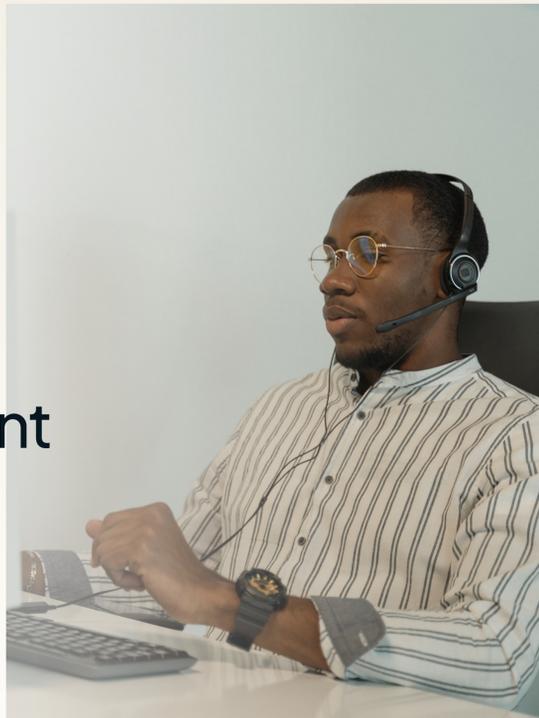




How Tuned Clients Achieve Over 30% Employee Engagement *with the New Tuned Hearing Health Benefit*



If you're a US-based employee benefits executive or broker, you know that engaging employees in using their benefits can be...challenging. A 10% engagement rate is widely considered "good" for most point solution benefits. However, for hearing "benefits" included in major medical plans, engagement rates drop significantly, with even 1% engagement being incredibly high. But what if there was a way to achieve engagement rates of over 30% among all benefits-eligible employees, even for clients with employee demographics that skew towards Gen Z and Millennials, as well as clients with work settings that don't have high levels of noise exposure? That's where Tuned comes in.

Tuned delivers an extraordinarily high engagement rate through its unique approach to hearing benefits and inclusive engagement support. With employees now using headsets as a work tool for upwards of 5 hours a day, it's time to rethink what's acceptable in terms of engagement with the hearing health benefit.

Did you know that 2 in 5 employers already include some type of hearing health benefit as part of their total rewards package? This number is growing in lockstep with the new reality of hybrid workplaces.

Even when employees return to the office, their colleagues and external partners may be remote.

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Workplaces with remote workers are now a reality for us all. A 2022 Gallup Survey found that 80% of the workforce is working remotely or enjoying a hybrid working environment. In situations where video calls take up 5 or more hours of the day, hearing becomes increasingly important.

Tuned clients recognize that their employees now use earbuds and headsets as standard work tools. Benefits leaders at these firms understand that hearing health is about communication. Instead of viewing hearing health as just the same discounted hearing aid deal of yesterday, Tuned's clients are innovative, and recognize that the new work environment presents an opportunity to get proactive about a critical part of employee health.

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In a recent WHO study, it was found that almost 1 in 10 Millennials already have hearing issues. The link between hearing and diabetes, cardiovascular disease, dementia, and depression is well documented. Yet, the hearing "benefit" included in most major medical plans today isn't relevant for those segments of the employee population, let alone those who can hear well. Tuned is different - it's built to help protect and preserve the hearing employees already have, not just today, but for a lifetime.

Tuned's educational information is relevant, clinically validated, and supported by leading statistics and studies that make it easy for employees to take action and address the importance of their hearing health. For example, a very specific type of hearing loss is a precursor to diabetes and cardiovascular disease. Additionally, untreated hearing loss typically results in employees earning \$10,000 less per year than employees with normal hearing. Armed with this kind of education, it's easy for employees to understand the importance of an annual hearing screening.

Untreated hearing loss typically results in employees earning *\$10,000 less per year than employees with normal hearing*.

One of the biggest drivers of engagement is accessibility. Life is busy, and when a benefit puts roadblocks in front of employees, the path of least resistance often wins and results in low engagement. Tuned provides employees with the choice of telehealth or on-site clinics. They can literally have the benefit "their way." Some choose to use the benefit from the comfort of their own home, the office, or even the road, while others prefer to engage during Tuned's programmatic on-site hearing health clinic days. Tuned takes a proactive approach to integration with your existing benefit providers, as well as engaging with employees. We provide a holistic approach to hearing health, detailing the proven links to overall physical and mental wellbeing, and then work with other providers to ensure there are no gaps in employee care.

In fact, Tuned's implementation plan is so finely tuned that one client had 24% of benefits-eligible employees from one group show up at an on-site Tuned clinic day.

This level of engagement is truly remarkable, especially when compared to the typical engagement rates of 1% for most other hearing 'benefits'. Investing in employee hearing health benefits is not just a nice-to-have; it's a must-have. By including Tuned in your benefits package, you can help your employees protect their hearing, improve their overall health, and deliver engagement that's on par with major medical. All for an incredibly affordable price.

Want to learn more? [Learn about the impact Tuned would have on your population.](#)

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Tuned is a digital-first hearing care company. Available as a standalone or integrated employer sponsored-program, Tuned offers the only lifelong hearing benefit for members of all ages.

The company supports care with comprehensive product options for hearing health, freeing employers from the need to evaluate thousands of practice groups, headsets, and software combinations. Today, 1.4 million people can access Tuned through employer benefits and marketplaces. Tuned is a private company headquartered in New York City, with audiologists across the United States and worldwide.

For more information visit: www.tunedcare.com



The Hearing Care Benefit