

# PIEDMONT

## *Additional Services*

Piedmont members and their covered family members are eligible to receive a variety of vision and wellness discounts from local merchants and service providers. Simply present your Piedmont Community Health Plan or Piedmont Community HealthCare ID card to receive your discount from any of the participating merchants/service providers listed in this brochure. Piedmont recommends members call the merchant/service provider prior to going by their location to confirm they still participate in the discount program and that the stated discount is current and accurate. Piedmont is not responsible for changes to this list between printings.

### ACUPUNCTURE

#### **Liberty Chiropractic**

Dr. Susan Earsing  
15% discount per session  
667 Babcock Road  
Rustburg 434-332-3103

#### **Lynchburg Chiropractic**

Dr. Larry McGlothlin  
40% discount per session  
3012 Forest Hill Court  
Lynchburg 434-384-1631

### FITNESS & NUTRITION

#### **Bedford YMCA**

No joining fee  
10% off monthly dues  
1111 Turnpike Road  
Bedford 540-586-3483

#### **Centra's Lifestyle Weight Management Program**

**(LEARN)** plus the "Healthy Steps-Get Fit" exercise program. 20% discount on each program. Completion of both programs results in the waiver of joining fees to the following YMCA locations:

**Bedford YMCA**—540-586-3483

**Jamerson/Downtown Lynchburg YMCA**—434-237-8163

Ask for the Centra-Stroobants Heart Center Representative.

#### **Classika Sport and Fitness**

30% discount for first 10 personal training sessions  
610 Commerce Street  
Lynchburg 434-455-4788

#### **Curves for Women**

Joining fee \$49.00  
Monthly fee \$34.00  
Three free visits with trainer  
One year contract required

2842 Linkhorne Drive  
Lynchburg 434-384-7755  
4543 South Amherst Hwy.  
Madison Heights 434-845-7105

20722 Timberlake Road  
Lynchburg 434-237-7907

458 Old Courthouse Road  
Appomattox 434-352-3200  
(Payment by automatic draft only)

Route 15  
Dillwyn 434-983-8552  
(Payment by automatic draft only)

509 Main Street  
Altavista 434-369-6400

#### **Gold's Gym**

Lynchburg Location  
\$0 down  
\$35 monthly dues  
Lynchburg 434-237-4157

#### **Ladyfit**

No joining fee  
20% off monthly fee  
One week free trial  
One year contract requirement  
1148 Ivy Hill Drive  
Forest 434-525-5007

#### **VA Health & Fitness**

15% discount on monthly fee  
3760 South Amherst Hwy.  
Madison Heights  
434-525-4806

### HEARING SERVICES

Piedmont is pleased to provide discounts on **Miracle Ear®** hearing aids and selective services from the following locations.

- 25% discount off list price
- 1 to 3 year warranty (depending on the model type)
- Free comprehensive audiometric hearing evaluation
- In-depth lifestyle evaluation
- Lifetime free in-office maintenance of the hearing instrument
- Hearing instrument checkups every four months
- Access to nationwide network of Miracle Ear centers

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# Additional Services

*Hearing Services Merchants  
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**Miracle-Ear Center**  
Green Valley Plaza  
Bluefield WV 304-324-8358

**Miracle-Ear Center at Sears**  
Bristol Mall, 500 Gate City Hwy.  
Bristol VA 276-645-0823

**Sears Hearing Aid Center**  
1531 Rio Road  
Charlottesville 434-973-2388

**Sears Hearing Aid Center**  
11504 Midlothian Turnpike  
Chesterfield 804-378-9957

**Miracle-Christiansburg**  
110 Arbor Drive  
Christiansburg 540-381-4327

**Sears Hearing Aid Center**  
114 South Park Blvd.  
Colonial Heights 804-526-2364

**Miracle-Ear Service Center**  
763 Madison Road, Suite 202  
Culpeper 800-230-2388

**Sears Hearing Aid Center**  
325 Piedmont Drive  
Danville 434-791-3351

**Miracle-Ear Service Center**  
420 East Third Street  
Farmville 866-378-9957

**Sears Hearing Aid Center**  
3102 Plank Road  
Fredericksburg 540-786-1102

**Sears Hearing Aid Center**  
1010 Brook Road  
Glen Allen 804-515-0900

**Miracle-Ear Service Center**  
2760 South Main Street  
Harrisonburg 877-866-4490

**Miracle-Ear Center at Sears**  
River Ridge Mall  
3405 Candler's Mt. Road  
Lynchburg 434-237-2600

**Miracle-Ear Martinsville**  
701 Starling Ave., Suite 102  
Martinsville 276-632-1806

**Sears Hearing Aid Center**  
1400 Parham Road  
Richmond 804-740-0859

**Miracle-Ear Roanoke**  
1337 Towne Square Blvd.  
Roanoke 540-362-2770

**Miracle-Ear**  
109 McTanley Place  
Staunton 540-886-4490

**Miracle-Ear Service Center**  
C/O Task Force  
203 Water Street  
Tappahannock 866-592-0900

## LASIK

**Harman Eye Center**  
10% off Lasik procedure  
1825 Graves Mill Road  
Forest 434-385-5600

**Piedmont Eye Center**  
15% off Lasik procedure  
2402 Atherholt Road  
Lynchburg 434-947-3984

**Shaw LaserEye**  
10% off Lasik procedure  
7807 Timberlake Road  
Lynchburg 434-237-8901

**Vistar Eye Center**  
10% off Lasik procedure  
548 Blue Ridge Avenue  
Bedford 540-586-5700

## MASSAGE SERVICES

**Brittney Kurello, BS NCBMT**  
10% discount on massage  
services, Reiki, Reflexology  
114 N. Bridge Street  
Bedford 434-384-5258

*and*  
1922 Thompson Drive  
Lynchburg 434-384-5258

**Central VA Chiropractic, Inc.**  
Dr. Michael Hess  
25% discount on massage services  
7327 Timberlake Road  
Lynchburg 434-237-0413

**Chiro-Med Health Center, Inc.**  
Dr. Jennifer Tinoosh, D.C.  
25% discount on massage services  
1033 Claymont Drive  
Lynchburg 434-316-0100

**Heather Maezono, CMT**  
Massage Therapist  
15% discount on massage services  
306 Enterprise Drive, Suite B  
Forest 434-942-6101

**Studio Style & Spa, Inc.**  
10% discount on massage services  
20% discount on any 6 month  
package  
1076 Thomas Jefferson Road  
Suite E-F  
Forest 434-525-4806

**VA Health & Fitness**  
10% discount on massage services  
3760 South Amherst Hwy.  
Madison Heights  
434-525-4806

# Additional Services

## NATURAL PRODUCTS

### The Well

12% discount on all store products including natural foods, vitamins and supplements  
114-116 North Bridge Street  
Bedford 540-587-9000  
877-THE-WELL

## ORTHOTICS

### Central VA Chiropractic, Inc.

Dr. Michael Hess  
25% discount on all orthotics  
7327 Timberlake Road  
Lynchburg 434-237-0413

### Chiro-Med Health Center, Inc.

Dr. Jennifer Tinoosh, D.C.  
25% discount on all orthotics  
1033 Claymont Drive  
Lynchburg 434-316-0100

### Liberty Chiropractic

Dr. John Earsing  
10% discount on all orthotics  
804 E. Main Street, Suit A2  
Bedford 540-587-0200

*and*

667 Babcock Road  
Rustburg 434-332-3103

### Rehab Associates of Central VA

Josh Bailey, PT, DPT, OCS, CSCS, CPed  
Rebecca Irby, PT, DPT  
No charge orthotic fitting or adjustment with purchase of custom orthotics (\$40 value)  
Free shoe recommendations  
20311 B Timberlake Rd  
Lynchburg VA 24502  
434-237-6812

## SKIN CARE

### Center for Healthy Skin

Plastic Surgery Associates  
10% discount on all skin care products & services  
1330 Oak Lane, Suite 100  
Lynchburg 434-384-0610

### Studio Style & Spa, Inc.

10% discount on facials and body wraps  
1076 Thomas Jefferson Road  
Suite E-F  
Forest 434-525-4806

## VISION

Piedmont members are eligible to receive 15% off the cost of a routine eye exam with any of Piedmont's participating optometrists. Check your network directory or our online directory at: [www.pchp.net](http://www.pchp.net) for a list of participating optometrists\*.

### AG Jefferson, Inc.

25% off eyewear  
999 Sheffield Drive  
Lynchburg 434-846-3937

### Cooper & Elder Optical

25% off eyewear & contact lenses  
2124 Langhorne Road  
434-845-6120

### Dr. Elizabeth Darby

25% off eyewear  
3831 Old Forest Road  
Lynchburg 434-385-0213

### Drs. Newman, Blackstock, & Associates

25% off eyewear & contact lenses  
8120 Timberlake Road  
Lynchburg 434-237-2100

### Dr. Victor Weatherholt

25% off eyewear  
1912 Graves Mill Road  
Lynchburg 434-385-7898

### Dr. David A. West, OD

25% off eyewear  
505 7th Street  
Altavista 434-369-5092

### EyeCare Optical

25% off eyewear  
7807 Timberlake Road  
434-237-7191

### Key Healthcare Optical Center

25% off eyewear & contact lenses  
806 E. Main Street  
Bedford 540-587-4095

### Lynchburg Sears Optical

Call for specific discount details  
3405 Candler's Mtn. Road  
Lynchburg 434-582-5268

### McBride & Blackburn Opticians

25% off eyewear  
5525 Fort Avenue  
Lynchburg 434-239-3673

### Nelson Eye Center

25% off eyewear  
356 Front Street  
Lovingston 434-263-5100

### Pearle Vision

25% off eyewear, 10% off contacts  
3700 Candler's Mtn. Road  
Lynchburg 434-845-0828

### St. Clair—Eye Care

25% off eyewear  
2514 Langhorne Road #2  
Lynchburg 434-845-6086  
20347 Timberlake Road #B  
Lynchburg 239-2800  
7803 Richmond Hwy.  
Appomattox 434-352-5908

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# Additional Services

*Vision Merchants continued  
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## **Virginia Eye Clinic**

25% off eyewear  
2413 Wards Road  
Lynchburg 434-239-5323

## **Visionary Opticians**

25% off eyewear & contact lenses  
1366 American Way Court  
Bedford 540-587-5555

## **Vistar Eye Center**

25% off eyewear, 15% off  
hard/soft contacts lenses  
10% off disposable contact lenses  
548 Blue Ridge Avenue  
Bedford 540-586-5700

**NOTE:** If your group coverage includes the vision benefit (rider) you may receive a routine eye exam from a Piedmont participating provider for the office visit co-payment.

## **VITAMINS & SUPPLEMENTS**

### **Central VA Chiropractic, Inc.**

Dr. Michael Hess  
25% off vitamins and supplements  
7327 Timberlake Road  
Lynchburg 434-237-0413

### **Chiro-Med Health Center, Inc.**

Dr. Jennifer Tinoosh, D.C.  
25% off vitamins and supplements  
1033 Claymont Drive (on Rt. 221)  
Lynchburg 434-316-0100

### **Fresh Air Natural Foods**

10% off vitamins and supplements  
3225 Old Forest Road  
Lynchburg 434-385-9252

### **Health Nut Nutrition**

10% off vitamins and supplements  
113 Tradewynd Drive  
Lynchburg 434-239-5170

### **Lifeline Vitamin Outlet**

10% off vitamins and supplements  
2300 Wards Road, Suite F  
Lynchburg 434-237-0298



**PIEDMONT COMMUNITY HEALTH PLAN**

*Community Partners For Quality Healthcare*

**434-947-4463 1-800-400-PCHP (7247)**

**www.pchp.net**