

amplifon Hearing
Health Care.



Performance Report

**Nevada Public Employees' Benefit Program
January 1st through August 31st, 2024**

Amplifon Updates



AMPLIFON CONTINUES GROWING RAPIDLY

We now work with 50+ health and insurance partners. In just 24 months, we've doubled our Medicare Advantage business, doubled our Medicare Supplement business, and doubled our commercial client business



CONCIERGE-LEVEL SERVICE EXCELLENCE

Amplifon continues to focus on exceptional member service through our focus on education and engagement, our hearing-dedicated Patient Care Advocates, and enhancements to our member journey via virtual tools



A FOCUS ON NETWORK ACCESS

Amplifon continues to expand our network and will soon exceed 6,000 nationwide locations. We remain the only hearing health administrator with Miracle-Ear® locations in network



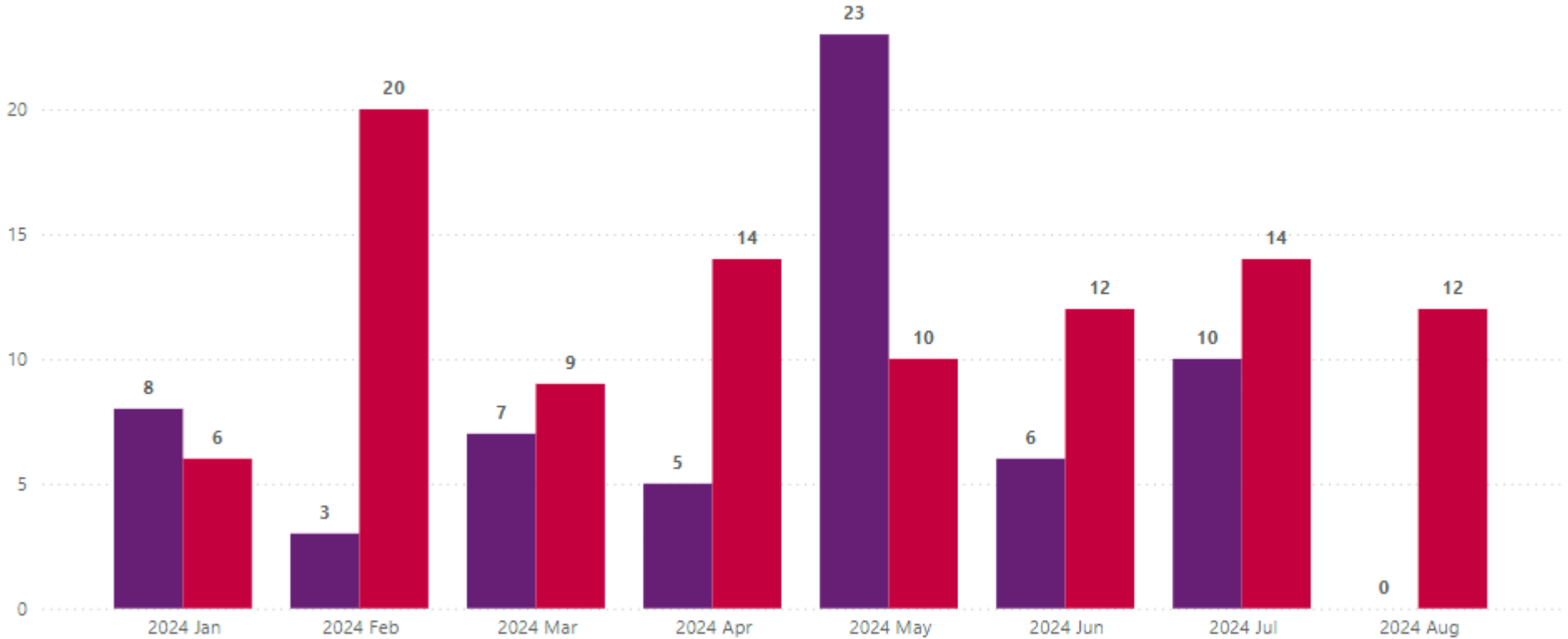
UNIFORM PROVIDER REIMBURSEMENT

Amplifon continues to be the only hearing health administrator with a universal provider reimbursement focused on quality of care vs. a graded reimbursement that rewards providers for selling more expensive HAs

Hearing Aid Purchases

NET UNITS BY MONTH: CURRENT YEAR VS PRIOR YEAR

● Net Units ● Net Units PY



MEMBERS SERVED

35

55 -36.36%
PY %YOY

HEARING AIDS DISPENSED

62

97 -36.08%
PY %YOY

RETURN RATE

2.70 %

3.64% -25.68%
PY %YOY

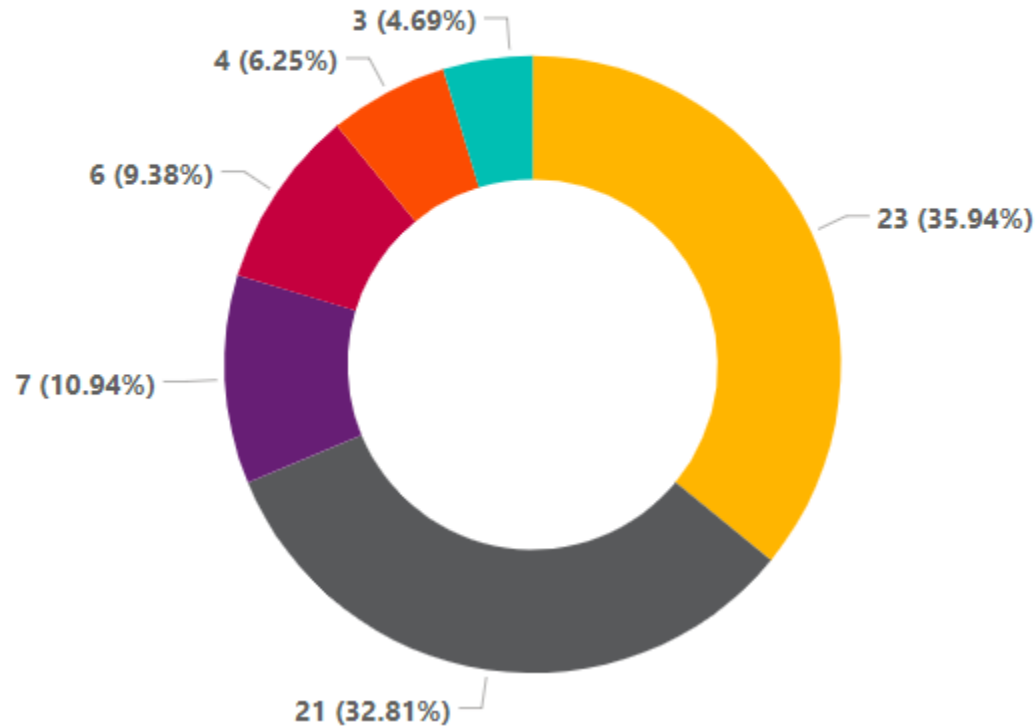
? Why do members return hearing aids?

Typically, members return hearing aids due to issues with comfort. For example, a member may feel they want an invisible in-the-ear-canal model but realize it's uncomfortable. They may request to return their hearing aids and switch to an over-the-ear model.

Hearing Aids Dispensed by Manufacturer

HEARING AIDS DISPENSED BY MANUFACTURER

● STARKEY ● OTICON ● PHONAK ● GN RESOUND ● MIRACLE EAR ● WIDEX ● SIGNIA



THE IMPORTANCE OF CHOICE

Since Amplifon is the only major hearing administrator not owned by a manufacturer, our program is designed to provide your members substantial member choice.

Why is choice of hearing aids important?

- Most providers do not offer all manufacturers. Most only offer 1 to 2 brands of hearing aids
- For members who may already wear hearing aids, they often prefer not to switch manufacturers because they are comfortable with their existing brand
- Some models by manufacturers may be better suited for different lifestyle, technology and hearing healthcare needs

What do providers think?

In a recent Amplifon survey, 90% of providers indicated they prefer having the option to dispense the hearing aid brand and model best suited for the members' lifestyle, technology and hearing needs.

Hearing Aids Dispensed by Technology Tier

UNDERSTANDING TECHNOLOGY TIERS

- PREMIER**
 For **dynamic** lifestyles. Typically includes: 20+ frequency channels, beam forming, wind/echo reduction, impulse noise reduction, and binaural processing

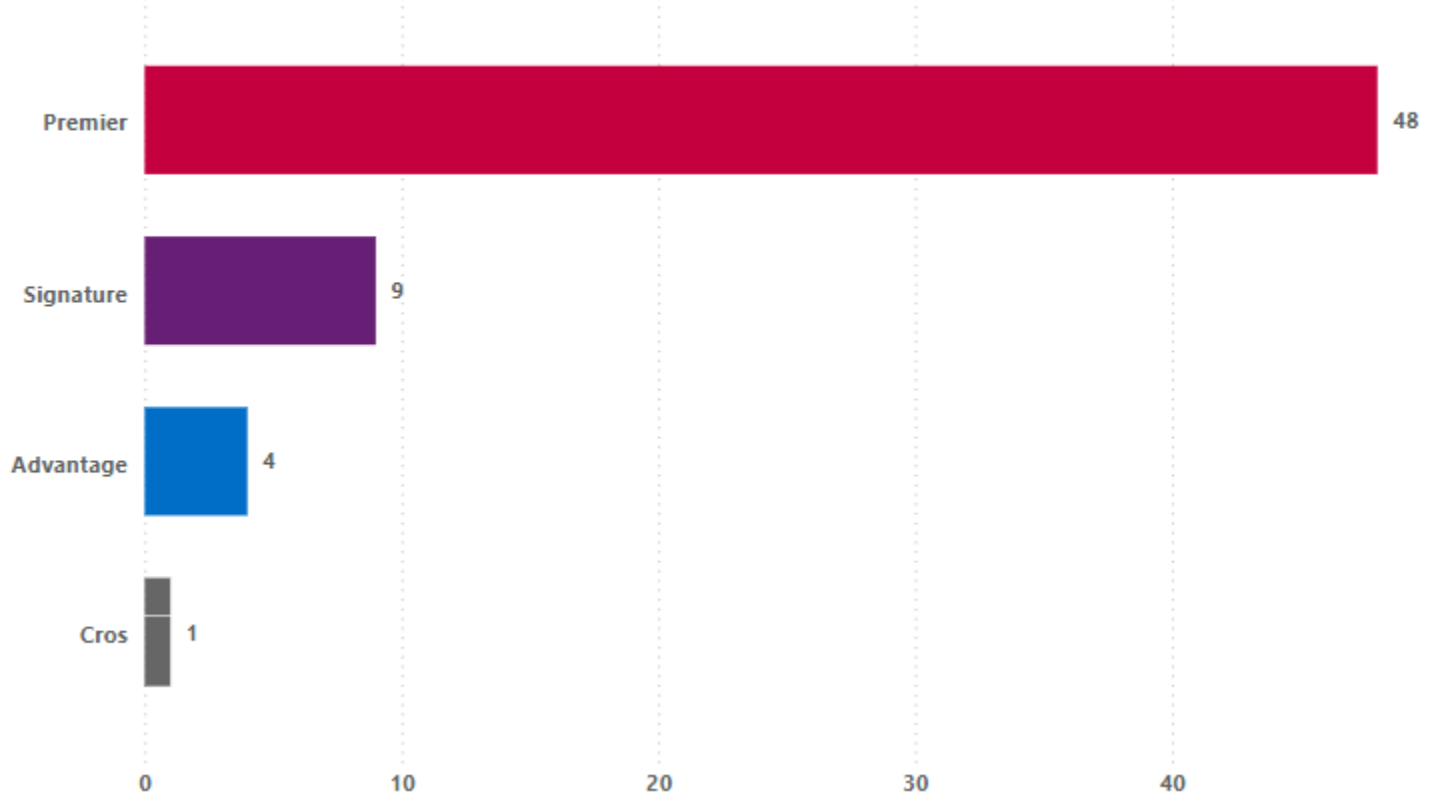
- SIGNATURE**
 For **very active** lifestyles. Typically include: 16 frequency channels, beam forming (limited), wind/echo reduction, impulse noise reducing and binaural processing

- ADVANTAGE**
 For **moderately active** lifestyles. Typically include: 12 frequency channels without other features listed above

- PLUS AND BASIC**
 For **casual or quiet** lifestyles. Typically includes 8 or fewer frequency channels without other features listed above

- CROS**
 A **specialized** hearing aid whose microphone picks from the “poor side” and sends it via wireless connection into a conventional hearing aid on your better ear

HEARING AIDS DISPENSED BY TECHNOLOGY TIER



81%

Percent of Your Members Purchased Rechargeable Hearing Aids

What’s the primary difference between disposable and rechargeable hearing aid batteries? Rechargeable hearing aids eliminate the time, stress, and cost of dealing with disposable batteries. Take note: two digital hearing aids eat up an average of 300 (or more!) batteries in a 3-year span.

Savings Analysis

\$313,080

=

TOTAL SAVINGS YEAR TO DATE

We're on our way to another successful year. Think of the impact you're making on your members quality of life!

		HAs PURCHASED	AVR MSRP	AVR MBR COST	TOTAL SAVINGS
	Premier	48	\$7,839	\$2,195	\$270,920
	Signature	9	\$5,462	\$1,895	\$32,105
	Advantage	4	\$3,520	\$1,495	\$8,100
	Cros	1	\$3,850	\$1,895	\$1,955
					
					

Average MSRP Per Aid

\$7,151

\$6,040 18.4%

PY %YOY

Average Cost Per Aid

\$2,101

\$2,144 -1.98%

PY %YOY

Total Cost of Aids Purchased

\$130K

\$207.9... -37.35%

PY %YOY

Average Cost Per Purchase

\$3,791

\$3,956 -4.18%

PY %YOY

Network Access

Member Utilization: Top Counties

COUNTY	STATE	UTILIZATION YTD	PRIOR YEAR
CARSON CITY	NV	18	17
WASHOE	NV	13	23
CLARK	NV	3	10
WASHINGTON	UT	1	1

Member Utilization: Top Providers

PROVIDER	UTILIZATION YTD	PRIOR YEAR
Hearing Care Of Carson City Ltd	9	11
Sierra Nevada Hearing Aid Center	9	6
LeMay Hearing & Balance	6	5
Silver State Hearing and Balance	3	11
Miracle Ear	2	2
Sierra Hearing Center	2	3
Swank Family Hearing	2	3
Advanced Audiology Institute	1	
Precision Hearing Aid	1	

The Importance of a Uniform Provider Reimbursement Schedule

Rewarding providers with larger dispensing fees (right) leads to unnecessary upselling and greater expense.

FACT: Amplifon is the only hearing health administrator with a universal provider reimbursement rate.

	Amplifon	Competitors	
FOCUS: QUALITY OF CARE	Premier	\$\$	
	Signature	\$\$	
	Advance	\$\$	
	Plus	\$\$	
	Basic	\$\$	
			FOCUS: MAXIMIZING PROVIDER ROI
		Premier	\$\$\$\$\$
		Signature	\$\$\$\$ ↑
		Advance	\$\$\$ ↑
		Plus	\$\$ ↑
		Basic	\$ ↑

Thank you!