



January 18, 2026

FOR IMMEDIATE RELEASE

Illinois Academy of Audiology secures Senator Julie Morrison (D-Deerfield) as sponsor for SB2838 - The Hearing Care Plan Contracts Article

The Illinois Academy of Audiology is pleased to announce that Senator Julie Morrison has agreed to sponsor SB2838, filed in the Illinois Senate on January 13, 2026. Senator Morrison is Senate Majority Caucus Whip, a member of the Health and Human Services Committee, and the Chair of the Senate Insurance Committee. This proposed bill amends the Illinois Insurance Code by adding a new Article to regulate hearing care plans (also known as Third Party Administrators) to better protect Illinois consumers.

Key points:

- **Clear definitions and representation:** Defines covered items, covered services, discount/unfunded hearing care benefit, funded hearing care benefit, noncovered items and services, and routine hearing care services. Hearing care plans must correctly represent these terms in promotional marketing materials and plan documents and include specific dollar benefit amounts, copayments, coinsurance, or deductibles applicable to hearing care benefits.
- **Disclosure of Ownership:** Ownership of a hearing care plan by a manufacturer of prescription hearing aids must be disclosed on the hearing care plan's website, in its marketing communications, and in its plan documents. They must specify which prescription hearing aids offered in the plan are manufactured or distributed by the owner of the hearing care plan.
- **No hidden pressure on providers:** Hearing care plans can no longer force hearing professionals to provide products or services at prices set by the plan *unless those items are actually covered by the plan*. This helps prevent consumers from being steered into uncovered services at confusing prices.

- **State oversight starting in 2027:** Beginning January 1, 2027, hearing care organizations must register with the Illinois Department of Insurance, keep their information up to date, and follow state rules to continue doing business in Illinois.
- **Consumer protections enforced by law:** Violating these rules is considered an unfair or deceptive business practice under Illinois law, which means consumers have stronger legal protections and enforcement options.

The Academy would like to thank our lobbyist, James Morphew, for his guidance and expertise in constructing and recruiting support for this bill. We will continue to keep our members and the public at large informed on the progress of this bill and steps that can be taken to express support for this bill.

The full text of the bill can be found here: [Illinois General Assembly - Full Text of SB2838](#)

Senator Julie Morrison's information: [Illinois General Assembly - Member](#)

For inquiries, please contact governmentaffairs@ilaudiology.org