

# Hear life the way it's meant to be heard

## Aetna Hearing<sup>SM</sup> Discount Program

You don't have to live in a world of muted, quieter sounds. With the **Aetna Hearing discount program**,\* you save on the latest styles and technologies of hearing aids. You also save 40 percent off the retail price on hearing exams and services. It's everything you need to make your world sound a little clearer ... all brought to you by HearPO®, a national hearing benefits provider.

**The program is NOT insurance.** That means there are no referrals, no claims ... and no hassles! It's just a simple way to "take a little off the top" of your expenses.

### Here's what you'll receive:

- Savings on all hearing aid styles, from behind-the-ear to completely-in-the-canal
- A wide selection of advanced technology on all types of digital hearing aids from leading manufacturers
- Your choice of over 1,600\*\* participating locations nationwide
- Discounts on hearing aid batteries
- Free follow-up services for one full year

Save on hearing exams, aids and services.

Note: If your Aetna<sup>+</sup> health benefits or health insurance plan covers any of the above products or services, follow those instructions first. Your out-of-pocket costs could be lower.

\*This discount program may not be available to Illinois residents.

\*\*HearPO website, [www.hearpo.com/aetna](http://www.hearpo.com/aetna), 1/08.

**100% money-back guarantee!** Try the program for 60 days. If you're not satisfied with your hearing aid, you'll get a full refund.



We want you to know<sup>®</sup>



## What will I pay?

Here is a sample of pricing\*\*\* you'll pay for hearing aids† — after your HearPO discount. Check out the authorization packet you'll receive in the mail for specific price and provider details.

## HearPO discounted pricing guide

Level of Technology	Discounted price range per hearing aid	Example	Features/Available Options
Economy. Entry-level Digitals	\$549 – \$1,395	Siemens Intuis Phonak Una CN ReSound Plus 5 Unitron Element 4 Sonic Tribute	Up to 9 channels 1 – 3 memories Minimal or no digital noise reduction Minimal or no feedback cancellation Directional microphone may be added
Mid-level Digitals	\$1,495 – \$1,895	Siemens Artis 2 Phonak eXtra CN ReSound Pixel Unitron Element 8 Sonic Applause	Up to 15 channels 2 – 3 memories Enhanced digital noise reduction Enhanced feedback cancellation Directional microphone may be added
Upper-level Digitals	\$1,995 – \$2,395	Siemens Centra Phonak Savin Art CN ReSound Azure Unitron Yuu Sonic Velocity	Up to 20 channels 2 – 3 memories Advanced digital noise reduction Advanced feedback cancellation Directional microphones and telecoils often come standard

Save on hearing the sounds of your world. Once you're an Aetna member, call **1-888-HEARING** or **1-888-432-7464**.

\*\*\*HearPO, 4/08.

†HearPO will select the most appropriate hearing aid based on your needs. Savings are available for all manufacturers, but your savings may vary based on your chosen make and model.

‡Health benefits and health insurance plans are offered, underwritten or administered by: Aetna Health Inc., Aetna Health of the Carolinas, Aetna Health of Illinois Inc., Aetna Health Insurance Company of New York, Aetna Health Insurance Company and/or Aetna Life Insurance Company (Aetna). In Maryland by Aetna Health Inc., 151 Farmington Avenue, Hartford, CT 06156.

HearPO is a registered trademark of HearPO Corp. Discount programs provide access to discounted prices and are not insured benefits. Providers are independent contractors and are not agents of Aetna. Provider participation may change without notice. Health benefits and health insurance plans contain exclusions and limitations. Information is believed to be accurate as of the production date; however, it is subject to change. For more information about Aetna plans, refer to [www.aetna.com](http://www.aetna.com).

Policy forms issued in Oklahoma include: HMO/OK COC-4 09/02, HMO/OK GA-3 11/01, HMO OK POS RIDER 08/07, GR-23, GR-29 and/or GR-29N.

## Three simple steps to save

### 1. Request your authorization packet

It's your official ticket to the program, with details on pricing and providers. Call HearPO customer service (weekdays, 9 a.m. to 6 p.m. ET) at **1-888-HEARING (1-888-432-7464)** to select a provider and have the packet mailed to your home. You can find more providers by visiting the online DocFind® directory at [www.aetna.com](http://www.aetna.com).

### 2. Make an appointment with your selected provider

Remember, you must bring your authorization packet and identify yourself as an Aetna member to be eligible for the discount.

### 3. Receive your discount at the point of purchase

It's that simple!

## Did you know?

Hearing tests are quick, safe and painless. And since up to 95%<sup>1</sup> of people with hearing loss can benefit from hearing aids, the condition doesn't have to rule your life.

<sup>1</sup>The Hearing Review. Accessed March 24, 2008 at [www.hearingreview.com](http://www.hearingreview.com).

