

HearPO[®] Announces American Legion Agreement, Extending Hearing Health Care Discounts to Millions of Americans

PLYMOUTH, MN, FEB 28th, 2012/PRNewswire-USNewswire/ -- HearPO, one of the largest providers of hearing healthcare programs in the United States, announced today that it has signed an agreement with The American Legion National Headquarters. This contract also encompasses Sons of The American Legion.

Under the agreement, American Legion and Sons of The American Legion members, as well as their immediate family members may obtain discounted hearing care services and hearing aids, along with other benefits provided by more than 2,700 HearPO-credentialed clinics across the country.

“We are especially proud to offer HearPO benefits to nearly 3 million veterans of our nation’s armed forces and their family members,” states Michele Fusco, Senior Vice President of Medical Business Operations. “Legionnaires have given so much to our country and continue to do wonderful work in the communities where they live. It is a great honor for HearPO to be a preferred provider for such a highly regarded organization on behalf of its members.”

Many individuals who served in the armed forces are struggling with hearing loss as a result of exposure to noise and other factors, notes Fusco. “We aim to make it as easy and affordable as possible for them to access high-quality, potentially life-changing hearing healthcare,” she says.

The American Legion’s Greg Roth, Director of Membership Support Services, believes the new HearPO program will be welcomed by Legionnaires across the country.

“Damage to hearing has been a battlefield risk ever since the invention of explosives and artillery,” he says. “And it’s not just older members who are suffering. We’re seeing significant hearing loss in service members returning from Iraq and Afghanistan, often due to roadside bombings and firefights. The American Legion is committed to finding relief for members of all ages, and HearPO will play a significant role in helping us make it happen.”

The HearPO package includes:*

- 40% discount on professional services
- Low-price guarantee on hearing aids offered through HearPO; includes products from GN ReSound, Phonak, Rexton, Siemens, Sonic Innovations, Starkey Laboratories, Unitron and Widex, and ranges from entry-level models to newly released technology.

- Standard 3-year warranty on most hearing aids, covering: repairs, loss and damage
- 60-day trial period on all hearing aids with no restocking fee
- One year of free follow-up care
- Free two-year supply of batteries

Accessing the HearPO benefit consists of three main steps:

1. The beneficiary calls 1-888-689-6281 to select a local hearing healthcare professional.
2. A representative explains the HearPO process and helps the individual make an appointment.
3. A HearPO authorization packet is mailed to the beneficiary, activating the hearing healthcare benefit.

For more information, visit www.hearpo.com, or call 1-888-689-6281.

About The American Legion

The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veterans organization devoted to mutual helpfulness. It is the nation's largest veterans' service organization, committed to mentoring youth and sponsorship of wholesome programs in our communities, advocating patriotism and honor, promoting strong national security, and continued devotion to our fellow service members and veterans. Hundreds of local American Legion programs and activities strengthen the nation one community at a time. The Legion raises millions of dollars in donations at the local, state and national levels to help veterans and their families and to provide college scholarship opportunities. The American Legion is a nonpartisan, not-for-profit organization with great political influence perpetuated by its grass-roots involvement in the legislation process from local districts to Capitol Hill.

About HearPO

HearPO is the largest provider of hearing healthcare benefits in the United States and is a division of Amplifon, the largest distributor of hearing aids and hearing services in the world. In the U.S., HearPO provides these products and services through a network of more than 2,700 credentialed clinics. HearPO was designed by audiologists to meet the challenges of the changing healthcare marketplace. This design has grown to include contracted services, not only with managed care organizations, but also with employers, third-party administrators and government agencies. HearPO is managed by hearing care professionals, with the goal of delivering the highest level of quality care while remaining price competitive.

*Some restrictions and exclusions apply; visit www.hearpo.com for details.