

TruHearing®

Endorsed By:

**MEMBER
BENEFITS**

nysut

Working to Benefit You

March 25, 2026



Your TruHearing team



Brandon Porter

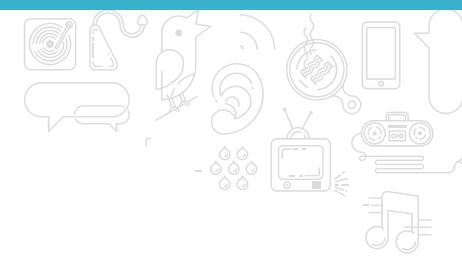
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Agenda



1. TruHearing introduction
2. Special NYSUT member pricing
3. Hearing health and wellness
4. Over-the-counter hearing aids
5. Q&A

Our Mission

We reconnect people to the richness of life through industry-leading hearing healthcare solutions.

Our Values

Delight | Align | Enjoy | Improve | Be Tru



Largest nationwide hearing provider network



- › Industry-leading quality program and National Committee of Quality Assurance (NCQA) credentialing
- › #1 ranked in provider and patient experience²
- › A positive experience with a healthcare professional is the second-strongest motivator for getting members to address their hearing loss*.

National Adequacy

Percent Meeting
98%

Larger counties require multiple locations to meet the coverage expectation

National Access

1-10 miles
90%

11-20 miles
7%

21-30 miles
2%

31+ miles
1%

Technology level comparison

All hearing aid technology levels accommodate various degrees of hearing loss



Value

Up to 6 channels
Many styles available



Natural sound quality

Basic hearing aids are for people who want to hear and understand conversations better without bells and whistles at a low price.

Key Features:

- Digital processing
- Limited noise reduction
- Limited feedback cancellation
- Wireless connectivity

Basic

Up to 8 channels
Many styles available



Natural sound quality

Value hearing aids are for people that have a quiet, less-active lifestyle.

Key Features:

- Digital processing
- Basic noise reduction
- Basic feedback cancellation
- Wireless connectivity

Standard

Up to 16 channels
Most styles available



Natural sound quality

Standard hearing aids work well for people who spend most of their time in predictable environments.

Key Features:

- Digital processing
- Adjustable speech enhancement
- Adjustable feedback cancellation
- Noise reduction
- Wireless connectivity
- Rechargeability (limited styles)

Advanced

Up to 32 channels
All styles available



Natural sound quality

Advanced hearing aids work for those with an active lifestyle and spend time in challenging environments.

Key Features:

- Automated digital processing
- Adjustable speech enhancement
- Adjustable feedback cancellation
- Noise reduction
- Wireless connectivity
- Artificial intelligence technology
- Rechargeability (limited styles)

Premium

Up to 64 channels
All styles available



Natural sound quality

Premium hearing aids support you in the most challenging environments, like restaurants or large groups of people.

Key Features:

- Automated digital processing
- Adjustable speech enhancement
- Adjustable feedback cancellation
- Adaptive directional microphones
- Automatic noise reduction
- Wireless connectivity
- Artificial intelligence technology
- Rechargeability
- Extended bandwidth for better perception of speech and sound

NYSUT Members

Member pricing examples PER hearing aid

Technology level

	Retail price		TruHearing price
TruHearing – Advanced	\$2,720	➤	\$1,149
TruHearing – Premium	\$3,250	➤	\$1,449
Value	\$1,435	➤	\$499
Basic	\$1,705	➤	\$699
Standard	\$2,065	➤	\$999
Advanced	\$2,745	➤	\$1,399
Premium	\$3,250	➤	\$1,799

All plan option inclusions



- › Free online hearing screening
- › 60-day, no-risk trial period
- › Full 3-year manufacturer warranty
- › 80 free batteries per hearing aid
- › 1 year of follow-up visits
- › Free comprehensive hearing exam - Annually

Chris is wearing a
Signia® Active Pro hearing aid.

TruHearing's Unmatched Concierge Member Experience

Call

Member calls TruHearing and a Hearing Consultant helps with your first steps toward greater hearing health. They will answer your questions, explain the program and benefits, and help schedule a hearing appointment.

1-833-723-5727

TruHearing provides member support throughout the entire hearing journey.



Visit

You will receive a comprehensive hearing exam. The TruHearing provider will recommend customized hearing aids solutions.

You place a hearing aid order with the provider and make payment. Hearing aids usually arrive within 3–5 business days.

Dedicated Hearing Consultant will contact member to ensure member had a satisfactory experience and is moving forward toward better hearing.



Follow-up

Provider fits the hearing aids and educates you on all aspects of wearing and caring for your hearing aid(s).

With a hearing aid purchase through TruHearing, members receive one year of free follow-up visits for a device fitting, adjustments, and ongoing education.

The TruHearing hearing aid program gives continued access to experienced healthcare professionals who care about hearing health.



Hearing Health



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TruHearing®

Understanding the growing need for hearing care

The biggest barriers to better hearing are cost, finding care, and understanding the options.



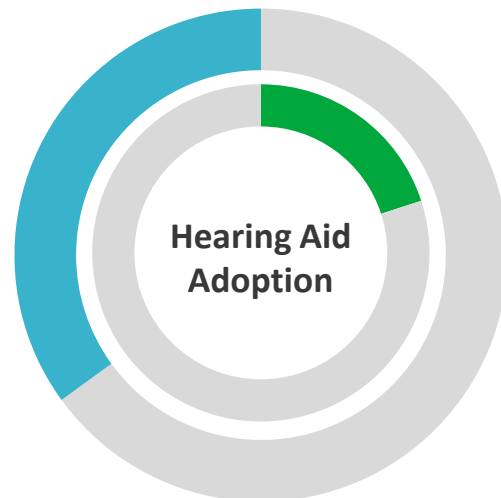
43 million people in the US have a form of hearing loss from mild to profound¹ Hearing loss affects people of all ages.



Most people who could benefit from hearing aids don't use them, often because they aren't sure where to start.

A very low percentage of hearing-impaired people have hearing aids.

Only **35%**
of those with more
disabling levels of loss



Only **20%**
amongst all
hearing impaired

Among Americans adults 18 – 64, hearing loss is more prevalent than all types of cancer, all types of heart disease, and diabetes².

Hearing loss does not just affect your ears



Prioritizing your hearing may help protect your brain as well.

Untreated hearing loss is associated with

- **71% increased dementia risk**
- **Brain aging**
- **Cognitive decline¹**

People with even a little hearing loss have a higher risk of developing dementia compared to those with normal hearing.

Hearing loss in middle age may be an early indicator of cognitive decline and dementia risk.

Hearing loss is associated with structural brain changes, decreased executive function, and increased dementia risk.

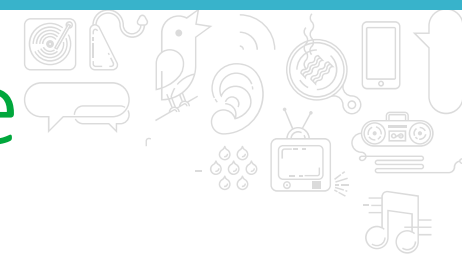
The good news...wearing hearing aids may help lessen these risks.

Mental health impact

Those with moderate or worse hearing loss have 2x greater odds of experiencing anxiety and depression¹.



You don't have to have hearing loss to have tinnitus



What causes tinnitus?²



Noise-induced
hearing loss



Aging



Head injury



Blockages in
the ear



Ear and sinus
infections



High blood
pressure



Certain
medications

In a recent study of workers, over half of the participants had a prevalence of hearing loss and tinnitus that increased rapidly with age¹.

- › Tinnitus was prevalent even with participants that didn't have hearing loss.
- › **47%** overall prevalence of tinnitus and followed patterns similar to hearing impairment.
- › Of that %, **construction trades workers were 40% higher** likelihood to have increased prevalence of tinnitus and hearing loss.

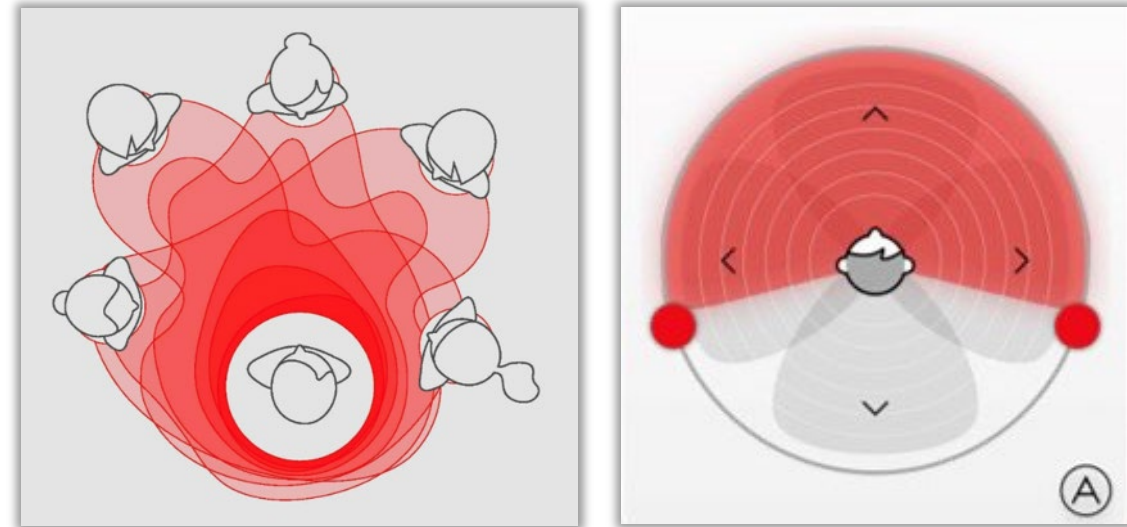
TruHearing hearing aids feature groundbreaking technology



New technology increases engagement in conversations especially in group settings where background noise is present.

Signia Integrated Experience (IX) technology enables wearers to follow up to four conversations at a time, even as they move, and adapts automatically to incoming and departing conversations.

Technology in the TruHearing continues to receive positive reviews from providers and members, and **has won industry awards.**



95% of people with hearing loss perform better in conversations with IX*



Smartphone connectivity

Most new hearing aids can sync with a smartphone, making it simple to harmonize devices for daily life.

- Discreet controls
- Greater self-serve hearing aid customization
- Virtual appointments

Own Voice Processing (OVP®)

Own Voice Processing lets you customize your hearing aid settings to give you a more natural experience.

Motion Sensors

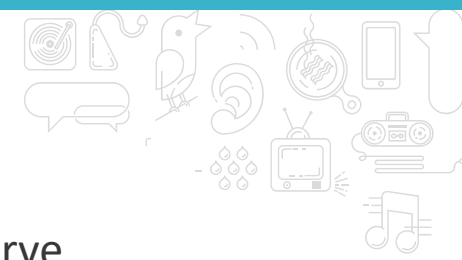
Current top-quality hearing aids feature sound processing that detects and adjusts for motion to offer clearer sound on the move.

Rechargeability

The latest devices feature rechargeable batteries that keep a charge for a full day.



Prescription vs. OTC member experience



OTC hearing aids will target younger (50-70) consumers who are tech savvy and willing / able to self-serve

Member Experience	 Prescription Comprehensive hearing assessment and clinical diagnosis Prescription of appropriate hearing aids Professional custom fitting and adjustments One year of free visits to provider for adjustments, consultation Patients assured they have the best solution based on expert recommendation	vs.	 Over-the-counter Online hearing screener Self-service hearing aid selection Automated fitting and simple user adjustments in app Technical support via phone, product manuals, videos Without consultation, patient may have unrealistic expectations or find themselves with the wrong device
		Assessment	
		Selection	
		Fitting	
		Aftercare	
		Return rates & satisfaction	

TruHearing®



Thank you for your partnership
Dedicated Phone Number for
NYSUT Members:

1-833-723-5727

Q&A