



# Amplifon Falls Prevention Solution

**Program developed specifically to address members with high fall risk**

June 27, 2025

# Member falls are a costly risk to health plans...

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## Falls are costly for health plans

**\$87 million** Annual cost for a 100k-member Medicare Advantage plan<sup>1,2</sup>

**2.6** Risk of falls is the lowest scores among MA Star ratings<sup>3</sup>

## Falls prevention program is difficult

**73%** Seniors were not asked about falls in primary care setting<sup>4</sup>

**Zero** No dedicated falls programs to mitigate falls risks with hearing care<sup>5</sup>

1. \$53.3 millions in falls costs, Haddad YK, Miller GF, Kakara R, et al. Healthcare spending for non-fatal falls among older adults, USA Injury Prevention 2024;30:272-276. 2. 61.6 million total Medicare beneficiaries. <https://www.kff.org/medicare/state-indicator/total-medicare-beneficiaries/> Kaiser Family Foundation, accessed May 29, 2025. 3. 2025 Medicare Advantage and Part D Star Ratings, <https://www.cms.gov/newsroom/fact-sheets/2025-medicare-advantage-and-part-d-star-ratings>, October 10, 2024. 4. Evaluating Patients for Fall Risk, Mayo Clinic, <https://www.mayoclinic.org/medical-professionals/physical-medicine-rehabilitation/news/evaluating-patients-for-fall-risk/mac-20436558>, August, 2018. 5. company internal research on internet, accessed May 29, 2025.



... together, we can address it

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## Amplifon balance / falls prevention solution

Hearing loss is  
the largest  
modifiable risk  
factor for  
imbalance and  
falls<sup>1</sup>

The only  
dedicated fall risk  
management  
program with  
hearing as focus

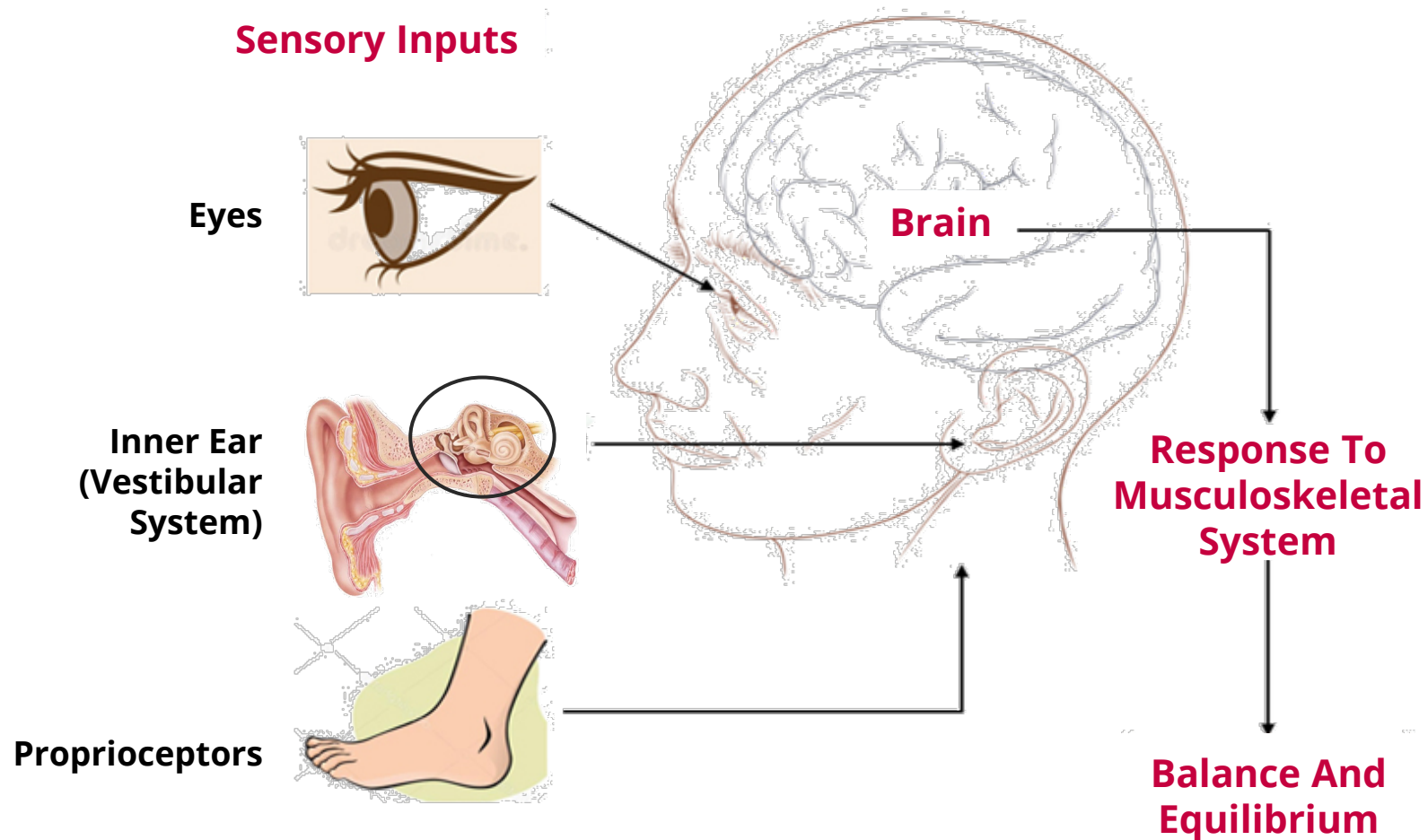
Flexible  
engagement  
options for  
health plans

1. Yeo BSY, Tan VYJ, Ng JH, et al. Hearing Loss and Falls: A Systematic Review and Meta-Analysis. JAMA Otolaryngol Head Neck Surg. 2025;151(5):485–494. doi:10.1001/jamaoto.2025.0056

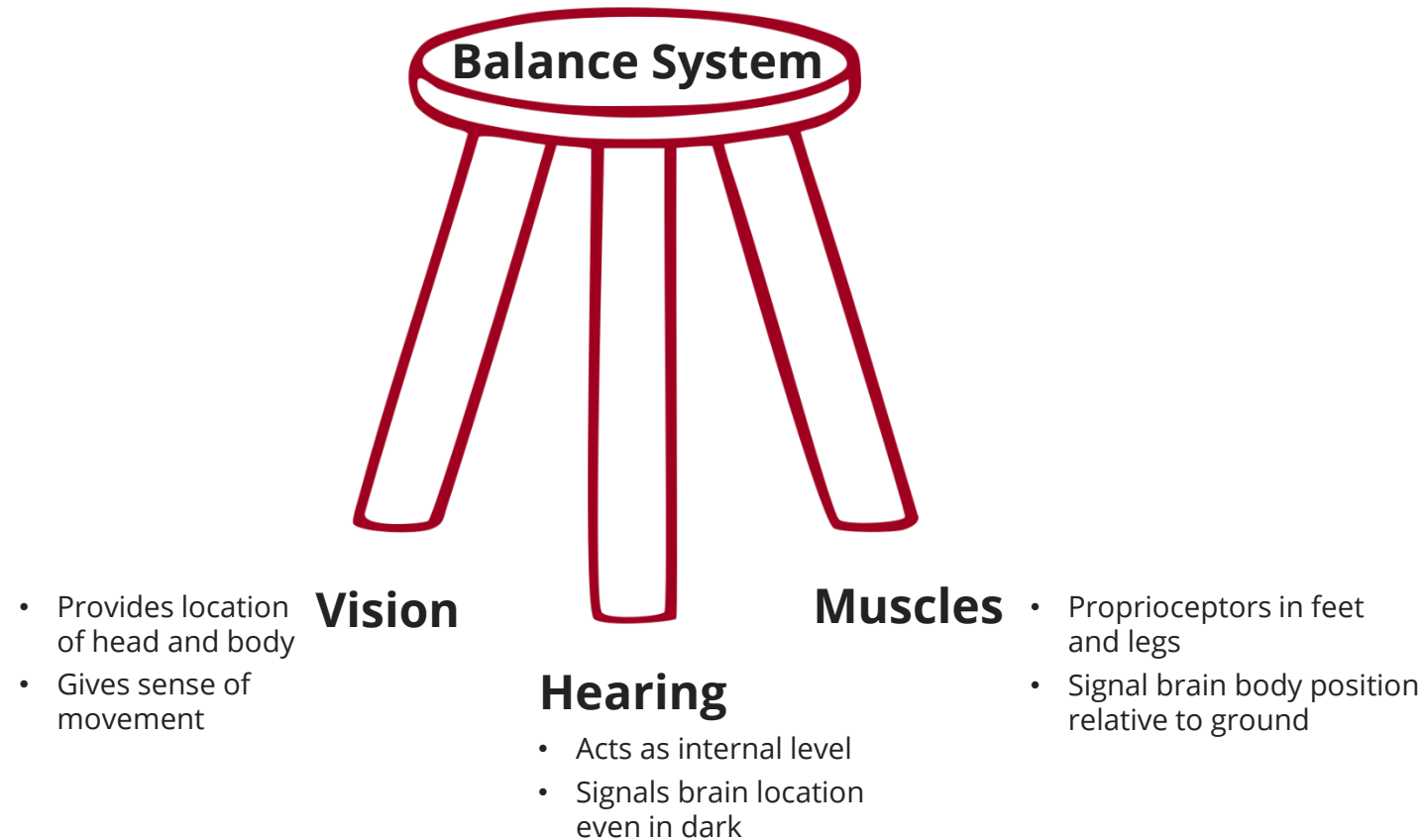


# Why focus on hearing?

Reduction in environmental cues and increased cognitive load due to hearing loss increase fall risk.



# The human balance system is like a 3-legged stool



## Common health issues in older adults:



Hearing loss



Reduced vision

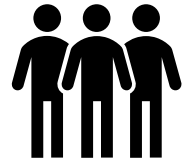


Joint replacement or pain

## When legs are wobbly, stool tips over

# We actively engage you and your members

## Members



All hearing care education and related benefit information

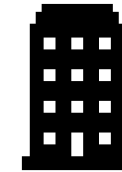


Multiple falls education events (e.g., webinar, podcasts, print)



Emails, texts, postcards, calls outreach and reminders

## Health plan



Assessment of population fall risks, behavior vs. benchmarks



Population health impact analysis and trajectory



Evidence-based guidance on improvement initiatives



# Amplifon Falls Prevention Education for Members

Practical education that motivates members and adds to hearing health / balance awareness

| What to know  | What to do  | How you feel  |
|---|---|---|
| <ul style="list-style-type: none"><li><i>Your body in balance: Learn how hearing, vision and muscles work together</i></li><li><i>Your inner ear: Understand the vestibular system as you age</i></li></ul> | <ul style="list-style-type: none"><li><i>Lifestyle in balance: How to manage your environment and activities to prevent falls</i></li><li><i>Story of a grandparent / retired athlete / caregiver</i></li></ul> | <ul style="list-style-type: none"><li><i>No fear, no falls: Reduce anxiety by helping your body achieve better balance</i></li><li><i>Sense of self: Understand how improving balance supports independent living</i></li></ul> |

## Delivered via a menu of adult learning engagement options



# Member engagement; how we motivate members to take action

## Barriers

Unaware of hearing loss



Not ready to take next step



Need provider info, schedule / reschedule



Forgot about second appointment



Not adjusting to hearing aids

## Solutions



Award-winning hearing quiz, education



Timely educational emails, texts



Member ID cards & email reminders



Emails, texts reminders + provider follow-up



Personalized coaching + App

## Results

↑  
**3X** Online Domain authority

↑  
**10%** Increase in call engagement

↑  
**10%** Increase in show rates

↑  
**20%** More members fitted with HAs

↑  
**10%** Improved hearing aid usage

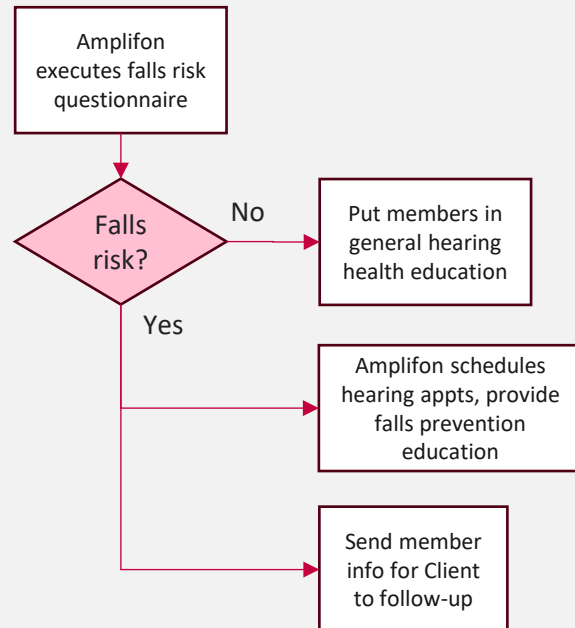


# 2 dedicated falls prevention program concepts

Flexible enhancement to your member engagement strategy

## 1. Amplifon-driven

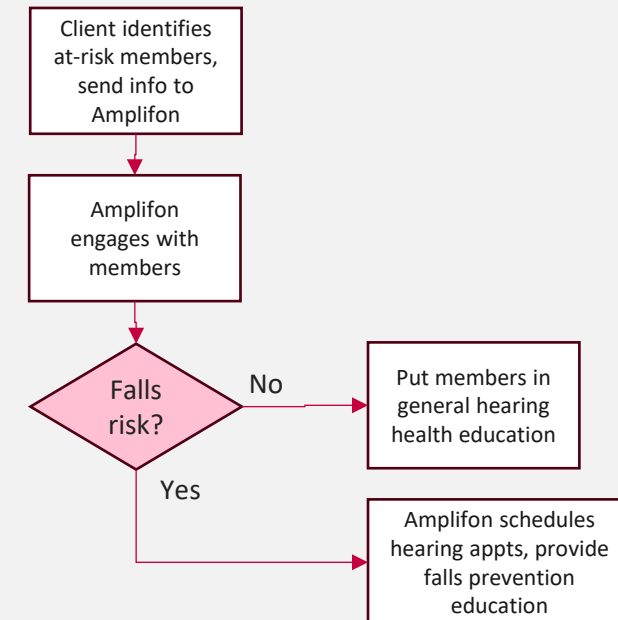
Amplifon engages members using falls questionnaire



or

## 2. Plan-driven

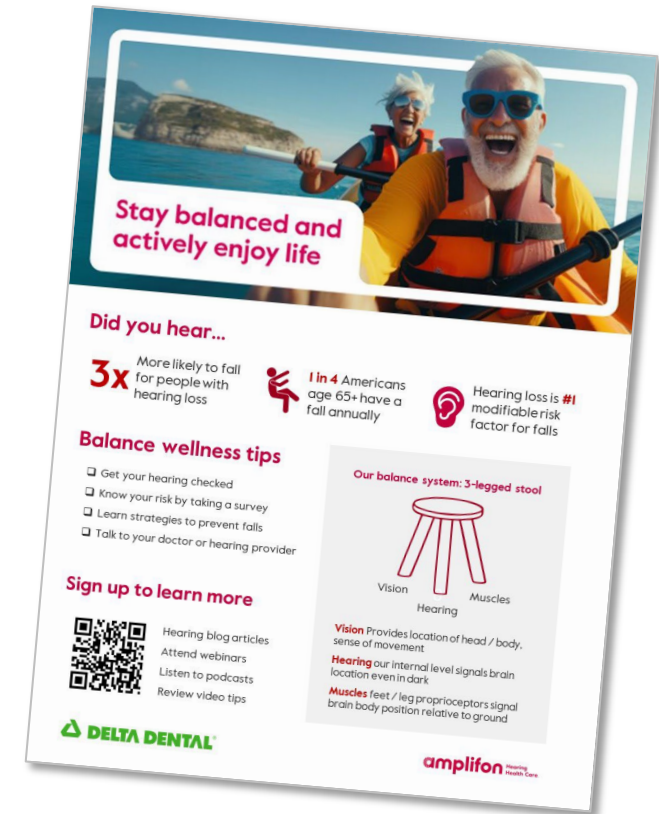
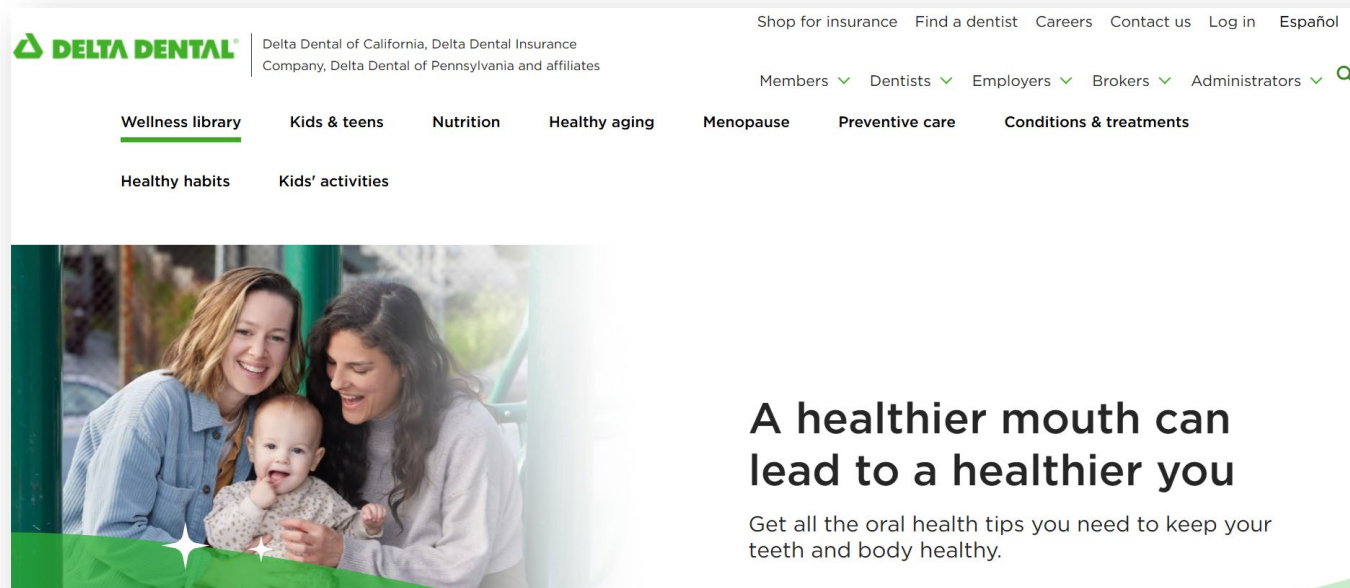
Client identifies high-risk members, Amplifon follows up on hearing care



# Delta Dental of California

## Amplifon Falls Prevention Solution can complement your Wellness Program

- Link to overall wellness landing page:  
<https://www1.deltadentalins.com/wellness.html>
- Blog articles on healthy aging:  
<https://www1.deltadentalins.com/wellness/healthy-aging.html>
- Current messaging on bone health (osteoporosis) which could be expanded to include balance or fall safety content
- The Amplifon hearing is a member Perks program



Sample flyer for Amplifon Falls Prevention Solution to complement your wellness program



# Next steps

Let Amplifon put a program in place for Delta Dental of CA members

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## For client

1. Choose member engagement option (Amplifon-driven or client-driven)
2. Launch timing

## For Amplifon

1. Define program based on client's member engagement preference

