



Performance Report

**Nevada Public Employees' Benefit Program
January 1st through March 31st, 2025**

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

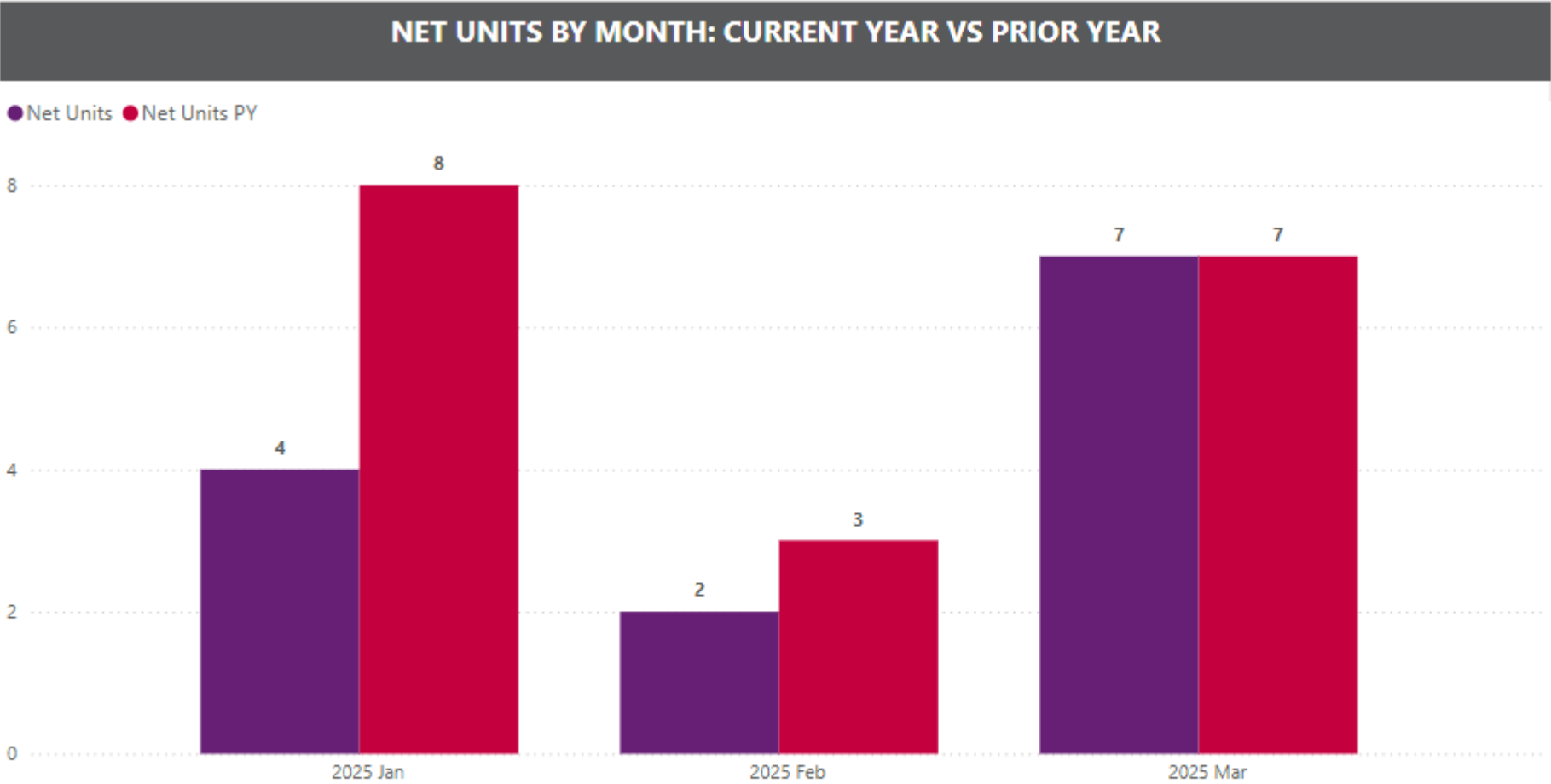
Amplifon continues to expand our network and will soon exceed 6,000 nationwide locations. We remain the only hearing health administrator with Miracle-Ear® locations in network



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



MEMBERS SERVED		
	7	
10	-30.00%	
PY	%YOY	

HEARING AIDS DISPENSED		
	13	
18	-27.78%	
PY	%YOY	

RETURN RATE		
	16.67 %	
5.88%	183.33%	
PY	%YOY	

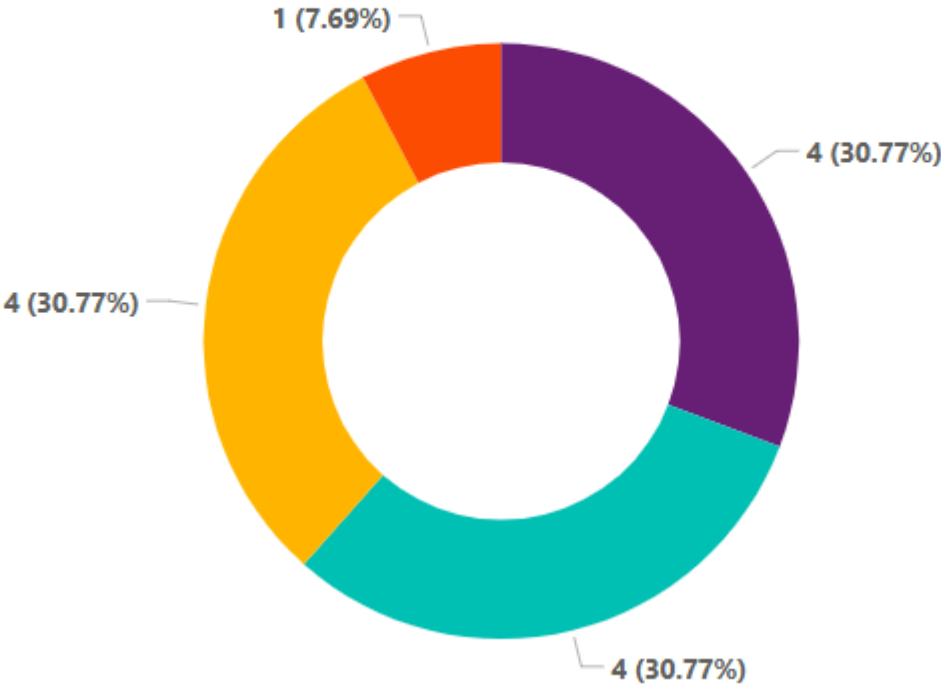
? Why do members return hearing aids?

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

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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.

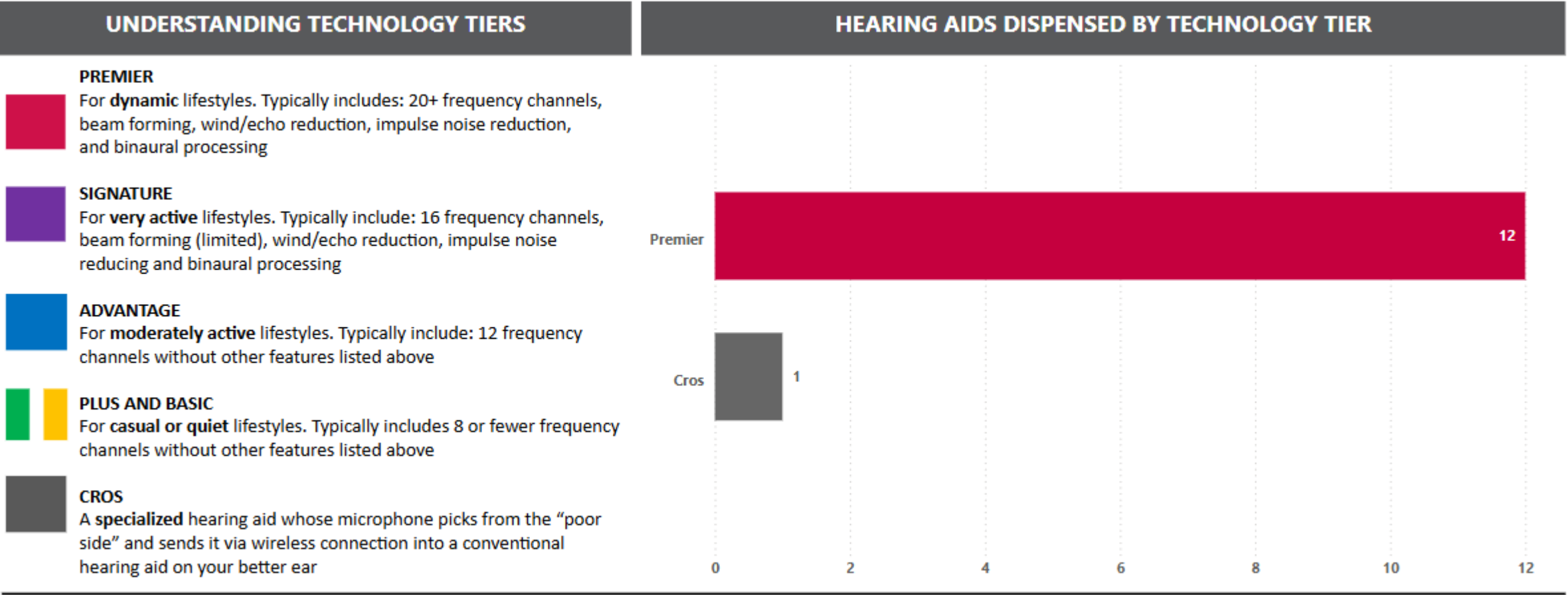
Why is choice of hearing aids important?

- 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



100%

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

\$77,550

=

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	12	\$8,495	\$2,195	\$75,595
	Cros	1	\$3,850	\$1,895	\$1,955
					
					
					
					

Average MSRP Per Aid

\$8,137

\$7,831 3.9%
PY %YOY

Average Cost Per Aid

\$2,172

\$2,101 3.40%
PY %YOY

Total Cost of Aids Purchased

\$28K

\$37.81K -25.32%
PY %YOY

Average Cost Per Purchase

\$3,974

\$3,738 6.31%
PY %YOY

Network Access

Member Utilization: Top Counties

COUNTY	STATE	UTILIZATION YTD	PRIOR YEAR
CARSON CITY	NV	2	9
CLARK	NV	2	1
WASHOE	NV	2	0
SALT LAKE	UT	1	

Member Utilization: Top Providers

PROVIDER	UTILIZATION YTD	PRIOR YEAR
My Hearing Centers	1	
Sharp Hearing	1	
Southern Nevada Audiology	1	
Sierra Nevada Hearing Aid Center	2	4
Silver State Hearing and Balance	2	-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.

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



Thank you!