



The
**SWEET
SOUNDS**
of Life!

Have you heard? Vision and hearing loss often go hand in hand. Mature adults¹ and diabetics² are likely to experience both sensory impairments. Research also shows that more than 36 million US adults, including nearly 20% of people in their 20s, have some degree of hearing loss.³

At Blue Cross and Blue Shield of Texas, we're all eyes and ears about health and wellness. That's why we teamed up with Amplifon, the nation's largest independent hearing discount network, to offer our vision care members affordable discounts on hearing aids.

COVERED VISION MEMBERS RECEIVE:⁵

- **Savings** – Up to 64% off retail for hearing aids⁶
- **Custom hearing solutions** – A wide choice of products from the industry's leading brands
- **Risk-free trial** – Find your right fit by trying your hearing aids for 60 days
- **Follow-up care** – Ensures a smooth transition to your new hearing aids
- **Battery support** – Battery supply or charging station to keep you powered
- **Warranty** – 3-year coverage for loss, repairs, or damage
- **Financing** – No interest for those who qualify



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degree of hearing loss.⁴

See — and hear — life to the fullest. Contact your BCBSTX Ancillary Rep or visit eyemedvisioncare.com/bcbstx.

Amplifon is a separate company that provides administrative and claims services, for which they are solely responsible. Amplifon does not provide Blue Cross and Blue Shield of Texas products or services.

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¹"Aging Changes in the Senses," U.S. National Library of Medicine, accessed April 1, 2021. ²"Diabetes and Hearing Loss," Centers for Disease Control and Prevention, May 27, 2022. ³JAMA Internal Medicine, "Prevalence of Hearing Loss and Differences by Demographic Characteristics Among US Adults" ⁴Ibid. ⁵Discounts are not insured benefits. ⁶Average EyeMed member savings off manufacturer's suggested retail price. Your actual savings may vary. See plan for details.

Vision Insurance offered by Dearborn Life Insurance Company located at 701 E. 22nd Street, Lombard, IL 60148. Blue Cross and Blue Shield of Texas is the trade name of Dearborn Life Insurance Company, an Independent Licensee of the Blue Cross and Blue Shield Association. EyeMed Vision Care, LLC and First American Administrators, Inc. are independent companies that offer provider network and administration services on behalf of Dearborn Life Insurance Company.