

# 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

#### **Acupuncture Works, LLC**

Deborah Farley, Licensed Acupuncturist  
Acupuncture Physician (FL), Certified Health Coach  
20% discount per session (does not apply for packages)  
111 Duncraig Dr.  
Lynchburg 434-237-0302

#### **Acupuncture Clinic of Richmond, LLC**

Deborah Farley, Licensed Acupuncturist  
Acupuncture Physician (FL), Certified Health Coach  
20% discount per session (does not apply for packages)  
4801 Hermitage Rd. #101  
Richmond 804-288-3927

#### **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  
5% 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

#### **Acupuncture Works, LLC**

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111 Duncraig Dr.  
Lynchburg 434-237-0302

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Richmond 804-288-3927

**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.

#### **Curves for Women**

Joining fee \$49.00  
Monthly fee \$39.00  
Three free visits with trainer.  
One year contract required.

4543 South Amherst Hwy.  
Madison Heights 434-845-7105

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# Additional Services

*Fitness and Nutrition cont. —*

## **Curves for Women**

3412 Waterlick Road  
Lynchburg: 434-237-7907

Route 15

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

507 Main Street  
Altavista: 434-369-6400

## **Lifestyle Fitness**

Lifestyle Fitness Center & Health Spa  
50% off joining fee. 15% off monthly membership (\$39 individual, \$65 couple, \$90 family) 15% off non-member use of Hyrdroworx® Training Pool, 3 Free Personal Training Sessions (with 1-year commitment).

www.lifestyleforest.com  
110 Vista Centre Drive  
Forest 434-385-4900

## **Lynchburg Kempo**

Martial Arts & Fitness  
3-free classes plus free uniform with sign-up

www.LynchburgKempo.com  
Jamerson YMCA  
Lynchburg 434-444-3564

## **Snap Fitness**

Free enrollment  
10% off on monthly dues  
Free fitness assessment  
Free online training center  
203 S. Main Street  
Amherst: 434-381-6001

2857 Stuarts Draft Hwy.  
Stuarts Draft: 540-337-4348

220 W. 22nd Street  
Buena Vista: 540-261-1042

## **HEARING SERVICES**

Advanced Hearing Center is the premiere hearing healthcare center in the Wyndhurst area of Lynchburg. They offer Piedmont members:

- **Up to 50% off on certain models**
- **30-day risk free trial**
- **Free hearing screenings**
- **Free batteries for one year**
- **Free annual hearing exam**

Advanced Hearing Center  
1315-A Enterprise Dr, Lynchburg  
1-877-255-3277 • www.877allears.com

## **SML Hearing Center**

1100 Celebration Ave. #210  
Moneta 540-297-9111

- **Up to 25% discount off list price of hearing aids**
- **1 to 3 year warranty (depending on the model type)**
- **Free comprehensive audiometric hearing evaluation**
- **In-depth lifestyle evaluation**
- **Free annual hearing exam**
- **Hearing instrument checkups every four months**

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

- **Up to 25% discount**
- **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**

## **Miracle-Ear Center**

Green Valley Plaza  
Bluefield, WV 304-324-8358

## **Miracle-Ear Center at Sears**

Bristol Mall, 500 Gate City Hwy.  
Bristol 276-645-0823

## **Miracle Ear-Christiansburg**

110 Arbor Drive  
Christiansburg 540-381-4327

## **Miracle-Ear Service Center**

763 Madison Road, Suite 202  
Culpeper 800-230-2388

## **Miracle-Ear Service Center**

420 East Third Street  
Farmville 866-378-9957

## **Miracle-Ear Service Center**

2760 South Main Street  
Harrisonburg 877-866-4490

## **Miracle-Ear Center**

2300 Wards Road  
Lynchburg 434-548-0924

## **Miracle-Ear Martinsville**

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

## **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

## **Sears Hearing Aid Center**

1531 Rio Road  
Charlottesville 434-973-2388

## **Sears Hearing Aid Center**

11504 Midlothian Turnpike  
Chesterfield 804-378-9957

## **Sears Hearing Aid Center**

114 South Park Blvd.  
Colonial Heights 804-526-2364

## **Sears Hearing Aid Center**

325 Piedmont Drive  
Danville 434-791-3351

## **Sears Hearing Aid Center**

3102 Plank Road  
Fredericksburg 540-786-1102

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# Additional Services

*Hearing Services cont. —*

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

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

## LASIK

**Harman Eye Center**  
15% 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

**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](http://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](mailto: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

**David Dalton, CMT**  
10% discount on massage services  
New London Massage Therapy, Inc.  
4835 Waterlick Rd., Ste. D  
Forest 434-525-1118

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

**Massage Therapy by Trish**  
Trish Chidester, Massage Therapist  
[chidestertm@earthlink.net](mailto: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

## 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

## SKIN CARE

**Acupuncture Works, LLC**  
Deborah Farley, Licensed Acupuncturist  
Acupuncture Physician (FL), Certified Health Coach  
20% discount per session (does not apply for packages)  
111 Duncraig Dr.  
Lynchburg 434-237-0302

**Acupuncture Clinic of Richmond, LLC**  
Deborah Farley, Licensed Acupuncturist  
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20% discount per session (does not apply for packages)  
4801 Hermitage Rd. #101  
Richmond 804-288-3927

**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

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# Additional Services

*Vision cont.* —

**Cooper & Elder Optical**

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

**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  
Lynchburg 434-237-7191

**Key Healthcare Optical Center**

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

**McBride & Blackburn Opticians**

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

**Nelson Eye Center**

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

**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. 10% off disposable contacts.  
548 Blue Ridge Avenue  
Bedford 540-586-5700

**Wagoner Family Eye Care, PLLC**

Dr. Luke Wagoner  
25% off eyewear  
3701-B Old Forest Road  
Lynchburg 434-385-0213

**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

**Acupuncture Works, LLC**

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111 Duncraig Dr.  
Lynchburg 434-237-0302

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4801 Hermitage Rd. #101  
Richmond 804-288-3927

**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

**Health Nut Nutrition**

10% off vitamins and supplements  
1701 Enterprise Drive  
Lynchburg 434-239-5170

**Lifeline Vitamin Outlet**

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

**The Well**

10% discount on vitamins and supplements.  
1764 Patriot Lane  
Bedford 540-587-9000  
1-877-THE-WELL (843-9355)



**PIEDMONT COMMUNITY HEALTH PLAN**

*Community Partners For Quality Healthcare*

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

[www.pchp.net](http://www.pchp.net)