TruHearing Makes Hearing Aids Affordable



Don't miss out on the moments that matter most.

Like vision loss, untreated hearing loss can have major impacts on your personal and professional life, no matter your age. However, the average cost of a pair of quality prescription hearing aids is nearly $5,000.[1] TruHearing® makes hearing aids affordable by providing special savings to VSP® Vision Care members including dependents and extended family members.

With TruHearing, you'll receive highly discounted, not-to-exceed, fixed-tier prices on hundreds of top-of-the-line hearing aid brands, such as Signia® and Widex®. Plus, you'll receive even better value on the latest technology with TruHearing brand models. All of this with a $45 hearing exam.

Fixed pricing options per hearing aid:[2]

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

vsp member extras

TruHearing®

truhearing.com/vsp

Here's how it works:

1. Contact TruHearing.
Call **877.396.7194**. You and your family members must mention VSP.

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

3. 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 Member Extra at **truhearing.com/vsp** or call **877.396.7194** with questions.

In addition to great pricing, TruHearing provides you with:

- 1-year of follow-up visits for fittings, adjustments, and cleanings
- Risk-free 60-day trial period
- 3-year manufacturer warranty for repairs and one-time loss and damage replacement[3]
- 80 free batteries per hearing aid for each non-rechargeable hearing aid

Plus, with TruHearing you'll 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 orders[4]
- Savings of 30–60% on catalog of hearing aids for those unable to find their desired hearing aid within the tiered pricing options
- High-quality, low-cost batteries delivered to your door

Best of all, if you already have a hearing aid allowance from your health plan or employer, you can combine it with TruHearing prices to reduce your out-of-pocket expense even more!

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

1. How much do hearing aids cost in 2024? Hearing Tracker. Updated February 10, 2025. **hearingtracker.com/how-much-do-hearing-aids-cost**.
2. 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.
3. Hearing aid repairs and replacements are subject to provider and manufacturer fees. For questions regarding fees, contact TruHearing.
4. 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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