

“FOR IMMEDIATE RELEASE”

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NHS Offers Hearing Aid Insurance Program to Insurance Companies Nationwide

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NHS is the first company in the United States to offer an authentic hearing aid benefit program for insurance companies. This is not a discount program, this is an insurance program.

The hearing impaired population in the United States is over 30 million and a program such as the one that NHS now offers is long overdue.

The incidence of hearing impairment both in the United States and around the world is a significant percentage of the population. Yet the current level of penetration in hearing health care is relatively low. Foremost among the reasons for such low penetration is the extreme high cost of acquisition.

The multi-tiered program we at NHS have developed combines an across the board monthly capitation fee per member with a co-payment plan for those who actually utilize the plan benefit. Furthermore, the Plan is structured according to the needs of the individual member.

Collectively, the developers of this project bring a unique blend of expertise acquired over a 40 year period from the manufacturing, retail distribution, and service sector of the hearing health care industry. We are prepared to provide all the necessary support needed

to get insurance companies to participate.

At NHS we recognize that a great number of candidates for such personal sound devices have limited disposable resources. This is especially so in these turbulent economic times.

When the choice is between food on the table and a roof over ones head, or a \$3,000 to \$6,000 pair of hearing aids, it's quite obvious what the choice is going to be. People decide to live with their hearing problem, because they can't live without life's necessities.

NHS has a unique, high quality combination of expertise and service to offer amplification devices to members of large group insurance plans. By eliminating the extreme high markups associated with manufacturers suggested retail prices, we believe we can serve a broad base of Americans. In so doing, those members with a hearing problem who choose to utilize this benefit can save thousands of dollars.

For those individuals that do not have access to insurance, they can still save a substantial amount of money by taking advantage of the NHS Hearing Aid Discount Program.

For additional information:

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