



EPIC Hearing Healthcare
3191 W. Temple Ave Suite 200
Pomona, CA 91768
Corporate Toll Free: 877.606.3742
Email: sales@epichearing.com
www.epichearing.com

Hear better, Live fully.

ASO Savings Plan Hearing Service Plan Benefit No Access Fee

Administrative Services:

EPIC will provide the following services and products

- Qualified and credentialed preferred provider network consisting of ear physicians and audiologists
- Toll-free call center with hearing counselors for member support
- Referral coordination to closest local providers
- Claims preparation for professional services and technology or devices (consolidation of in network claims processing when coordination of benefits is applicable)
- Fixed, preset pricing for professional services and hearing aids
- Access to all brand-name hearing aids and related technology at pre-set, pre-disclosed pricing (representing savings of 30-60% off MSRP)
- Billing and collection directly for professional services and devices (no office co-pays, up-selling, or balance billing by provider)

Hearing Devices:

All manufacturer, brand-name hearing aids will be offered through the EPIC HSP based upon agreement between the member and the provider at time of service. Price lists will be adjusted per the manufacturer schedule on October 1st annually. Device or technology lists will be amended to include new products as they are brought to market to ensure members have complete and open access.

Warranty and Service:

All hearing aids through the EPIC HSP will carry an extended three year warranty and come with the first year supply of batteries, complementary.

Marketing Materials:

EPIC will provide a customized, co-branded website for employee access as well as open enrollment brochures and member booklets (outlining plan features and pricing). If requested, EPIC will also mail an introductory letter to employees introducing the new benefit.

Fee Schedule:

Fee schedule for hearing aid purchases through the EPIC Hearing Service Plan shall follow the below price ranges per level of technology:

Basic Technology:	\$ 495
Standard Technology:	\$ 889 - \$1450
Advanced Technology:	\$1465 - \$2100
Premium Technology:	\$2100 - \$2599

*Ear molds are included with Behind-the-Ear purchases




epic

HEARING HEALTH CARE

Hear better, Live fully.

EPIC Hearing Service Plan: ASO Option (for self funded groups)

EPIC (Ear Professionals International Corporation) appreciates the opportunity extended to provide a hearing plan proposal. In order for you to have a complete understanding of EPIC, we are providing this summary in response to your request for a proposal. The EPIC Hearing Service Plans are a turn-key approach to offering your members a standardized, comprehensive Hearing Healthcare Plan that picks up where most other medical plans leave off; for a consistent approach to hearing care throughout the country.

Our proposal includes a full plan description of the EPIC Hearing Service Plan: ASO Option, which compliments and coordinates with any existing self funded hearing benefits. Also included in our proposal is information regarding our provider network; hearing aid technology and fixed fee schedule; administration and marketing.

EPIC Hearing Healthcare represents over 5,000 ENT physicians and audiologists nationwide-- the largest network of its kind in the nation. The EPIC Hearing Service Plans manage the process of referrals; professional services and diagnostics; access to all technology; and billing and collections. In this manner, individuals throughout the country can be assured of standardized and consistent procedures for assessment and evaluation, technology selection, programming, and outcomes measurements. And the EPIC Hearing Savings Plan pricing is consistent and standardized in all cities and states, and across all makes, models, and manufacturers.

The EPIC Hearing Service Plans (HSP) offer the greatest value in hearing aids and related services and the best quality of care. That statement is fulfilled in the following HSP plan provisions and structures. The EPIC Hearing Service Plans are unique in the specialty care marketplace as no other program or company offers this wide-ranging assurance of value and quality. The EPIC HSP addresses those concerns most often raised by people who are considering hearing aids.

- **Cost** -- EPIC controls and presets all pricing on a national basis; and because of our unique pricing strategy, EPIC presents the best price possible on all hearing aid products. This assures the greatest value and eliminates any incentives for up selling, markup pricing, and profit driven decisions.
- **Provider Identification** -- Surveys suggest that people are concerned about finding a reputable provider when considering hearing aids and the cost of hearing aids. The EPIC network of credentialed physicians and audiologists addresses this concern; and the call center is available to answer any questions a patient may have regarding a provider or provider status.

- **Hearing Aid Efficacy and Cosmetic Issues** -- By providing access to the full range of hearing aid manufacturers, EPIC has assured availability of the best and most appropriate technology for each hearing loss, and the style or shape/model most preferred by the individual patient/member.

We believe that EPIC provides the greatest value to you and your members by not only controlling the cost, but by managing the total process of hearing care and hearing aids; and we can report that data and value on a regular basis as standard feedback.

The EPIC Hearing Service Plans provide the most complete and comprehensive program for hearing aid evaluation, assessment, and treatment; and in so doing, the EPIC Plans provide every individual member the opportunity, affordability, and, most importantly, the right to hear.

Again, we appreciate the opportunity to provide this proposal; please contact us with any questions.

Sincerely,

Mike Reha
Director, Sales & Marketing
909-718-8419
mreha@epichearing.com

Dru Coleman
National Accounts Manager
909-718-8412
dcoleman@epichearing.com

Pamm Sanders
Sales Account Executive
909-718-8446
psanders@epichearing.com

Provider Network and Hearing Care

The EPIC HSP provider network is the largest of its kind in the country consisting of otolaryngologists and audiologists. The EPIC Hearing Service Plans provider network assures value and quality in the following components:

- The network consists of credentialed ENT physicians and audiologists who are licensed, trained, and certified to provide all levels of hearing care and hearing aid services.
- EPIC's provider network has agreed to perform services according to a published defined clinical pathway, and maintain this as a standard of care for all members/patients.
- The EPIC HSP provider network has agreed to EPIC's pre-set, pre-negotiated professional fees to provide hearing aids and related services.

Product Pricing & Fixed Fee Schedule

EPIC is independent, which allows us to represent hearing care to the public and consumers in an unbiased fashion. EPIC offers all major brands of hearing aids and is not involved in any self-branded or off-brand products. EPIC is not a discount or retail model. The EPIC HSP model is a medical model, which separately negotiates product pricing and professional service fees, and combines them to present low prices for all hearing aid technologies. Since the professional fees have been fixed by EPIC, the choice of hearing aid technology and brand is entirely dependent upon the clinical need and not pricing/profit relationships. The service fees and fitting fees are all inclusive with the price of the hearing aid, therefore, any member seen by an EPIC provider will be fit with hearing aids based on diagnostic outcome/results and not on profit margins.

Hearing Aid Products & Technology

Employee/members will have access to all makes, models, and manufacturers of technology to ensure the most appropriate decision for each individual hearing treatment. The EPIC HSP ensures value and quality in the following manner:

- The EPIC HSP provides access to all major hearing aid manufacturers, and most second-tier manufacturers. This assures availability of a wide range of styles, products, and technology.
- EPIC provides savings of over 30-60% off manufacturers' suggested retail pricing
- EPIC extends the hearing aid manufacturers' one or two year loss and damage warranty with a three year extended warranty.
- All hearing aids come with 45 day trial period and money back guarantee.
- All purchases come with a one year supply of batteries.
- EPIC will notify our clients as to any new technology that is introduced by the manufacturers in a given year. This ensures that members are getting the newest technology at the most affordable rate.

EPIC HSP Management and Support Services for Member/Patients

The process of hearing care and hearing aids is not well understood within the marketplace. The EPIC HSP provides members/patients with a variety of printed materials regarding hearing aids, the process of obtaining hearing aids, and how to maximize the benefit of hearing aids. EPIC further supports the HSP by providing free telephone support to any individual who may be active within the plan, or may simply have questions about hearing care and hearing aids. The EPIC HSP patient support is exemplified in the following:

- Hearing counselors are available throughout the day (toll free) for any and all questions or concerns a member/patient may have regarding hearing care and hearing aid services. Our call center is open from 6:00 – 6:00 (PST) Monday through Friday and the service staff is bilingual.
 - The EPIC HSP provides ongoing support after the hearing aid purchase with direct battery programs; notification of new ancillary support products; hearing aid and cell phone compatibility assessment and advice; and referrals to other services available on a state-by-state basis to hearing impaired individuals.
 - EPIC HSP is an approved call center for a national credit service company. As such, EPIC can confirm eligibility and pre approval over the phone for a variety of credit plans to assist in the purchase of hearing aids. This credit program is not owned or a part of EPIC; they are an independent, well-known, national company.
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Marketing / Promotional & Administration

EPIC can provide the following marketing communication materials:

- 1) Open Enrollment Brochures
- 2) Introductory Letter Mailing
- 3) Co-branded website designed and hosted by EPIC
- 4) Newsletter articles
- 5) Member support materials (mailed to member after registration)
 - a. Member Booklet
 - b. Referral Paperwork
- 6) Utilization reports (Reflection of all activity: i.e. registrants, referrals, pending authorizations, authorizations / purchases, returns for credit)



ASO Plan Features

- **Administrative Services:**

EPIC will provide the following services and products

- Qualified and credentialed preferred provider network consisting of ear physicians and audiologists
- Toll-free call center with hearing counselors for member support
- Referral coordination to closest local providers
- Fixed, preset pricing for professional services and hearing aids
- Benefit Coordination (when applicable)
- Access to all brand-name hearing aids and related technology at pre-set, pre-disclosed pricing (representing savings of 30-60% off MSRP)
- Billing and collection directly for professional services and devices (no office co-pays, up-selling, or balance billing by provider)

- **Hearing Devices:**

All manufacturers, brand-name hearing aids will be offered through the EPIC HSP based upon agreement between the member and the provider at time of service. Price lists will be adjusted per the manufacturers' schedule on October 1st annually. Device or technology lists will be amended to include new products as they are brought to market to ensure members have complete and open access.

- **Warranty and Service:**

All hearing aids (except for Basic level technology) through the EPIC HSP will carry an extended three year warranty and come with the first year supply of batteries, complementary. All Basic level hearing aids will come with a one year warranty and the first year's supply of batteries.

- **Marketing Materials:**

EPIC will provide brochures, member booklets, and referral communication materials.

- **Fee Schedule:**

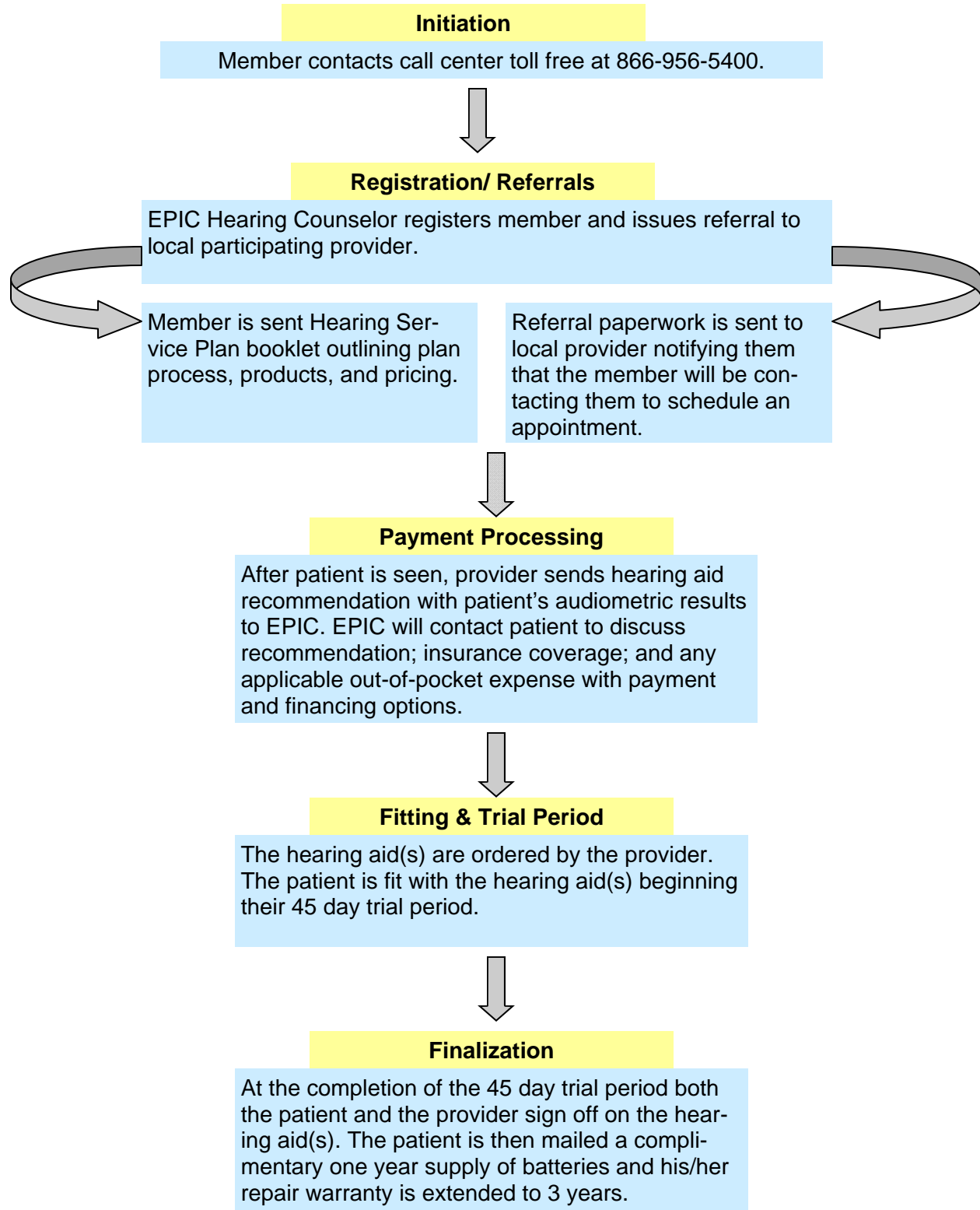
Fee schedule for hearing aid purchases through the EPIC Hearing Service Plans shall follow the below price ranges per level of hearing aid technology:

Basic Technology:	\$495
Standard Technology:	\$889 - \$1450
Advanced Technology:	\$1465 - \$2100
Premium Technology:	\$2100 - \$2599

*Ear molds are included with Behind-the-Ear purchases



EPIC Hearing Service Plan Process Flow



About EPIC Hearing Healthcare

EPIC Hearing Healthcare was founded by a panel of Ear Professionals and Administrative Health Care Executives in 1997 as Ear Professionals International Corporation, dba EPIC Hearing Healthcare. EPIC has since pioneered the way for hearing care in today's traditional benefits marketplace. Having identified a gap in coverage in most traditional health plans, EPIC was the first to carve out hearing care benefits in the fashion of other ancillary or specialty care disciplines; meeting the needs of an otherwise un-served population, and bringing standardization to a fragmented industry. Today, with the largest national network of audiologists and ENT physicians in the country (5,000 providers nationwide), and distribution relationships with all major manufacturers, the EPIC Hearing Service Plans® provide the greatest quality of care at the best value to our clients. We believe that everyone deserves the right to affordable hearing care. *Hear better, Live fully.*

OVER
38 MILLION
AMERICANS
SUFFER
FROM
HEARING LOSS

1 IN 6 BABY BOOMERS (AGES 41-59)
HAVE A HEARING PROBLEM



EPIC Hearing Service Plans ®

The EPIC Hearing Service Plans ® proudly serve the hearing health needs of managed care organizations and employer groups nationwide. A variety of plan options allow EPIC to accommodate any group. Plan options include:

- FULLY INSURED PLANS
- ASO PLANS
- VALUE ADD PLANS
- FINANCIAL NEEDS PLANS

EPIC provides full administration of all plan options including:

- MEMBER SUPPORT SERVICES
- REFERRAL COORDINATION
- PROVIDER NETWORK & MAINTENANCE
- HEARING AID AUTHORIZATION
- OPEN FORMULARY
- FIXED FEE SCHEDULE
- REPRESENTING SAVINGS OF 30-60% (PRODUCTS AND RELATED SERVICES)
- BILLING & BENEFIT COORDINATION
- CLAIMS ADMINISTRATION

EPIC Hearing Service Plan:

ASO Option for self funded plans

Welcome to the EPIC Hearing Service Plans. We are pleased to introduce our ASO Hearing Plan—a great compliment to any existing hearing benefit. EPIC will coordinate any existing self funded hearing benefits to maximize the value of those benefits and provide administrative support and management of those dollars, including cost containment.

How it Works

EPIC contracts with the group/plan administrator to provide hearing services and coordinate eligible member benefits.

Process Flow

- Member contacts EPIC toll free to register and obtain a referral to a participating provider in their area.
- EPIC confirms member eligibility for benefits; mails member a booklet outlining plan features; and issues referral to local provider
- Member is evaluated by provider. If member is a candidate for hearing aids, provider submits diagnostic results and hearing aid recommendation to EPIC.
- EPIC coordinates member's eligible benefit at time of payment, and collects any out-of-pocket remainder from the member direct (when applicable)
- EPIC authorizes the hearing aid order
- The provider fits the member with the hearing aid(s), marking the beginning of their 45 day trial period.
- Member signs off on hearing aids at completion of trial period, indicating acceptance. EPIC extends the members warranty and mails a one year supply of batteries, complimentary (per hearing aid).
- EPIC submits claim to group/administrator to collect for the eligible benefit amount.

Additional Features

- *Largest network of hearing providers in the country (5,000 locations nationwide)*
- *Access to all major brand hearing aids at 30-60% off MSRP; starting as low as \$495 for name brand, digital products*
- *Quarterly Utilization Reporting back to the plan administrator*
- *Extended product warranties*
- *Free one year supply of batteries with purchase*
- *On-site call center for member support*
- *Claims administration*
- *Member Satisfaction Surveys*

