

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

ALTERNATIVE HEALING

Reiki Practitioner

Sharon Jones
elkjones764@yahoo.com
50% off first 2 visits
1401 Park St.
Bedford 540-586-6996

VA Center for Reiki Training

Lynn Boggess
www.compassionatereiki.com
Free consultation, 10% discount
3236 Villamont Road
Blue Ridge 540-947-5888

FITNESS & NUTRITION

Bedford YMCA

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

Jamerson YMCA

50% off joining fee
Lynchburg 434-582-1900

Lynchburg Downtown YMCA

50% off joining fee
Lynchburg 434-847-5597

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 YMCA—434-582-1900

Lynchburg YMCA — 434-237-8163

Ask for the Centra-Stroobants Heart Center Representative.

Classika Sport & Fitness

www.classikafitness.com
30% discount for first 10 sessions
2306 Bedford Ave.
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)

Curves for Women (cont.)

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

Lynchburg Kempo

Martial Arts & Fitness
3-free classes plus free uniform with sign-up
www.LynchburgKempo.com
Jamerson YMCA
Lynchburg 434-444-3564

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)

— cont. next page —

Additional Services

Hearing Services cont. from previous page —

- 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

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
101 Duncraig Dr., Ste. 105
Lynchburg 434-237-8901

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

MASSAGE SERVICES

All Ways Wellness Center
10% off all services except packages
www.allwayswellnesscenter.com
1029-A Turnpike Road
Bedford 540-586-9162

Brittney Kurello, BS NCBMT
10% discount on massage services,
Reiki, and Reflexology
114 N. Bridge Street
Bedford 434-665-0727

Carmen Lazenby LMBT, CKTP
massage@monroenc.org
2325 Hanover Drive
Monroe, NC 28110
704-221-5872
10% discount on massage services
15% discount on package of 5
25% discount on package of 10

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

Massage Therapy by Trish
Trich Chidester, Massage Therapist
chidestertm@earthlink.net
10% discount on massage services
Buy 3 or more sessions and get 1 free
1020 Turkey Mtn. Rd.
Bedford 540-875-8613

Studio Style & Spa, Inc.
10% discount on massage services
20% discount on any 6 month package
1076 Thomas Jefferson Rd., 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
1-877-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 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
Lynchburg 434-845-6120

Dr. Elizabeth Darby

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

Drs. Newman, Blackstock, & Assocs.

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
Lynchburg 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

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.

Additional Services

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
1505 Enterprise 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