



The Beltone Hearing Care Corporation has been helping people hear better since 1940 and is the most trusted brand in hearing care among adults 50 plus. A further study showed that Beltone customer loyalty is higher than competitive brands.

The Beltone Hearing Health Care Network has over 1400 locations throughout the United States. Our credentialed providers are a cross section of audiologists, state licensed and national board certified hearing instrument specialists and registered professionals.

We offer a complete product line of digital, programmable and analog hearing aids that can address 100% of aidable hearing losses. Beltone is the only hearing health care network with the exclusive BelCare™ Aftercare Program. BelCare™ allows members to go to any participating Beltone location in the country for service.

The Beltone Contracting Department has over fifteen years of experience providing network management, centralized contracting and administration. We have developed and executed innovative Member Awareness Programs and have a track record of success.

Your members would receive a negotiated discount off the retail list prices on all Beltone hearing aid models and circuits. The hearing screenings, evaluations and hearing instrument fittings are included at no additional charge. Members can locate their nearest provider by calling 1-800-BELTONE or online at [www.beltone.com](http://www.beltone.com).

Beltone maintains a dedicated Patient Care department that members can contact directly for any hearing or product related issues. Beltone providers have the training and expertise to ensure your members' experience is professional, comfortable and worry-free.

**Beltone Headquarters**  
**2601 Patriot Boulevard**  
**Glenview, IL 60026**  
**1-800-621-1275**



### **Over 65 Years of Experience**

Beltone has been helping the hearing impaired since 1940. We are the most experienced hearing aid manufacturer in the United States and one of the largest hearing aid companies in the world with a substantial provider network all easily identified with the Beltone name.



### **Well Known and Trusted Brand Name**

Annual surveys conducted reveal the Beltone brand as one of the most well known names in the hearing industry. Beltone is also the most trusted brand name in hearing care among individuals age 50 and older. People trust Beltone for the highest quality products and services.

Offering a Beltone hearing health care program to your members will demonstrate your commitment to healthy hearing by choosing a recognized and trusted company.

### **The Beltone Hearing Health Care Network**

Beltone has over 1400 hearing health care locations throughout the United States. Our network is comprised of provider locations that have a direct relationship with each other so your members receive the same hearing services and benefits, regardless of which location they visit.

Extensive national coverage allows your members, regardless of where they are located, to take advantage of the exclusive BelCare™ Aftercare Program. Your members' hearing instruments can be cleaned, inspected and adjusted at any one of our participating Beltone locations and service centers across the United States.

Beltone hearing care practitioners are made up of a cross section of audiologists, state licensed and national board certified hearing instrument specialist and registered professionals.

Each prospective Beltone practitioner is subject to an intensive ongoing screening process by Beltone's Corporate Dispenser Practices Committee to ensure the best customer service networkwide.

*(Over)*



# Over 1400 Beltone Locations Nationwide





Only Beltone offers BelCare™, a standardized customer service program that ensures the patient consistent delivery of service, regardless of location. BelCare is a commitment from Beltone hearing care practitioners that ensures each member's experience is professional, comfortable and worry-free.

BelCare sets rigid standards by which Beltone practitioners provide patient care and service. It calls for a specific hearing testing protocol and minimum loss standards before a hearing instrument recommendation is made. BelCare™ also requires a professional review of all fittings by a nationally credentialed hearing care professional, and a detailed follow-up care program that helps patients adjust to hearing with amplification.



Additionally, Beltone providers sign a Code of Ethics & Professional Conduct which reiterates their obligation to promote and preserve the highest standards of ethical, caring service.

## The BelCare™ Commitment

- 1. Thorough Hearing Evaluation** - Every participating BelCare provider offers a comprehensive 10-step hearing evaluation to clearly determine if your members could be helped by hearing aids.
- 2. Setting Realistic Expectations** - Before your members purchase their hearing aids, a Beltone practitioner will review the benefits and limitations of hearing aids with them. Learning to adjust to a hearing aid will take patience and cooperation on their part, and we want them to be fully informed about what they can realistically expect from hearing with amplification.
- 3. Minimum Loss to Fit** - Your members' hearing tests results must indicate a loss within a range where a hearing aid could help them. If they can't be helped by a hearing aid, we'll be the first to tell them.
- 4. Quality Control Review** - Your members' hearing aid fittings will be made by or reviewed and approved by a practitioner who is certified by the National Board for Certification in Hearing Instrument Sciences, an audiologist, or an audioprosthologist.

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**5. Verification of Benefit** - Within 30 days of delivery of your members' hearing instruments, through comparative tests, we'll demonstrate to them the improvement they've achieved in hearing and comprehension.

**6. Personalized Follow-Up Schedule** - Your members' audiologists or specialists will outline a specific follow-up schedule to help them adjust to hearing with hearing aids. Their Beltone practitioner will help them get comfortable with and become knowledgeable about their hearing aids. They'll also make any necessary adjustments to the aids themselves.

**7. Thirty (30) Day Refund Privilege** - We want your members to enjoy their new hearing instruments. But if they're not happy with their instruments, Beltone hearing care practitioners offer a 30-Day refund privilege. The practitioner will supply full details, including the amount of any applicable, nonrefundable preparation fee.

**8. BelCare™ Program** - Beltone backs every instrument sold with a nationwide program of continuing care. We can clean, inspect, adjust and service your members' Beltone hearing instruments at any one of over 1400 Beltone offices and service centers nationwide.

**9. Warranty and Lost, Stolen and Damaged Protection** - Your members will receive free of charge a one-year Limited Manufacturer's Warranty and one year of Lost, Stolen and Damaged Coverage (LS & D).

**10. Hearing Loss Change Protection** - Beltone will provide your members with a more powerful hearing instrument if, within a specified period of purchasing their hearing aids, tests reveal a loss of 15 or more decibels in the primary speech frequencies. The cost, if any, and time limit for this plan vary by managed care contract.

**11. Patient Care** - Local Beltone providers are always there to help if your members have questions or need service. But if they're traveling and need to locate the nearest Beltone provider, or if they need to contact the corporate office for any other reason, they can simply call 1-800-BELTONE (1-800-235-8663) toll-free.

**12. Code of Ethics and Professional Conduct** - Every Beltone Hearing Care Practitioner agrees to follow and live by a strict code of ethical guidelines. We are dedicated to fulfilling the expectations we set with your members, and we commit ourselves to preserving the highest standards of service to our clients.



### **Prevalence of hearing loss**

One in every ten (30 million) Americans has a hearing loss. As Baby Boomers reach retirement age starting in 2010, this number is expected to rapidly climb and nearly double by the year 2030.

Among seniors, hearing loss is the third most prevalent, but treatable, disabling condition, behind arthritis and hypertension. The vast majority of Americans (95%) with hearing loss can treat their hearing loss with hearing aids. Only 5% of hearing loss in adults can be improved through medical or surgical treatment.



### **Aging of the population**

There are 78 million “Baby Boomers” (ages 44-62 yrs of age), which makes up 26% of the total population in the United States. These Boomers make up a significant portion of our current work force and about 8,000 per day are turning 60 years old.

25% of the group who have a hearing loss say their hearing loss is affecting their success at work, their earning potential and their work productivity. 40% with hearing loss say it negatively affects conversations with loved ones. 65% reported watching TV with others and social gatherings are the areas that Boomers with hearing loss avoid most.

### **Attract and retain members & policy holders**

You can differentiate your plan from the competition with a Beltone Hearing Health Care program. We can help address a growing need and save your members money. Beltone can help your organization’s revenue and future growth.

*(Over)*

## **Improve quality of life**

Hearing is one of the basic ways we communicate with each other. By helping members with their hearing care needs, you will be providing an important health benefit. Infact the Better Hearing Institute has studies that show untreated hearing loss is linked to:

- Reduced job performance and earning power
- Impaired memory and ability to learn new tasks
- Irritability, anger, stress and depression
- Diminished psychological and overall health
- Avoidance or withdrawal from social situations
- Social rejection and loneliness



In these studies, when the hearing impaired individual had their hearing loss treated with hearing instruments, it was shown to:

- Improve earning power and sense of control over life events
- Improve emotional stability and physical health
- Reduce depression and feelings of paranoia
- Reduce discrimination toward people with hearing loss
- Improve communication in relationships
- Improve independence and group social participation

You can positively affect the quality of life for your members by adding a hearing health care program to your benefit plan.

### Hearing Care Services

The following services are often included in Beltone hearing health care programs:

- Hearing Screenings
- Comprehensive Hearing Examinations
- Hearing Evaluations & Fittings
- Follow up Patient Care
- Video Otoscopy\*
- Tympanometry\*

\*Available at most locations

Beltone has a complete product line of hearing instruments that address 100% of aidable hearing impairments. We feature over 70 varieties of shell styles and circuits. Our fitting software and verification software are unique in the industry.

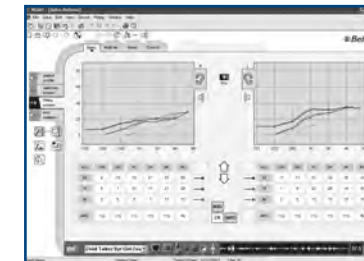
### Hearing Aid Shell Styles

- Completely-in-the-canal (CIC)
- In-the-canal (ITC)
- In-the-ear (ITE)
- Behind-the-ear (BTE) - open, closed and RIE
- Body worn hearing aids.

All hearing aids are covered by a minimum one-year limited warranty and Lost, Stolen & Damage coverage.

### Hearing Instrument Circuitry

- Digital circuitry
- Programmable hearing aids
- Analog hearing aids



(Solus)



(Beltone AVE.)

The Solus™ fitting software helps the provider customize the response of the hearing aid to match the patient's hearing loss.

Beltone AVE™ (Audio Verification Environment) is a Beltone exclusive. This system allows the patient to experience what hearing instruments can do before they buy. It also serves to verify the patients benefits after the fitting.

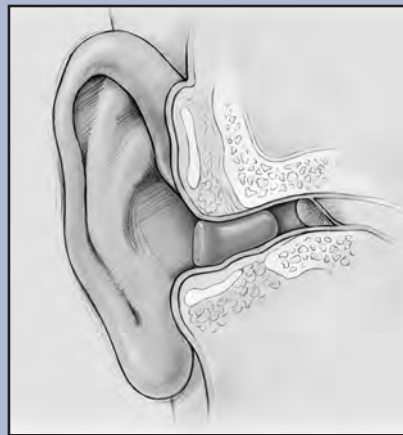
### A History of Innovative Technology

Since 1940, Beltone has been committed to helping the hearing impaired. Beltone spends millions of dollars every year on research to develop new technology to help the hearing impaired.

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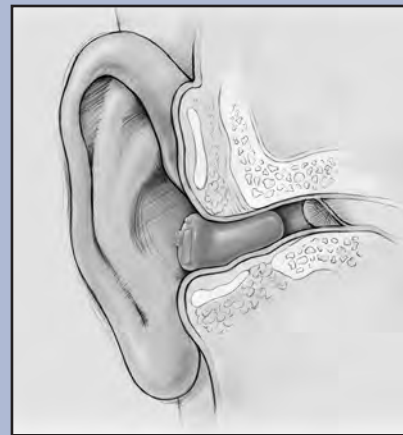
## INVISA

Completely-In-The-Canal



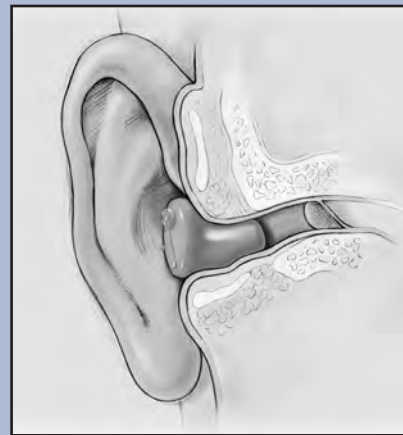
## Petite Plus

Mini-Canal



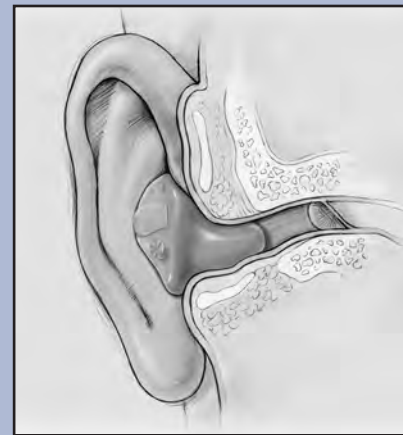
## Opera Plus

In-The-Canal



## Optima

In-The-Ear



## One!/Mia

Behind-The-Ear



## Marq

Receiver-In-The-Ear

