FOR IMMEDIATE RELEASE

Illinois Becomes First State to Enact Landmark Consumer Protection Law for Hearing Care Plans

SPRINGFIELD, IL — The Illinois Academy of Audiology (ILAA) applauds Governor **JB Pritzker** for signing **Senate Bill 2838 (SB2838)** into law, making Illinois the **first state in the nation** to enact legislation specifically designed to strengthen consumer protections and improve transparency for hearing care plans.

Sponsored by **State Senator Julie Morrison (D–Lake Forest)** and **State Representative Rita Mayfield (D–Waukegan)**, the legislation passed with strong bipartisan support and takes effect **January 1, 2027**. The Illinois Academy of Audiology pursued SB2838 after hearing repeated concerns from patients and audiologists about confusing hearing care plans, unclear benefit information, and unexpected out-of-pocket costs. The Academy worked with legislators and stakeholders to develop this first-of-its-kind legislation to ensure Illinois consumers have access to clear information about their hearing care benefits and can make informed healthcare decisions.

Among its key consumer protections, **SB2838**:

- Requires clearer written information about hearing care benefits.
- Prevents discounted hearing care programs from being presented as traditional insurance benefits.
- Protects consumers from misleading pricing practices for products and services that are not covered by their hearing care plan.
- Establishes consistent transparency standards for hearing care plans operating in Illinois.

The Illinois Academy of Audiology extends its sincere appreciation to **State Senator Julie Morrison** and **State Representative Rita Mayfield** for their leadership and commitment to protecting Illinois consumers. The Academy is also grateful for the overwhelming support received from audiology organizations across the country, whose letters of support underscored the national importance of this legislation. Supporting organizations included the **Academy of Doctors of Audiology**, the **American Academy of Audiology**, the **Wisconsin Academy of Audiology**, the **Nebraska Speech-Language-Hearing Association**, the **Maryland Academy of Audiology**, the **California Academy of Audiology**, the **Minnesota Academy of Audiology**, the **Texas Academy of Audiology**, and the **Indiana Audiology Coalition**.

As the first law of its kind in the United States, SB2838 establishes Illinois as a national leader in hearing healthcare consumer protection and provides a framework that other states may look to as they consider similar legislation.

About the Illinois Academy of Audiology

The **Illinois Academy of Audiology** is the statewide professional association representing Doctors of Audiology dedicated to advancing hearing and balance healthcare through professional excellence, patient advocacy, education, and consumer protection.

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