



For Immediate Release

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Birdsong Hearing Benefits Names Bob Pirtle Vice President of Sales

Highly Accomplished Healthcare leader with proven track record of building complex client relationships that result in positive patient outcomes.

Jacksonville, FL – October 21, 2022 – Birdsong Hearing Benefits, a Hearing Benefit Manager (HBM), today announced that the company has hired Bob Pirtle as Vice President of Sales, effective October 3, 2022.

Mr. Pirtle is responsible for the sales organization and go to market strategy, helping generate revenue for Birdsong and its subsidiaries through customer retention and acquisition. He has over 13 years of strategic account management, sales and managed care experience working with health plans, providers, and government agencies to support various value-based programs. At 3M, Centrus Health and AMC Health he supported strategy, teams, process improvement, and technology, helping drive cost-efficient, high-quality care programs that achieved positive patient results.

"Bob joining Birdsong with an extensive background in sales and a strong passion for supplemental benefits will enable us to continue to focus on providing health plans with means to improve their members total health by making hearing health more accessible," said Sharon Fletcher, President of Birdsong Hearing Benefits.

Said Pirtle: "I am thrilled to join the talented team at Birdsong Hearing Benefits and to support our health plan partners by delivering comprehensive hearing services that improves a person's health and quality of life."

About Birdsong:

Birdsong Hearing Benefits™, located in Jacksonville, FL, was launched in 2022. Birdsong provides supplemental hearing benefits to commercial plans, Medicare Advantage, and other governmental programs.

Birdsong delivers a nationwide network of hearing care professionals through Your Hearing Network. In addition, Birdsong has subsidiaries that include Advanced Hearing Providers, a workers compensation organization headquartered in Portland, OR, AudioNet America, a third-party administrator located in Clinton Township, MI, and Great Lakes Provider Network.

Birdsong's website is <https://birdsonghearing.com/>