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Helping Seniors Maintain Auditory Function is High Priority for ASBA

FOR IMMEDIATE RELEASE: Chicago, IL - November 7, 2011 – The American Senior Benefits Association (ASBA) has unveiled a new program that will help seniors maintain their quality of life by better managing their hearing care.

ASBA is partnering with EPIC Hearing Health Care (EPIC) to help seniors afford quality care for their auditory needs. The EPIC Hearing program is a complementary program that relies upon a national network of high-quality providers to help seniors address their hearing needs. Every senior who takes part in the EPIC program will receive initial audiological testing, conducted by program specialists, to determine the cause and extent of hearing loss. Program specialists will then work with individuals to determine the best course of treatment, from hearing aids to surgery.

Through EPIC, ASBA members will realize a savings of between 30%-60% on name brand hearing aids. Seniors can also take advantage of EPIC's battery program, at a potential cost savings of 40% over standard retail pricing. The battery program provides for shipment of replacement batteries directly to the ASBA member's home.

While the EPIC Hearing plan is not considered insurance, EPIC will coordinate insurance coverage up front for the Managed Medicare programs that EPIC contracts with directly, or submit claims on behalf of those members who have made purchases through EPIC, and are eligible for coverage through a managed care organization that EPIC may not contract with directly. This synchronization will help ensure that ASBA members reduce out-of-pocket expenses as greatly as possible, while still filing for reimbursement through their health insurance plan.

"We're glad to be partnering with EPIC Hearing Health Care to deliver a program that will help seniors pay for hearing aids and other hearing-related expenses", said Bill Hill, Sr., ASBA's President and Chairman of the Board. "A person can miss so much if his hearing is not what it should be. It's gratifying to know that our members now have a way to avoid the loss of socialization that too often accompanies a hearing deficit."

To take advantage of the EPIC program, contact EPIC at 866-956-5400 and identify yourself as an ASBA member.

For more information on this program or any other ASBA offering, please visit the ASBA website at www.asbaonline.org.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 739,000 nationally.