

AuDMD for Physicians.

Today, Signia is the new product brand for our Siemens hearing aids. As a physician, you most likely know us as Siemens from various areas of healthcare services and programs. What you might not know is we are dedicated to Americans who suffer from hearing loss. We are proud to say that 1 in 4 hearing devices worldwide is a Siemens hearing instrument.

We serve healthcare professionals and patients with the passion to innovate. That's why we are putting our passion and experience to work for you with our AuDMD program.

Nearly one-fifth of all Americans 12 years or older have hearing loss so severe that it may make communication difficult, according to a new study led by Johns Hopkins researchers and published in the Nov. 14 *Archives of Internal Medicine*. The findings, thought to be the first nationally representative estimate of hearing loss, suggest that many more people than previously thought are affected by this condition.

Your patients trust your professional counsel.

The average primary care physician sees an estimated 32% of patients who are 65 years or older. Studies show that if the current trends continue this number will climb to a total of 39% of those 65 years or older by 2020. Your patients have chosen you as their physician because they trust you and your professional expertise. Instead of referring your hearing-impaired patients to an outside provider, you can now offer them hearing healthcare in the comfort of your office. This is a value-added service for your patients' total health and can provide added margin to your bottom line.

AuDMD and you.

AuDMD will partner with you to take your medical practice to the next level with our manufacturer-direct program designed for medical practices like yours.

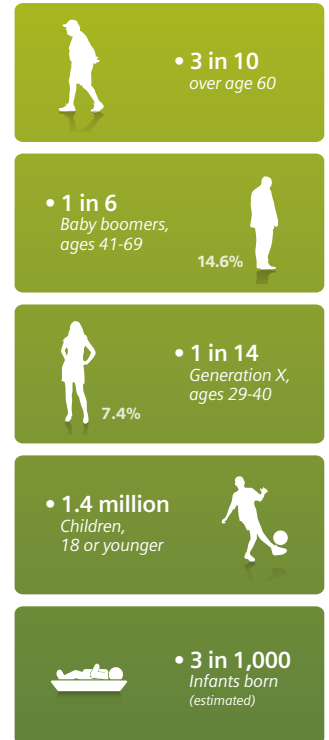
We offer:

- Manufacturer-direct product discounts on Signia/Siemens hearing instruments
- Marketing co-op or accessory credits
- Extended product warranties
- Equipment packages and start-up kits for your office
- Start-up financing options
- Support for recruiting and training Audiology staff

It's easy to get started and our staff will provide the support you need to maximize patient satisfaction and revenue growth.

AuDMD
Hearing Health Program

Hearing loss by age group



Information provided by the Better Hearing Institute.

Hearing Systems

SIEMENS