



Questions & Answers

1. What is the scope of the new relationship between AARP® and HearUSA?

AARP's new relationship with HearUSA will make available an innovative and specialized hearing-wellness program to AARP's 40 million members.

2. Does AARP have any previous history with hearing care?

Over the past 23 years, AARP has developed educational materials and a variety of consumer guides to help the Association's members better navigate through the hearing aid selection and purchasing process. For a short time in the 1960's, AARP-NRTA (National Retired Teachers Association) had a relationship with Dictograph Products Inc., Acousticon Division and made available an AARP-branded hearing aid.

3. How can AARP members benefit from the new relationship between AARP and HearUSA?

AARP members will have a choice of specialized hearing care solutions with flexible product features. This includes access to thousands of hearing care providers along with audiologists and hearing instrument specialists. The AARP Hearing Care Program provided by HearUSA will include unique features specially designed for AARP members including state-of-the-art technologies, an extended warranty, battery supplies, hearing rehabilitation as well as on-going consultation with the patient and family.

4. What will the new relationship between AARP and HearUSA make available to AARP members?

The HearUSA and AARP relationship will make available outstanding products, discounted pricing, heightened services, convenience and confidence in their hearing care decisions. Additionally, AARP members will have access to quality hearing aid technology, education and monitoring.

5. What steps did HearUSA take to ensure the program is affordable for AARP members?

AARP members will have access to hearing care products and supporting services at discounted prices. Members may receive discounts of up to 20 percent on major brand-name hearing aids. HearUSA will also offer AARP members a 15% discount on assistive listening devices purchased on HearUSA's e-Hearing website.

6. Will HearUSA place a priority on customer satisfaction?

Yes. HearUSA is committed to delivering first class personal service and affordable hearing solutions. HearUSA specially designed the program to meet the unique needs of AARP members. Through ongoing member research, HearUSA will continue to listen to AARP's members and provide the levels of service they have come to expect.

7. How many HearUSA centers and hearing care providers will participate in the new AARP Hearing Care Program?

There are currently more than 180 HearUSA centers across the United States located in California, Florida, New Jersey, New York, Massachusetts, Michigan, Missouri, North Carolina, Ohio, and Pennsylvania. HearUSA anticipates expanding its existing independent provider network to approximately 5,000 affiliated hearing care providers, spanning 50 states by 2011.

8. When will the AARP Hearing Care Program become available?

The AARP Hearing Care program provided by HearUSA is scheduled to become available by the end of this year in Florida and New Jersey. AARP members will also be able to purchase products through HearUSA centers in California, New York, Massachusetts, Ohio, Michigan, North Carolina and Pennsylvania.

It is anticipated that by the end of 2010, AARP members will have access to HearUSA's network of providers in Illinois, Michigan, Pennsylvania, Indiana, Massachusetts, Arizona, Wisconsin, Washington, California, Georgia, Maryland, North Carolina, Virginia, Missouri, New York, Texas and Ohio.

Furthermore, by the end of 2011, HearUSA's network of providers will be available in all 50 states and U.S. territories.

9. How will AARP members access the many benefits offered through the new AARP relationship with HearUSA?

As the program launches and expands, AARP members will be able to learn more about the AARP Hearing Care program provided by HearUSA through phone and web, and by direct communications and announcements from HearUSA. If members choose to participate, they can access the benefits through a personalized consultation via HearUSA's network of hearing care providers.

10. Why is the new relationship between AARP and HearUSA important?

According to the American Academy of Audiology, more than 36 million Americans experience hearing loss, including 18% of the baby boomer population and one third of those over the age of 65. And research from the Better Hearing Institute indicates that although 95% of those with hearing loss can be successfully treated with hearing aids, only 1 out of 5 people currently use them.

The new HearUSA and AARP relationship provides a unique opportunity to dramatically expand awareness of hearing loss in America. With value added support at all levels of the hearing care process, the AARP Hearing Care program provided by HearUSA focuses on education and quality care, while offering easy and affordable access to solutions.

11. Why did AARP select HearUSA to provide hearing care solutions for its 40 million members?

AARP selected HearUSA for the company's demonstrated commitment to improving the quality, process and environment in which hearing care is delivered. HearUSA's vast network of hearing care providers and the company's vision to make hearing care a medical necessity reflects a cultural fit with AARP's commitment to ensuring the health and well-being of its members.

12. What's new in hearing enhancement products?

Thanks to advanced, digital technology, consumers with most levels of hearing loss can maximize their hearing potential. Hearing aids today are smaller and more comfortable than ever before. New products can be very effective in helping people enjoy improved communications with family and friends, while meeting the high demands of a busy, active lifestyle.

13. What is AARP?

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. AARP currently has 40 million members and boasts the world's largest circulation magazine with over 33 million readers. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

14. Is AARP Services, Inc. a separate company from AARP?

AARP Services, Inc., founded in 1999, is a wholly owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's almost 40 million members. The provider offers currently span health products, travel and leisure products, and life event services.

15. How does AARP communicate with its membership?

In addition to its website www.aarp.org, AARP produces AARP The Magazine, the definitive voice for 50+ Americans; AARP Bulletin, the go-to news source for AARP's 40 million members and Americans 50+; and AARP Segunda Juventud, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community.

16. Will non-members of AARP be able to utilize the services and products offered by HearUSA?

HearUSA products and services will continue to be available to all Americans, both young and old, who might be experiencing hearing issues. However, only AARP members and their spouses will be eligible for the unique services and discounts created for them through this comprehensive plan. Age qualified non-members are welcome to become AARP members if they would like to participate in the new AARP Hearing Care Program.