

Life's better
when you're
connected.

Better hearing helps you stay connected to the ones you love. That's why Blue Cross and Blue Shield of Illinois partners with TruHearing® to give you a broad hearing care solution. Your 2025 hearing program saves you up to 60% off retail pricing.

Example Savings (per aid)			
Product	Retail Price	Savings	TruHearing Price
TruHearing Advanced	\$2,720	\$1,470	\$1,250
✦ Signia 3IX	\$2,113	\$763	\$1,350
✦ Widex® SmartRIC™ 220	\$2,332	\$982	\$1,350
✦ ReSound NEXIA™ 9	\$3,047	\$797	\$2,250
✦ Starkey® Genesis® AI 1600	\$2,129	\$579	\$1,550
✦ Phonak® Lumity® L-RL 90	\$3,349	\$1,099	\$2,250
Oticon® Real® 2	\$3,018	\$1,243	\$1,775

✦ Rechargeable | Listed products are smartphone-compatible¹

You can use your 2025 TruHearing Aid Discount Program to purchase a new pair of hearing aids. See your Evidence of Coverage for hearing aid allowance and eye exam costs.

Your journey to better hearing made easy.

Get Started with Five Simple Steps.



1. Call
TruHearing



2. Schedule
an exam



3. Go to
your exam



4. Order
hearing aids



5. Fitting and
follow-up

Your hearing benefit includes:

- **60-day**, risk-free trial
- **1 year** of follow-up visits
- **80 free batteries** per non-rechargeable hearing aid
- **3-year** manufacturer warranty



Schedule an appointment

1-844-855-9536 | TTY 711

Hours: 7 a.m. - 7 p.m. CST,
Monday - Friday

Learn more

<https://www.truhearing.com/how-it-works/>

Or scan with
your smartphone
to see how it works.



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

Prices and products subject to change.

HMO, HMO-POS and PPO plans provided by Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC). HMO plan provided by Illinois Blue Cross Blue Shield Insurance Company (ILBCBSIC). HCSC and ILBCBSIC are Independent Licensees of the Blue Cross and Blue Shield Association. HCSC and ILBCBSIC are Medicare Advantage organizations with a Medicare contract. Enrollment in HCSC's and ILBCBSIC's plans depends on contract renewal.

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