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# AlwaysCare Adds Ear Care Discount Program

By [NU ONLINE NEWS SERVICE](#)

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A company that sells insured ancillary benefits programs has started selling a discount program aimed at group plan members who need hearing aids.

AlwaysCare Benefits, a unit of Starmount Life Insurance Company, Baton Rouge, La., is joining with the Ear Professionals International Corp. to offer the new Hearings Savings Plan program.

Typical program discounts range from 30% to 60%, AlwaysCare says.

The program also offers a mail-order hearing aid battery delivery option. The mail-order program can cut the cost of batteries about 40%, AlwaysCare says.

AlwaysCare continues to offer a fully insured hearing benefit as a rider available with AlwaysCare dental and vision plans.