

TruHearing Hearing Aid Discount Program

vsp exclusive member extras

VSP® Vision Care members can save more than 60% on the latest brand-name prescription and over-the-counter hearing aids. Dependents and even extended family members are eligible for exclusive savings too.

TruHearing
truhearing.com/vsp

Hearing loss is growing in the workplace

Like vision loss, hearing loss can have a significant impact on productivity and overall quality of life. Unfortunately, 38 million Americans need hearing aids, 70% of the people with hearing loss don't treat it, and only 30% seek treatment.¹ And the high cost of hearing aids is a major factor keeping people from addressing their hearing loss.

Ninety-seven percent of customers surveyed would recommend TruHearing to their friends and family.²

With TruHearing, VSP members receive highly discounted, fixed tier prices on hundreds of top of the line hearing aid brands, such as Signia® and Widex® with even better value on the latest technology with TruHearing® brand models. All of this with a capped \$45 comprehensive hearing exam. Fixed pricing options per hearing aid:³

Hearing aid tier	Average retail price	Fixed TruHearing price
Premium	\$3,250	\$1,799
Advanced	\$2,745	\$1,399
Standard	\$2,065	\$999
Basic	\$1,705	\$699
Value	\$1,435	\$499
TruHearing Premium	\$3,250	\$1,249
TruHearing Advanced	\$2,720	\$949

More than just great pricing

TruHearing also provides members with:

- One year of follow-up visits for fittings, adjustments, and cleanings
- Risk-free 60-day trial period
- Full three year manufacturer warranty for repairs and one-time loss and damage replacement⁴
- 80 free batteries per non-rechargeable hearing aid

Plus, members get:

- Access to a national network of more than 8,850 hearing healthcare providers
- Access to discounted over-the-counter hearing aids through phone or online orders⁵
- Savings of 30–60% on catalog of hearing aids for those unable to find desired hearing aid within the tiered pricing options
- High-quality, low-cost batteries delivered to your door

VSP Clients can save, too!

Best of all, if your organization already offers a hearing aid allowance, members can combine it with TruHearing prices to reduce their out-of-pocket expense even more!

Here's how it works:

Contact TruHearing.

Members and their family call **877.396.7194** and mention VSP.

Schedule exam.

TruHearing will answer questions and schedule a hearing exam with a local provider.

Attend appointment.

The provider will perform a hearing exam, make a recommendation, order the hearing aids through TruHearing, and fit them for you.

Learn more about this VSP Exclusive Member Extra at **truhearing.com/vsp** or call **877.396.7194** with questions.

1. Kochkin S. MarkeTrak VIII: The key influencing factors in hearing aid purchase intent. Hearing Review. 2012; 19(3):12–25. "Quantifying the Obvious: The Impact of Hearing Instruments on Quality of Life." The Hearing Review. Kochkin and Rogin. Jan 2000. 2. Based on a 2025 satisfaction study of VSP members. 3. Savings and retail pricing based on a survey of national average hearing aid prices compared to TruHearing pricing. Pricing of TruHearing-branded aids based on prices for comparable aids. Savings may vary. 4. Hearing aid repairs and replacements are subject to provider and manufacturer fees. 5. Over-the-counter hearing aids are different from prescription hearing aids.

VSP is providing information to its members, but does not offer or provide any discount hearing program. VSP makes no endorsement, representations, or warranties regarding any products or services offered by TruHearing, a third-party vendor. TruHearing is not insurance and not subject to state insurance regulations. For additional information, please visit vsp.com/offers/special-offers/hearing-aids/truhearing. For questions, contact TruHearing directly. Not available directly from VSP in the states of Washington and California.

To learn about your privacy rights and how your protected health information may be used, see the VSP Notice of Privacy Practices on vsp.com.

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