



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



Engaging employees in using their benefits can be challenging, especially when it comes to ancillary benefits or solutions offered as a part of their primary health insurance benefit. While these benefits may often see engagement rates drop significantly, or stagger around 1% to 2% engagement, with Tuned this has not been the case.

Tuned is an employer sponsored benefit that has revolutionized hearing care, achieving engagement rates of over 30% among all benefits-eligible employees. The swift adoption and utilization of the Tuned benefit reinforces the need for better hearing care, and is a testament to the effectiveness of virtual care delivery with engagement support.

With employees now using headsets for upwards of 5 hours a day, *it's time to rethink hearing care, and as a result, anticipated engagement.*

Legacy hearing benefits only supports the most severe cases of hearing loss by offering a discount for hearing aids, or surgical coverage for structural issues with the ear. But what about those with mild-to-moderate hearing loss? Tinnitus? What about prevention?

The number of employees with these issues 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. 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's clients understand the importance of hearing health as a crucial part of employee well-being. We provide relevant, clinically validated educational information supported by leading statistics and studies. For example, untreated hearing loss typically results in employees earning \$10,000 less per year than employees with normal hearing. Our comprehensive approach empowers employees to take action and address the importance of their hearing health, making it easy for them to understand the significance of an annual hearing screening.

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One of the key drivers of engagement is accessibility. Tuned offers employees hearing care via Telehealth, ensuring that they can access the benefit whether it's from the comfort of their home, office, or even while on the road. Additionally, Tuned takes a proactive approach to integration with existing benefit providers, working seamlessly to eliminate gaps in employee care.

In fact, Tuned's implementation plan is finely tuned to drive engagement. One client witnessed an impressive 24% of benefits-eligible employees from one group showing up at an on-site Tuned clinic day.

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 benefits—all at an incredibly affordable price. Discover the impact Tuned can have on your population today.

Tuned is a digital-first hearing care solution.

Available as a standalone employer sponsored benefit, Tuned offers the only comprehensive hearing benefit designed to support employees of all ages from prevention to intervention.



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