

Sorenson Full Suite of Services

Stephen DeMari, M.S.
Audiologist, Director of
Education for CaptionCall

*Moderated by: Fawn Carson, OTD,
OTR/L, ATP, Senior Managing
Editor, OccupationalTherapy.com*

Webinar FAQs

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Learner Outcomes



- After this course, participants will be able to list the entire Sorenson suite of services available for the deaf and hard of hearing.
- After this course, participants will be able to list the requirements for referring patients to Sorenson for services.
- After this course, participants will be able to explain the basic functionality of these Sorenson services, including the CaptionCall Mobile App.



Presenter Bio



Steve earned his Master's in Audiology from Syracuse University and has been an Audiologist for over 35 years, he has served in a variety of leadership and clinical audiology roles. Most recently, he was Vice President of Sales and Director of Audiology for a large Healthcare Provider. Previously, he was Director of Government Services and Business Development for three large Hearing Instrument Manufacturers. Steve is a member of AAA, ASHA, ILAA. He stays highly involved in the industry through continuing education seminars, conferences, social networks and professional blogs. I am an employee of CaptionCall by Sorenson and have no financial or non-financial disclosures to report.

Steve DeMari, MS, AAA, ASHA, IHS, ILAA
Director of Education & Audiology



Sorenson

Connect Beyond Words.



“ We enable **human connections** through the **power of language** by **empowering** people to **enhance** experiences, **bridge** cultures, and **transform** lives. ”



Jorge Rodriguez
CEO Sorenson Communications



Our Company

MARKET LEADER 140 Million+ Conversations Annually	HOUSEHOLD NAME 95% Brand Recognition	DIVERSE Minority Owned Company
STRATEGIC PARTNER Fortune 500 Business Partners		TECH INNOVATOR Recognition by Fast Company as a market leader in inclusive technology
DEIA LEADER 5,000 Deaf and Hearing Interpreters	COMPLIANT 1,500 Customer Partnerships	ASL EXPERTISE 10,000+ Classes and CEU Credits



Impact of DEIA

EQUITY

22%

higher unemployment for
Deaf individuals

INCLUSION

39%

job seekers turn down
positions over lack of
inclusion

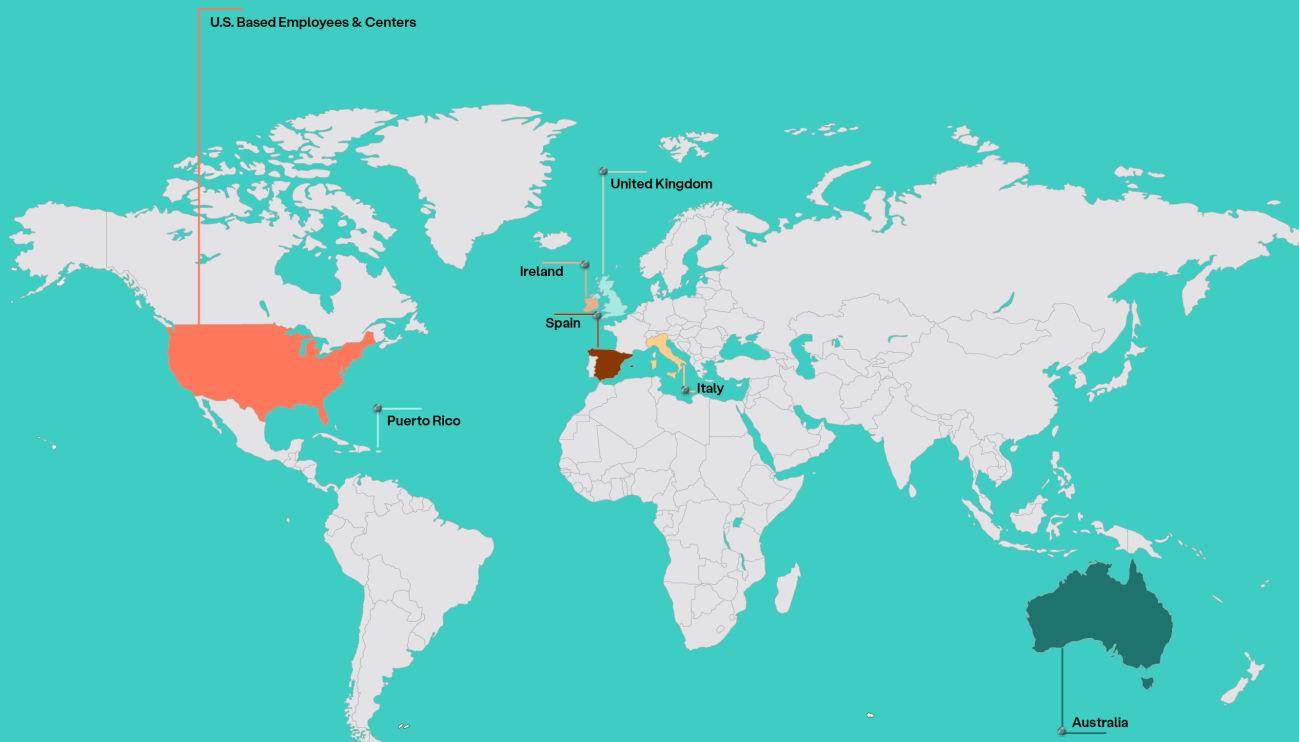
RETENTION

47%

better retention for
inclusive companies



Sorenson Footprint



2024 Expansion Plans

- Japan
- Australia
- Spain
- Korea
- Italy
- Germany
- Argentina
- Brazil
- Mexico



Sorenson Awards



Sorenson Solutions

Sign Language Interpreting



Video Relay Service (VRS)



In-Person Interpreting



Video Remote Interpreting



Sorenson for Zoom



Sorenson Express

Call Captioning Services



CaptionCall In-Home



CaptionCall Mobile App



Hearing Healthcare Program



CART Captioning

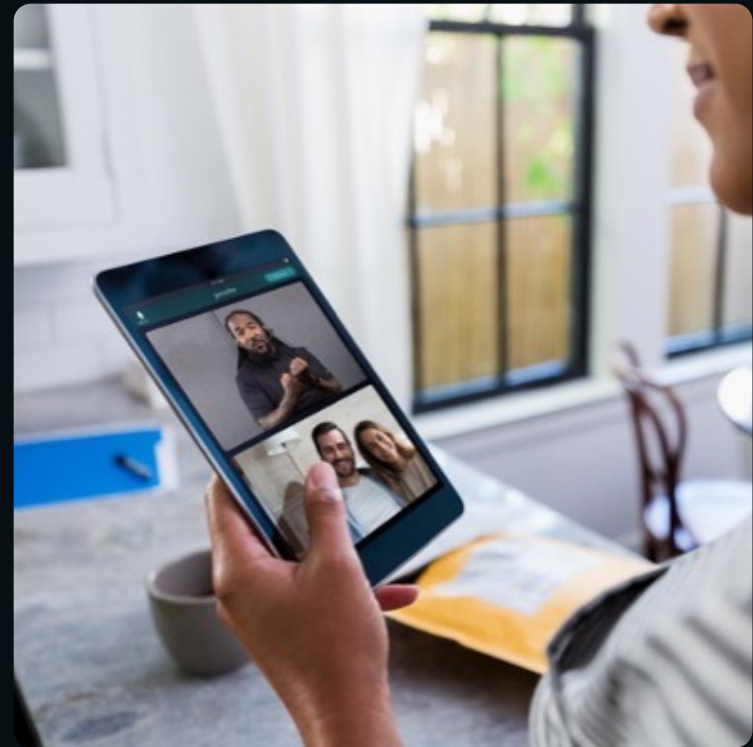


Sound Off Project for Veterans



Personal Solutions – Video Relay Service

- ✓ ASL interpreters connect Deaf and hearing callers, bridging the language gap
- ✓ Available via videophone, Android, iOS, PC, and Mac
- ✓ Options for video calls with multiple people on screen



Sorenson Solutions: Videophone

Lumina VP

Our 5th generation videophone offers
Deaf-centric hardware and software



Personal Solutions: Video Relay Apps



ntouch App

Allows Video Relay use on all devices: smartphone, tablet, or computer for flexibility and portability

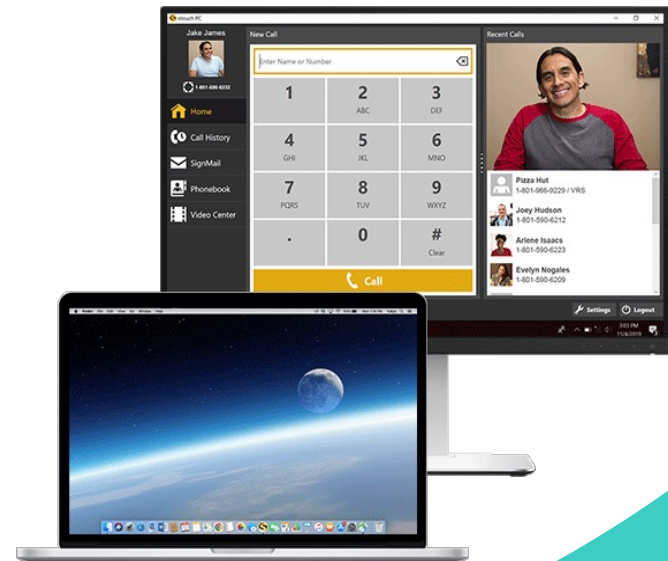
With Sorenson ntouch apps on computers and mobile devices, it's easier than ever to stay connected



Wavello App

Wavello app for hearing users to see interpreter and the Deaf person on one screen

Be Seen with Wavello - See the interpreter and the person on the other end of the conversation on the same screen



CaptionCall Solutions



In-Home Wireline

Delivery, installation, and hands-on training at no cost to eligible users



On-the-Go Mobile App

For download in Google, Apple, and Amazon app stores at no cost to eligible users

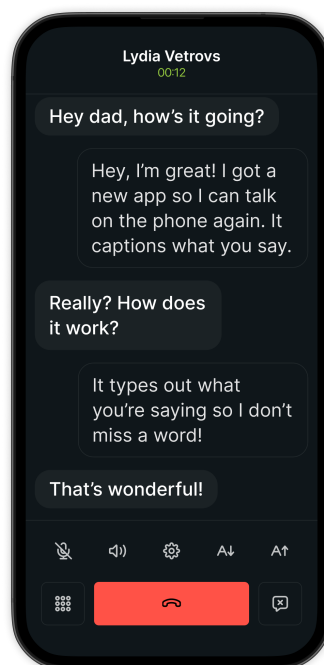


CaptionCall Mobile Key Features

Captions both sides of the conversation

Auto sync your phone contacts

Voicemail transcribed by accurate speech recognition



Pair with any device, including hearing aids

See entire call transcripts in call history

Works anywhere Wi-Fi is available on Android or iPhone



[Community ▾](#)[Testimonials](#)[CaptionCall ▾](#)[Providers](#)

Sound Off Project: Resources for Veteran Hearing Loss

For service members or Veterans with hearing loss, this is a space to find understanding, community, and support, including no-cost call captioning for home and mobile.



Business Interpreting Services

IN-PERSON & VIDEO INTERPRETING (VRI)

- ✔ Pre-scheduled and on-demand 24/365
- ✔ Integrated with online platforms
- ✔ Sorenson proprietary screening and systems ensure best skill match for all jobs

HOW IT WORKS

- ✔ Schedule an interpreter
- ✔ Arrives in-person or over video
- ✔ Hourly or per minute rates
- ✔ On-demand video interpreting available using a dedicated queue and team of interpreters



Types of Business Interpreting

Provides sign language interpreting between hearing and Deaf individuals



Video Interpreting (VRI)

- Team Meetings
- 1:1 Discussions



On-Site Interpreting

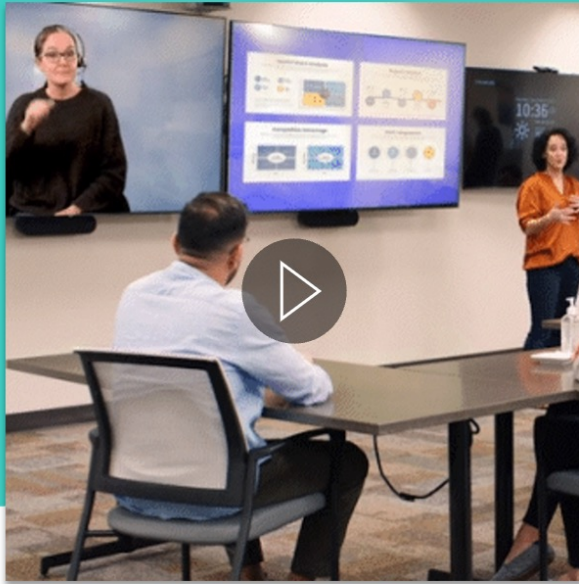
- Conferences
- Company Events
- Trainings
- On-boarding



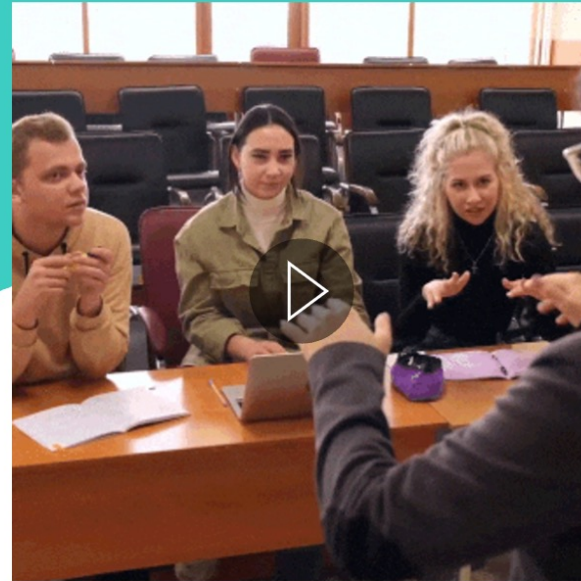
Specialized Interpreting

- Healthcare
- Legal/Government
- Additional considerations





VRI



On-Site



Sorenson for Zoom

Sorenson's first-of-its-kind solution Improves multilingual support and collaboration for Deaf and hearing connections

- **Single Screen**
- **Mutual Visibility**
- **Interpreter Context**
- **Screen Sharing**
- **Flexible Options**



Platform Developer

zoom



Sorenson Express

On-demand enterprise solution to connect with customers and employees



On Demand

Inclusive

ADA Compliant

Integrated

Compact

Convenient



Business Solutions – Captioning

Transform speech into real time text, offering your audience another way to absorb information and understand content



CART Captioning

- Real-Time Captioning
- Learning Environments
- Live Conferences



Transcription

- Closed or Open Captions
- Subtitles
- Media Post-Production



Business Solutions – CART Captioning

Comprehension

Reading clear, accurate text of a presentation increases understanding

Equity

CART captioning allows broader audience participation regardless of primary language, hearing status, or listening comprehension

Retention

Studies show use of captions increases short – and long-term recall of information

Engagement

Our post-session transcripts for eliminates the need for notetaking, so participants can keep their attention on the speaker



Accessibility Consulting Services

CONSIDERATIONS

- ✔ Inclusive Communication Implementation
- ✔ Accessible Design
- ✔ Inclusive Workspaces
- ✔ Deaf and Hard of Hearing Culture
- ✔ ADA Regulations

Together we create an outcome-based accessibility strategy.

OUR PROCESS

- ✔ Understand problem
- ✔ Define vision
- ✔ Identify and prioritize actions with timelines
- ✔ Create implementation roadmap
- ✔ Determine KPI



Thank you!



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youtube.com/sorensonvrsvideos

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