

New Opportunities for Lions - The Lions Affordable Hearing Aid Project

United States Lions are providing high-quality, low-cost hearing aids to hearing-impaired people of limited income through the Lions Affordable Hearing Aid Project (Lions AHAP). Currently Lions AHAP is offering for sale two hearing aids to Lions clubs and Lions hearing programs through a partnership with Rexton, Inc., a hearing aid manufacturer in Plymouth, Minnesota.

There are two affordable hearing aids. The Targa 3P hearing aid is for people with mild to moderate hearing loss, and is a digital hearing aid worn behind-the-ear. The Targa 3HP hearing aid is for people with severe to profound hearing loss and is also a digital hearing aid worn behind-the-ear. Each hearing aid costs \$200 plus shipping which does not include the provision of hearing tests, hearing aid fittings and ear molds. Lions have purchased 590 Rexton hearing aids.

Lions clubs initiate assistance by deciding an individual's eligibility based on income criteria. A partnership with a hearing care professional is necessary to fulfill the request. The hearing care professional conducts the hearing tests and orders the ear molds. The Lions order the hearing aids from Lions AHAP and the hearing aids are shipped to the hearing care professional, who programs them for the recipient and provides follow-up care.

Lions clubs interested in the program often struggle to pay for the hearing tests, hearing aid fittings, and follow-up visits. To address this we are pleased to announce HearUSA, in a partnership with Lions AHAP, is now providing hearing aid services at a significantly reduced rate to Lions clubs in ten states.

Thanks to this partnership, Lions clubs can access a complete, unilateral hearing aid solution for \$603 (\$218 for one hearing aid, \$350 for fitting and \$35 for the ear mold). This represents a 69% savings of the average \$2,000 cost one would expect to pay.

HearUSA is a comprehensive hearing care company with 170 company owned centers in ten states: California, Florida, Massachusetts, Michigan, Missouri, North Carolina, New Jersey, New York, Ohio and Pennsylvania. For the addresses and phone numbers of specific HearUSA (and HearX) centers, go to www.hearusa.com and select "Locate a Center."