

TruHearing will administer Medicare Advantage supplemental hearing benefits, starting Jan. 1, 2026

Blue Cross Blue Shield of Michigan and Blue Care Network have contracted with TruHearing®, an independent company, to administer non-Medicare covered (supplemental) hearing services for Medicare Plus Blue and BCN Advantage plans that offer the benefit, starting Jan. 1, 2026. The 2026 Medicare Plus Blue Essential and BCN Advantage Prime Value plans don't offer supplemental hearing benefits.

Here's what's changing

Health care providers must be contracted with TruHearing to perform supplemental hearing services, which include routine hearing exams, hearing aid fittings and evaluations, and prescribing hearing aids.

Starting Jan. 1, 2026, TruHearing providers, including those also contracted with Blue Cross and BCN, should **not** submit claims to Blue Cross or BCN for supplemental hearing services. Instead, use the TruHearing provider portal, Echo, at echo.truhearing.com.*

TruHearing will:

- Verify member coverage
- Schedule initial appointments
- Remit payment to providers
- Ship hearing aid orders directly to providers' offices

Note: Hearing aid orders must be placed through the TruHearing provider portal.

For more information, call TruHearing Provider Support at 1-866-581-9462.

Providers not contracted with TruHearing: For credentialing inquiries or to join the TruHearing network, call 801-938-1294.

Here's what's staying the same

Any of our qualified providers contracted with Medicare Plus Blue and BCN Advantage, including those also contracted with TruHearing, can provide Medicare-covered hearing services. These services include diagnostic hearing and balance evaluations to determine if the member requires medical treatment.

Continue to submit claims for Medicare-covered hearing services to Blue Cross or BCN.



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

Provider alert

Medicare Plus BlueSM, BCN AdvantageSM

Category: Billing/claims/coding

Date posted: Sept. 30, 2025

[Subscribe](#) to Provider Alerts Weekly, a weekly email with a list of links to the previous week's provider alerts.

*Clicking this link means that you're leaving the Blue Cross Blue Shield of Michigan and Blue Care Network website. While we recommend this site, we're not responsible for its content.

All content ©2026 TruHearing, Inc. All Rights Reserved. TruHearing[®] is a registered trademark of TruHearing, Inc.