify their employees of the discount through their standard communications channels, including email, online, and in-office marketing materials.

Hearing aid discounts are also available to many people enrolled in UnitedHealthcare employer-sponsored, Medicare and vision plans. UnitedHealthcare, the nation's largest health and well-being company, and *hi HealthInnovations* are UnitedHealth Group (NYSE: UNH) companies.

Retail customers can also achieve significant savings through *hi HealthInnovations*, which sells high-tech, custom-programmed hearing aids priced between \$799 to \$999 each, a savings of 60 percent or more compared to similar aids sold through traditional channels.

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.