

## **New employer-funded pricing option provides lower rates on discount hearing services program**

The Associated Press

WEST JORDAN, Utah--(BUSINESS WIRE)--Mar 16, 2012-- Discount medical health organization TruHearing has unveiled a new pricing structure for large employer groups through 45 participating health plans.

TruHearing's new per-employee, per-month (PEPM) pricing was developed for employer groups that want to cover the cost of TruHearing's MemberPlus(R) discount hearing services program for all of their employees.

The pricing structure is based on the number of employees, and provides discounts off the standard rates, as well as a dashboard for usage data and statistics. Depending on the size of the employer group, the billing cycle ranges from monthly to yearly. TruHearing MemberPlus PEPM pricing is available in the 47 states that have approved the program. Florida, Nevada and Washington approval is pending.

In addition to the new employer-funded option, companies may also opt for the Voluntary Participation Per Employee option, which is offered by TruHearing at no cost to businesses. After the business enrolls, each employee can choose to participate, paying their own membership fees (\$108 per year, and \$79 for each guest member, up to four), using the employers' TruHearing MemberPlus group number.

TruHearing is the nation's first registered discount medical health organization to provide significant savings through direct purchasing of state-of-the-art digital hearing aids from four leading manufacturers (Phonak, Unitron, ReSound and Rexton-a division of Siemens), as well as the TruHearing private label.

Initially developed at the request of health plans to help reduce member costs, the Utah-based company's programs offer deep discounts on digital hearing aids from four leading manufacturers. TruHearing's ValueAdd program provides discounts up to \$700 off average retail prices on digital hearing aids. Members can upgrade to TruHearing's MemberPlus program, which works like a warehouse club membership. For an annual fee of \$108, members receive access to discounts up to \$1,500 off of retail prices on digital hearing aids.

The TruHearing MemberPlus program also provides the opportunity to add up to four extended family members (parents, grandparents, siblings, uncles/aunts) for an annual membership fee of \$79 per guest member.

MemberPlus also offers a 45-day money-back guarantee on membership and all purchases. For more details about TruHearing and pricing, visit [www.TruHearing.com](http://www.TruHearing.com).

## **New employer-funded pricing option provides lower rates on discount hearing**

Published on Medical Design Technology (<http://www.mdtmag.com>)

---

Lindsay Atwood founded TruHearing in 2003 with the goal of delivering brand-name hearing aids and professional hearing services at affordable prices, improving quality of life for more than 100 million health plan members nationwide.

**ABOUT TRUHEARING** TruHearing is the nation's first discount medical organization to provide health plan and employer group members deep discounts on the latest hearing aid technology. TruHearing also provides access to expert advice and discounted professional hearing services, delivered through a contracted network of more than 1,800 hearing professionals. Founded in 2003 and based in Utah, TruHearing provides significant savings through direct purchasing from four leading manufacturers (Phonak, Unitron, ReSound and Rexton-a division of Siemens). TruHearing also has contracts with more than 45 health plans (including Humana), providing discounted hearing aids to more than 100 million participating health plan members, their families and extended families. TruHearing is not available to the general public.

Individuals can access TruHearing programs through participating health plans and employer groups. For more information, visit [www.truhearing.com](http://www.truhearing.com) or [www.truhearingmemberplus.com](http://www.truhearingmemberplus.com). Employers can learn more by contacting Cynthia Schoonover at 877-396-7188 or [cynthia.s@truhearing.com](mailto:cynthia.s@truhearing.com). Hearing care professionals can learn more about joining the TruHearing network of providers by contacting Mark Stringer at 877-360-2441 or [mark.s@truhearing.com](mailto:mark.s@truhearing.com).

**THIS IS NOT INSURANCE.** TruHearing provides discounts to contracted health care plans and enrolled employer groups for hearing aid sales and professional services. Professional services for fitting, programming and three adjustment visits are included in the price of the aids. The customer is obligated to pay for testing, and all other post-fitting hearing care services, but will receive a discount from those health care providers who have contracted with TruHearing.

For Florida and Oklahoma residents: The Member may cancel membership within 30 days, and receive a full refund of fees. The Member must return hearing aids within 30 days of purchase to receive a full refund of the purchase price. In Florida, the DMPO does not make payments directly to providers. As with all Members nationwide, fitting fees, programming fees and first three adjustment visits are included in the price of the aids.

**CONTACT:** Bellmont Partners Public Relations Brian Bellmont, 952-440-6161 [brian@bellmontpartners.com](mailto:brian@bellmontpartners.com) **KEYWORD:** UNITED STATES NORTH AMERICA UTAH **INDUSTRY KEYWORD:** PRACTICE MANAGEMENT HEALTH MEDICAL DEVICES PROFESSIONAL SERVICES FINANCE HUMAN RESOURCES INSURANCE GENERAL **HEALTH SOURCE:** TruHearing Copyright Business Wire 2012 **PUB:** 03/16/2012 12:14 PM/**DISC:** 03/16/2012 12:14 PM  
<http://www.businesswire.com/news/home/20120316005675/>

**Source URL (retrieved on 07/12/2014 - 12:44am):**

<http://www.mdtmag.com/news/2012/03/new-employer-funded-pricing-option->

## **New employer-funded pricing option provides lower rates on discount hearing**

Published on Medical Design Technology (<http://www.mdtmag.com>)

---

[provides-lower-rates-discount-hearing-services-program](#)