

For what it's worth

There's no doubt hearing aids are a significant investment. But what you get in return has the potential to be priceless:

- Feeling more safe and secure
- Feeling less isolated
- Being more engaged with family and friends
- Enjoying music and TV to the fullest
- Feeling more aware and confident
- Communicating more easily
- Feeling less reliant on others



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The Price of Better Hearing

How much do hearing aids cost?



The question everyone asks

One of the first things first-time hearing aid buyers want to know is, “How much is a pair going to cost?” The short answer is, “Anywhere from \$500 to \$6,000.” The right answer is, “Like all high-tech devices, it depends on what you need.” In other words — people have different hearing needs, not all hearing aids are alike, and not all service packages are the same. Remember that hearing aids are highly sophisticated medical devices fit by educated and trained professionals — and typically include additional benefits and services like follow-up visits, repairs and counseling.



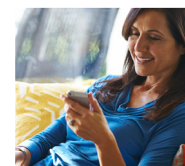
There's a range for a reason

Like many things you buy — from televisions to cell phones to eyeglasses — there is a wide range of pricing that applies to hearing aids. They're available in a variety of styles, with a range of high-tech features, which means you'll typically pay less for big and basic than you will for hearing aids that are little and loaded. Features and accessories that cancel noise, eliminate feedback, improve high-frequency audibility and enable direct connectivity to phones, TVs and music, greatly improve performance and enhance everyday listening — but also increase costs.

Today, most insurance programs don't cover the cost of hearing aids. However, there are many pricing and financing options. For more information, talk to your hearing healthcare professional.

What's right for you?

Hearing aids today are designed to accommodate and enhance a variety of different listening environments. What you'll want and what it costs will depend on how busy and active you are, and what types of environments you frequent.



QUIET

Basic technology designed to help people who are less active, or spend the majority of time in quiet environments like reading and listening to music.



ONE-ON-ONE

Select technology designed for simple environments such as one-on-one conversations and small groups.



NOISY

Advanced technology designed to be used in relatively easy-listening situations with some noise like meetings, restaurants and card games.



VERY NOISY

Premium technology designed for active people that frequent a variety of listening environments, including events with crowds or high-noise levels like sporting events, noisy restaurants, and concerts.

