

Your hearing health matters



If you've had difficulty hearing or keeping up in some situations, you may have the beginnings of hearing loss. The good news: If you address it quickly, you can avoid many of the possible effects of hearing loss. And you're not alone in needing to take proactive steps:

48%

of adults, specifically those with comorbidities, may reduce their risk of cognitive decline by using hearing aids¹

Only 17%

of those who could benefit from a hearing aid actually use one²

9 years

The average time people with hearing loss wait before seeking help³

Make hearing health a priority

Addressing hearing loss allows you to more fully enjoy daily activities, easily connect with the people you love and stay healthier overall.



Causes of hearing loss⁴

- Aging
- Excessive noise
- Illness or injury



Simple ways to protect your hearing⁵

- Avoid noisy activities
- Use hearing protection
- Turn the volume down
- Get your hearing tested

A plan that helps overall wellness

Your overall wellness is affected by your hearing — now and into the future. Your EPIC benefits are here to help you safeguard your health simply by catching and addressing hearing loss as soon as possible.

Start the journey to better hearing

It all begins with a phone call to the EPIC customer care team.



Step 1: Call about your plan

at **1-866-956-5400** to learn about your benefits, pricing and more. Have your hearing plan name handy.



Step 2: Request an appointment

with a hearing care professional.



Step 3: Take a hearing exam

at your appointment for a personalized recommendation.

How to support a loved one with hearing loss

- Hearing loss can be a sensitive subject, so it's important to be patient and open during conversations about their hearing health
- Adjust how you speak with your loved one based on their level of hearing loss (for example, face them directly and speak more slowly to reduce frustration)
- Accompany them to hearing health care appointments, and show your support for taking steps forward
- Offer assistance and encouragement as your loved one adjusts to their hearing aids

Don't delay: Boost hearing health for better well-being

Your hearing health may impact your overall health.

Visit epichearing.com/now to learn about ways you can take positive steps and protect your hearing, including:

- ✓ Why hearing well may be good for your brain
- ✓ How wearing hearing aids can help your energy level
- ✓ Improving your health by improving your hearing



Ready to get started?

[EPIChearing.com/ready](https://epichearing.com/ready)

Scan using your smartphone's camera.

1-866-956-5400

Call 6 a.m. to 6 p.m. PT, Monday through Friday.
Be sure to have your plan name available.

Hearing plan name: CICC Trust

¹Achieve Healthy Aging. "Key Findings." <https://www.achievestudy.org/key-findings>. Accessed July 2025.

²World Health Organization. "Hearing aid service delivery approaches for low- and middle-income settings." <https://www.who.int/publications/i/item/9789240087927>. Accessed July 2025.

³Ear and Hearing. "Time From Hearing Aid Candidacy to Hearing Aid Adoption." https://journals.lww.com/ear-hearing/abstract/2019/05000/time_from_hearing_aid_candidacy_to_hearing_aid.4.aspx. Accessed July 2025.

⁴National Institute on Aging. "Hearing Loss: A Common Problem for Older Adults." <https://www.nia.nih.gov/health/hearing-and-hearing-loss/hearing-loss-common-problem-older-adults>. Accessed July 2025.

⁵U.S. Centers for Disease Control and Prevention. "Preventing noise-induced hearing loss." <https://www.cdc.gov/hearing-loss/prevention/index.html>. Accessed July 2025.

Hearing aids must be ordered through the EPIC Hearing Healthcare provider network. Price per hearing aid, based on suggested manufacturer pricing. Hearing aids ordered through providers outside of the EPIC Hearing Healthcare provider network will not be covered. EPIC Hearing Healthcare complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.