

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:

Altavista YMCA—434-369-9622

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
20911-E Timberlake Road
Lynchburg 434-237-5492

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
continued from previous page —*

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

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

and

2391 Indered Farm Road
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

Salon Marinis
Heather Maezono
Massage Therapist
15% discount on massage services
18805 Forest Road
Lynchburg 434-316-0122

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 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
from previous page —*

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