



Get Back the Joy of Hearing

Better hearing helps you stay connected to the ones you love. That's why Blue Cross and Blue Shield of North Carolina (Blue Cross NC) offers you a hearing aid benefit through TruHearing[®].

Your hearing aid benefit includes:



Personalized Care

Guidance and assistance from a TruHearing Hearing Consultant

Professional exam from a local, licensed provider

Three follow-up visits for fitting and adjustments to ensure you're completely satisfied with your hearing aids



Next-Generation Sound

Powerful hearing aids help you hear what matters most, wherever you are

Device sensors automatically adjust for a natural sound, even while you're moving

Own Voice Processing (OVP[®]) recognizes your voice and makes it sound more natural



Devices for Your Lifestyle

Bluetooth connectivity for streaming your favorite music, TV and phone calls straight to your ears¹

Rechargeable battery options that provide an all-day charge in 3-4 hours²

A smart app that acts as a hearing aid remote control, allows you to interface with your provider and even tracks your physical activity³

Think you might have hearing loss?

Try our free, fast online screening

Visit:

BCBSNC-MA-HS.TruHearing.com

Accessible from your tablet, computer, or smartphone



Call TruHearing to learn more and schedule an appointment

Hours:

8 a.m. – 8 p.m., Monday through Friday

<1-866-201-9211>

TTY: 711

If you are calling after hours, a representative will take a message and someone will call you back on the following business day.

Your 2021 Hearing Coverage

Your benefit covers up to two Advanced or Premium hearing aids per year with copayments starting at <\$699>.



TruHearing Advanced TruHearing Premium*

32 Channels | 6 Programs

48 Channels | 6 Programs

Your Plan:	Retail: <\$2,445>/aid	Retail: <\$3,125>/aid	Routine Exam In-Network ⁴
Blue Medicare Advantage Plans	<\$699> copay/aid	<\$999> copay/aid	<\$0> exam copay

*Rechargeable battery option is available on select styles for an additional cost per hearing aid.

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Your benefit also includes:



- + Risk-free 45-day trial period
- + 48 free batteries with non-rechargeable models
- + Full 3-year manufacturer warranty

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¹ Smartphone-compatible hearing aids connect directly to iPhone®, iPad®, and iPod® Touch devices. Connectivity also available to many Android® phones with use of an accessory. TV streaming available through most TVs with use of an accessory.

² Rechargeable features may not be available in all models and styles.

³ In-app interfacing requires provider activation.

⁴ Must be performed by a TruHearing network provider.

Blue Cross and Blue Shield of North Carolina is an HMO and PPO plan with a Medicare contract. Enrollment in Blue Cross and Blue Shield of North Carolina depends on contract renewal.

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All content ©2020 TruHearing, Inc. All Rights Reserved. TruHearing® is a registered trademark of TruHearing, Inc. All other trademarks, product names, and company names are the property of their respective owners. Three follow-up visits must be used within one year after the date of initial purchase. Free battery offer is not applicable to the purchase of rechargeable hearing aid models. Three-year warranty includes repairs and one-time loss and damage replacement. Hearing aid repairs and replacements are subject to provider and manufacturer fees. For questions regarding fees, contact a TruHearing hearing consultant. <BCBSNC_MedAdv_AEP_F_0520>

