



CEU

Introduction to CaptionCall

Internet Protocol Captioned Telephone
Service (IPCTS)



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Lauren Fettig brings over 15 years of hearing health experience to her role as Director of National Accounts at CaptionCall. Previously, she spent six years at Starkey Hearing Technologies working in government sales and practice development, giving her deep insight into the clinical side of hearing care.

Lauren now builds strategic partnerships and leads the CaptionCall's Veteran channel, helping providers treat the "holistic hearing journey" through IPCTS. Her passion is personal: watching her cousin's life transform after receiving hearing aids—hearing a car seatbelt ding for the first time—cemented her dedication to helping anyone experiencing hearing loss overcome isolation.

Outside of work, Lauren loves traveling, playing in any of Minnesota's 10,000 lakes, and spending time with her family and dog, a black lab named Frankie.



Learner Outcomes



- ✓ Participants will gain understanding of the Federal Communications Commission's (FCC) involvement in the Internet Protocol Captioned Telephone Services (IPCTS) sector.
- ✓ Participants will be able to detail how the CaptionCall service operates.
- ✓ Participants will understand the Hearing Care Professional's (HHP) role in assessing eligibility for IPCTS captioning services.
- ✓ Participants will learn the process for submitting a referral for CaptionCall IPCTS service.



History of Closed Captioning



History of Closed Captioning: The TTY

1964

This invention enabled deaf people to communicate over telephone lines for the first time by converting text to audio signals



History of Closed Captioning

1971

First use of captions on television occurred at the First National Conference on Television for the Hearing Impaired in Nashville, Tennessee



Courtesy of Gallaudet University



History of Closed Captioning

1972

The French Chef—hosted by Julia Child—was the first TV program to implement captions



The
French Chef
with Julia Child

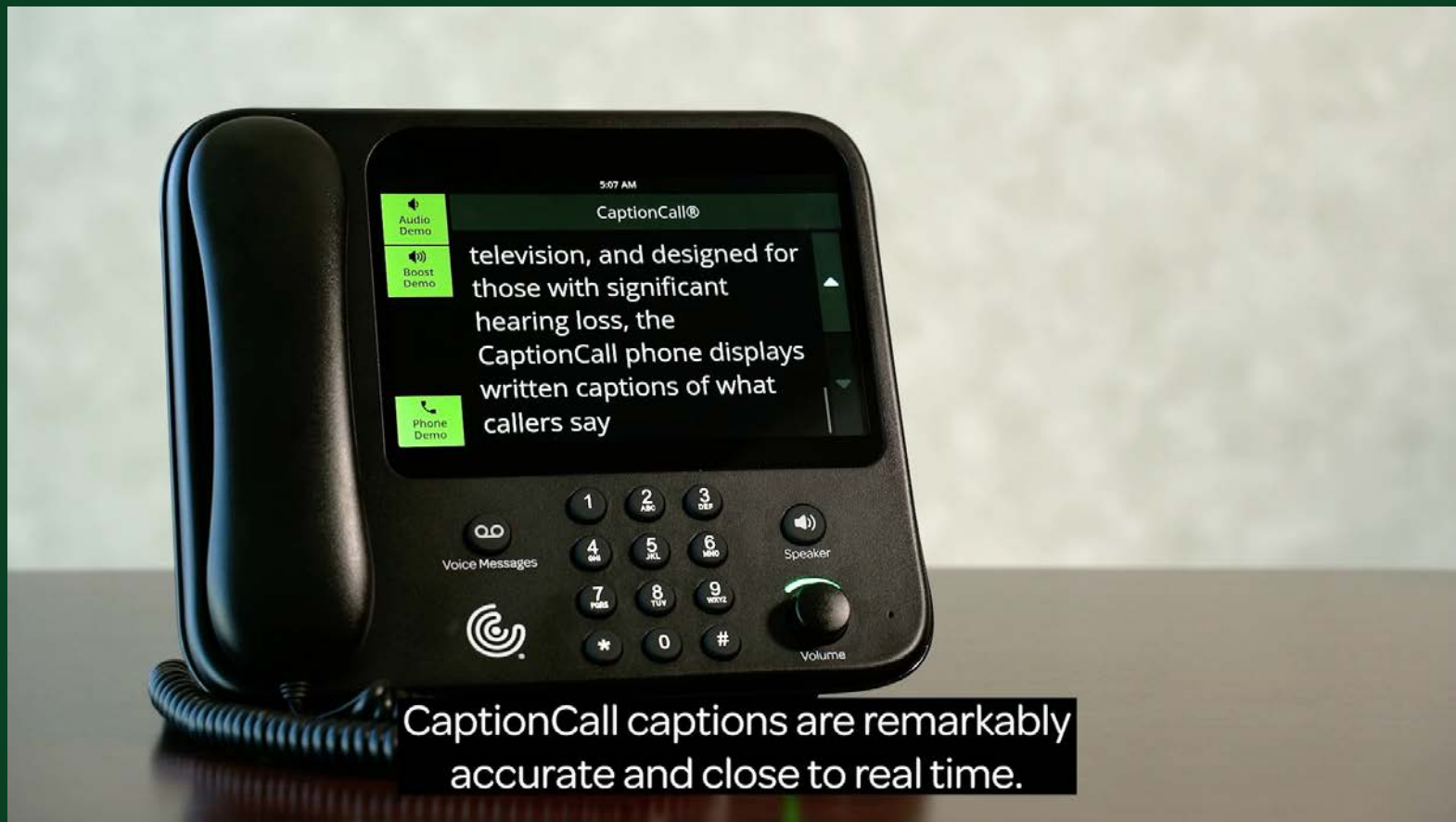


History of Closed Captioning: The TDD

1979

TDD (Telecommunications Device for the Deaf) is basically the same thing as TTY. It designed for people with hearing or speech disabilities to communicate via text over a phone line.





CaptionCall captions are remarkably accurate and close to real time.



CaptionCall:

Revolutionary service for individuals with hearing loss who need captions to use the phone effectively



Internet Protocol Captioned Telephone Service

Internet Protocol Captioned Telephone Service (IPCTS)

Uses the internet to provide Captioned Telephone Service to hard of hearing individuals

Captioned Telephone Service

Eligibility requires that the individual have hearing loss that necessitates the use of captioning services to effectively communicate on the telephone



How to Stay Connected





The ADA and Captioned Telephones

Americans with Disabilities Act (ADA) led to the development of relay and captioned telephone services for the deaf and hard of hearing

ADA required assistive services for qualified users **in any state, at any time**, and at a **cost no greater than what a person with normal hearing** would pay for telephone services



Role of the FCC

- ✓ IPCTS is regulated by the Federal Government through the Federal Communications Commission (FCC)
- ✓ Funding for IPCTS comes from telecommunications companies (required by the ADA) to make their networks accessible to the hard of hearing and/or deaf
- ✓ Telecommunications companies usually generate funds through land-line charges passed on to their customers
- ✓ CaptionCall is paid a per minute rate for the captions delivered to customers and must meet all FCC standards for delivering the service



Importance of Captioned Telephone Service

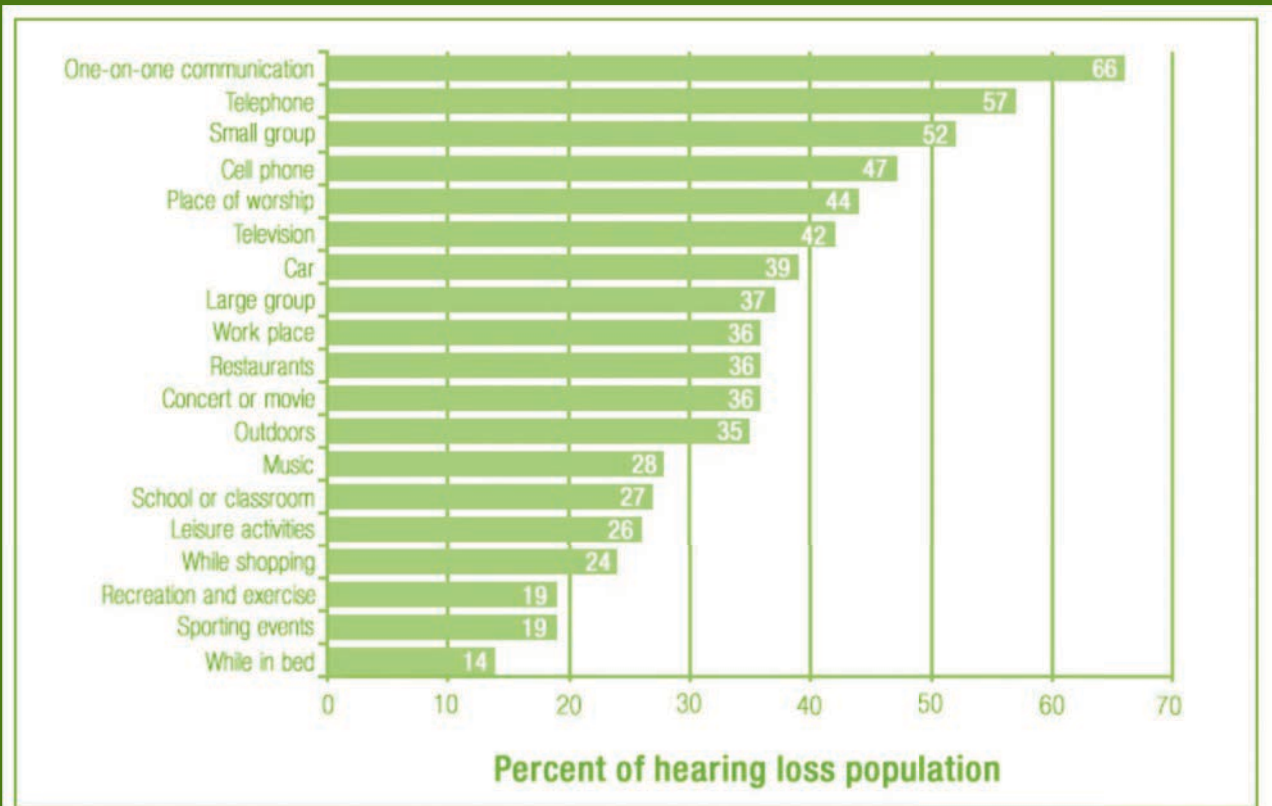


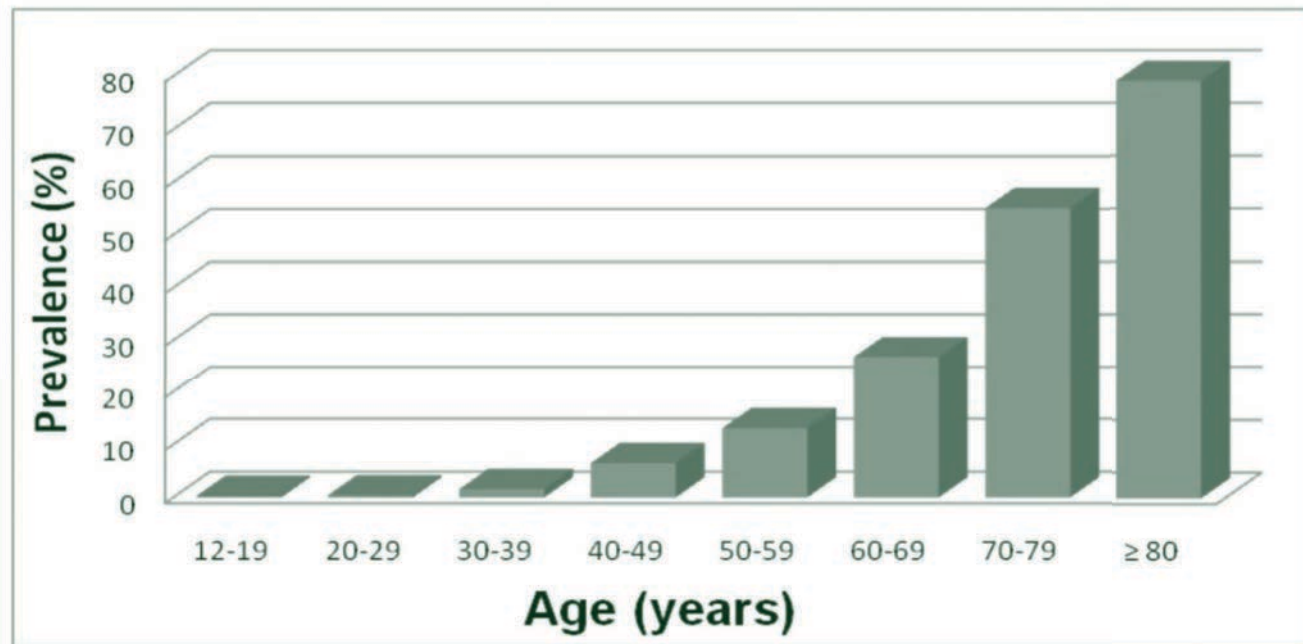
Figure 4. Relative importance of hearing in 19 listening situations; importance rated as "very important." Total hearing loss population (n=7,260)

Source: Kochkin, "Captioned Telephone Service and Hearing Loss," *Hearing Review*, March 2013.



Hearing Loss and Healthy Aging

Figure 2 Prevalence of hearing loss in the United States 2001-2008. Hearing loss defined as the better-ear pure tone average of 0.5-4 kHz tones > 25dB. Data from Arch Intern Med. 2011 Nov 14;171(20):1851-2. doi: 10.1001/archinternmed.2011.50



Source: F.R. Lin, "Hearing Loss and Healthy Aging," Johns Hopkins/CaptionCall Whitepaper, 2018.



Staying connected & productive in an aging world



Sensory impairment is a major barrier to achieving a better quality of life.



A person with significant hearing loss may depend on the use of a captioned telephone.



What is CaptionCall



Personal Phone Captioning Solutions



Home Phone

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



Mobile App

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



CaptionCall Telephone

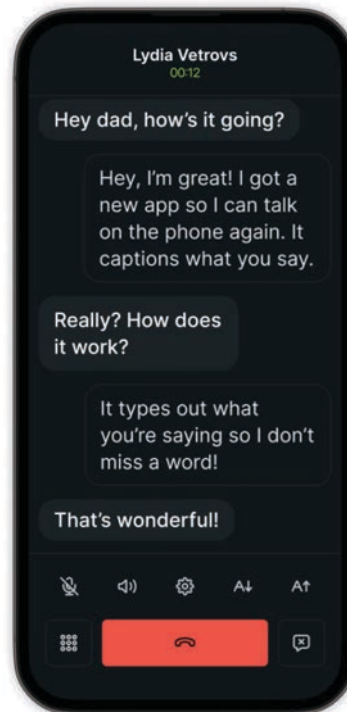


CaptionCall Mobile

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



The Captioning Process

Phone User:

Any kind of phone can make or receive an incoming call.

Captioning Agent (CA) or Automatic Speech Recognition (ASR):

Automatically connects to the caller's voice during the call.

CaptionCall Phone User Receives Transcription:

Captioned text is produced through a combination of technology and human assistance to ensure accuracy while maintaining privacy and confidentiality standards.



Why CaptionCall



CaptionCall's Red-Carpet Service

On-going
customer support

No cost delivery and
installation

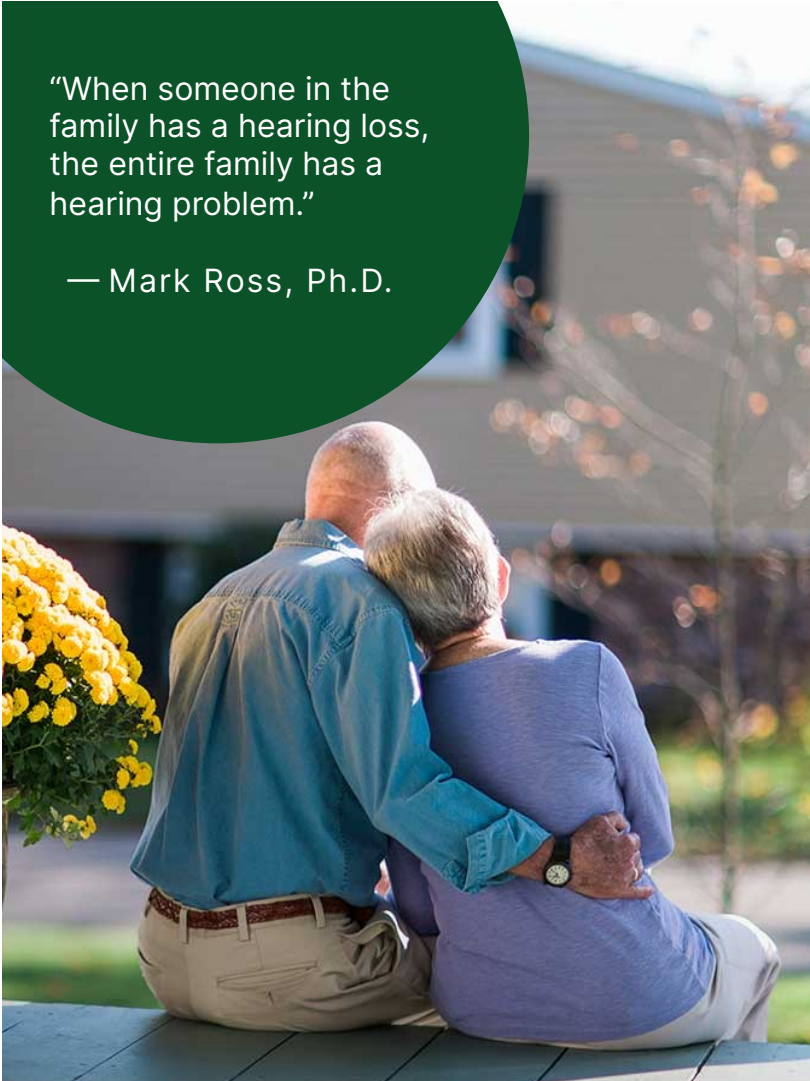
Self-guided
installation option

100% satisfaction
guarantee

Personalized
hands-on training

All Trainers
are background checked





“When someone in the family has a hearing loss, the entire family has a hearing problem.”

— Mark Ross, Ph.D.

Indicators for IPCTS Candidates

- Difficulty understanding on the phone
- Media turned up louder
- Asking others to repeat
- Difficulty understanding in noise
- Speech sounds muffled
- Feeling of ear fullness
- Ear pain
- Tinnitus





Positive Impact of CaptionCall

- Important **part of the complete hearing health care solution** with or without the use of hearing aids
- Providing IPCTS to a person with hearing loss that needs captions may make an **immediate positive impact** on their and their family's lives
- Offering CaptionCall may **increase patient satisfaction** and **contribute to patients' long-term health and well-being**
- IPCTS is **available at no cost for your eligible patients** that have hearing loss that necessitates use of captioned telephone service





CaptionCall Availability

- ✓ CaptionCall is available throughout the **United States**, including **Hawaii, Alaska** and **Puerto Rico**.
- ✓ Captions and services are available in **English and Spanish**.



Referral Methods



Submit Online Web Form
sorenson.link/patient_form



OMS - Refer Directly
Talk to Account Manager



Email / Fax / Mail
Email: certification@captioncall.com
Fax: # 1-888-531-1906

The image shows a sample of the 'Refer a Patient Online' form. The form is titled 'Refer a Patient Online' and includes a disclaimer at the top. It is divided into three main sections: 'Patient Information', 'Additional Contact Information (optional)', and 'Referred By'. Each section contains various fields for data entry, such as name, address, phone number, and email. There are also checkboxes for 'Additional Contact Information' and 'Referred By'. The form is presented as a physical document with a slight shadow, suggesting it is a scan of a paper form.



Seamless OMS Referral Integrations



Become a CaptionCall Provider



Dedicated
Account
Manager

In-office
marketing
materials

Education Days

Team Training

Online
Resources

Demo Phone



Let's Connect



833-691-1600



support@captioncall.com



Hearing HealthCare Professional:
877-385-0936

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CaptionCall and CaptionCall Mobile are available in the United States only. FEDERAL LAW PROHIBITS ANYONE BUT REGISTERED USERS WITH HEARING LOSS FROM USING INTERNET PROTOCOL (IP) CAPTIONED TELEPHONES WITH THE CAPTIONS TURNED ON. IP captioned telephone service may use a live operator. The operator generates captions of what the other party to the call says. These captions are then sent to your phone. There is a cost for each minute of captions generated, paid from a federally administered fund. No costs are passed along to individuals who qualify for the service. The CaptionCall phone and CaptionCall Mobile app remains the property of Sorenson in order to provide ongoing support, service, and upgrades. Patent information: sorenson.com/legal



Appendix



Eligibility for CaptionCall IP CTS

Internet Protocol Captioned Telephone Service (IP CTS) enables people who speak, but who have difficulty hearing over the telephone, to talk directly to another person on a telephone call and to use an IP-enabled telephone to simultaneously listen to the other person and read captions of what that person is saying.

IP CTS is only for people who have a hearing loss that necessitates the use of captioned telephone service to communicate effectively on the telephone.

Every person who registers to use IP CTS must attest to their need for the captioned telephone service by submitting a signed self certification. This self-certification form is collected at the time of registration. Federal Communications Commission regulations prohibit IP CTS providers from offering or providing to any person or entity that registers to use IP CTS any form of direct or indirect incentive, financial or otherwise, to register for or use IP CTS. This prohibition also extends to hearing health providers; IP CTS providers cannot offer or provide any incentive tied to a consumer's decision to register for or use IP CTS.

questions@captioncall.com
833-691-1600



References

Slide 15: Source: F.R. Lin, "*Hearing Loss and Healthy Aging*," Johns Hopkins/CaptionCall Whitepaper, 2018.

Slide 16: Source: Kochkin, "*Captioned Telephone Service and Hearing Loss*," Hearing Review, March 2013.

Slide 6: Image courtesy of Gallaudet University

Slide 31: Become a Provider Web Form: <https://sorenson.com/captioncall/provider/>

