

# PUBLIC ANNOUNCEMENT

<Practice Name> announces unique hearing aid trial program,  
with **NO** upfront cost, **NO** commitment and **NO** risk

## Who is a good candidate for Flex:trial?

You may be a good candidate for the Flex:trial program if you:

- Suspect a hearing loss but haven't had your hearing tested
- Had a hearing test but decided against hearing aids
- Currently wear hearing aids but are looking for something better

The Flex:trial program is accepting appointments from potential participants <Day, Month ## through Day, Month ##> only.

Supplies of the Flex:trial hearing aids are limited, call today.



Area residents who want to try today's most advanced hearing aids — without upfront cost, commitment or risk — are urged to get in touch with <Practice Name>.

Located in <City Name>, <Practice Name> is among a handful of hearing healthcare providers nationwide selected and certified to participate in the Flex:trial™ program, developed by hearing aid manufacturer Unitron.

### Flex:trial uses a unique three-step approach to hearing healthcare and consumer satisfaction:

1. Interested individuals undergo a hearing test. If the testing indicates a good fit for the program, participants go home — the very same day\* — with Flex:trial hearing aids.
2. Participants wear the Flex:trial hearing aids on a trial basis at home and in all of their other familiar environments. There is no upfront cost or obligation during the trial period.
3. At the end of the trial period, participants decide whether they want to continue with the listening experience...or walk away and owe nothing.

"Other trial programs require consumers to pay for the hearing aids in advance and then go through the process of obtaining a refund if they're not satisfied," explains <Firstname Lastname>, owner of <Practice Name>. "The Flex:trial program removes the upfront cost for participating patients — and the fear of getting stuck with hearing aids they don't like. In fact, the risk is all mine."

Supply of Flex:trial hearing aids is limited. This offer is valid through <Date>, <Year>, on a first-come, first-served basis. \*Subject to availability.

1

**TRY IT**  
**RISK-FREE**

2

**WEAR IT**  
**WORK • HOME • PLAY**

3

**LOVE IT**  
**THEN DECIDE TO BUY**

LOGO

Address line 1 | City, ST 12345

If you wish to participate in the Flex:trial program,  
call **<123-123-1234>** to schedule an appointment

Appointments available <date - date>! Call today!

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with **NO** upfront cost, **NO** commitment and **NO** risk

Area residents who want to try today's most advanced hearing aids —  
**without upfront cost, commitment or risk** — are urged to call today to  
participate in the Flex:trial™ program.

## Who should participate in Flex:trial?

You may be a good candidate for the Flex:trial program if you:

- Suspect a hearing loss but haven't had your hearing tested
- Had a hearing test but decided against hearing aids
- Currently wear hearing aids but are looking for something better

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<Day, Month ## through Day, Month ##> only. Supplies of the Flex:trial  
hearing aids are limited, call today.

1

### TRY IT RISK-FREE

Take home  
Flex:trial hearing  
aids at your first  
visit.\*

2

### WEAR IT WORK • HOME • PLAY

Wear the hearing  
aids with no cost  
or commitment.

3

### LOVE IT THEN DECIDE TO BUY

Decide if you love  
the hearing aids  
or walk away and  
owe nothing.

**APPOINTMENTS AVAILABLE**  
[Monday, December x- Wednesday, December x]

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