

Life's better
when you're
connected.



Better hearing helps you stay connected to the ones you love. That's why Blue Cross and Blue Shield of Texas works with TruHearing® to give you a broad hearing care solution. Your hearing program saves you up to 60% off retail pricing.

Example Savings (per aid)

Product	Retail Price	Savings	TruHearing Price
TruHearing Advanced	\$2,720	\$1,470	\$1,250
✓ Signia® BCT 3IX	\$2,113	\$763	\$1,350
✓ Widex® Allure® 220	\$2,332	\$982	\$1,350
✓ ReSound Vivia™ 5	\$2,000	\$630	\$1,370
Oticon® Real® 3	\$2,544	\$1,094	\$1,450
Starkey® Edge® AI 20	\$2,677	\$1,052	\$1,625
✓ Phonak® Infinio® I-R90	\$3,400	\$1,150	\$2,250

✓ Rechargeable | Listed products are smartphone-compatible¹

You can use their discount program to purchase a new pair of hearing aids. See your Evidence of Coverage for hearing aid allowance and eye exam costs.

TruHearing®

1-844-855-9536 | TTY 711

Your journey to better hearing made easy.

Get Started with Five Simple Steps.



1. Call TruHearing



2. Schedule an exam



3. Go to your exam



4. Order hearing aids



5. Fitting and follow-up

Your hearing benefit includes:

- **60-day**, risk-free trial
- **1 year** of follow-up visits
- **80 free batteries** per non-rechargeable hearing aid
- **3-year** manufacturer warranty



Schedule an appointment

1-844-855-9536 | TTY 711
Hours: 7 a.m. – 7 p.m. CST,
Monday – Friday



Learn more

<https://www.truhearing.com/how-it-works/>
Or scan with your smartphone
to see how it works.

¹ Smartphone-compatible hearing aids connect directly to iPhone®, iPad®, and iPod® Touch devices. Some TruHearing models connect to Android® phones directly. Connectivity also available to many Android phones with use of an accessory. TV streaming available through most TVs with use of an accessory.

Prices and products subject to change.

HMO and PPO plans provided by Blue Cross and Blue Shield of Texas, which refers to Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC), HCSC Insurance Services Company (HISC) and GHS Insurance Company (GHSIC). HMO and PPO employer/union group plans provided by HCSC. HCSC, HISC and GHSIC are Independent Licensees of the Blue Cross and Blue Shield Association. HCSC, HISC and GHSIC are Medicare Advantage organizations with a Medicare contract. Enrollment in these plans depends on contract renewal.

All content ©2025 TruHearing, Inc. All Rights Reserved. TruHearing® is a registered trademark of TruHearing, Inc. All other trademarks, product names, and company names are the property of their respective owners. Savings and retail pricing based on a survey of national average hearing aid prices compared to TruHearing pricing.

Retail pricing of TruHearing-branded aids based on prices for comparable aids. Actual savings may vary. Listed hearing aid prices are subject to change. Confirm hearing aid pricing at your appointment with your provider. Follow-up provider visits included for one year following hearing aid purchase. Free battery offer is not applicable to the purchase of rechargeable hearing aid models. Three-year warranty includes repairs and one-time loss and damage replacement. Hearing aid repairs and replacements are subject to provider and manufacturer fees. For questions regarding fees, contact a TruHearing Hearing Consultant. <611900-2-0425>