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Introduction to CaptionCall IP CTS

Presenter: Lauren Fetting

Okay, so once again, I want to welcome you to today's session, brought to you by Caption Call. We are thrilled to have you join us for this year's Industry Innovation Summit on Audiology Online. Throughout this month, Audiology Online is showcasing groundbreaking advancements in the hearing industry with our 6th annual Industry Innovation Summit. Thank you for being here today. We encourage you to explore our library for other compelling summit courses.

And a special thank you to our title sponsor, CareCredit, and all of the innovative companies participating in the 2026 summit. And now, it is my pleasure to turn today's course over to Lauren Fudig.

Hello, everybody. I'm just going to get situated here.

Welcome to our continuing education course for introduction to Caption Call and ipcts. We are so thrilled to be here. Feel free to use the chat function at any time to ask any questions or to dive a little bit deeper into what our services provide. We're here to help. So Anna knows that if there's a question that pops up, we can certainly interrupt and chat about it at that time.

Otherwise we will do Q and A at the end. So no question is too big or too small. So feel free to ask because I'm sure others are. Well, I'm wondering as well. I'm just going to make sure that all of my things here work.

There we go. Sorry, one second, I have too many boxes. There we go. My name is Lauren Fedig, the Director of National Accounts. I'm excited to take you on this journey to dive into another ancillary product to assist you in your patient's hearing health journey.

And I've been with Caption Call for a little over nine years, focusing on our strategic partnerships as well as our veteran channel. Prior to Caption Call, I work for a hearing aid manufacturer in practice

development and government sales. I find joy in bringing the gift of hearing to others no matter what the facet that stems from over the last 15 years. Sorry. Just jump right in here to the learning objectives.

Here are a few learning objectives that we will accomplish over the next hour. You will gain an understanding of why Caption Call and other IPCTS manufacturers are a no cost solution due to the ADA and regulations of the fcc. You'll be well versed in how Caption Call came to be and what services we provide, the eligibility of our patients for this no cost solution and how you can refer an eligible patient to our service. Let's jump in.

I truly believe that is always helpful to fully understand a service or solution. By understanding how it came to be, we're going to go on a little journey of the history of closed captioning. Thrilling, I know.

The idea of making television accessible to people who are deaf or hard of hearing emerged in the 1960s when scientist Robert Whitebright invented the teletypewriter, otherwise known as tty. This invention enabled hard of hearing and deaf people to communicate over the telephone lines for the first time by converting text to audio signals. TTY is a keyboard like device with a text screen that allows users to type conversations. TTY can be connected to a telephone line directly or with a cup that holds the standard phone settings. Experiments in transmitting text along with broadcast signals began at the National Bureau of Standards.

The idea of making television accessible to people who are deaf or hard of hearing emerged in the
Sorry and didn't go.

My apologies.

There we go. The 1970s is a decade of rapid innovation and crucial foundational work for closed captioning began with experimental research that led to the successful development of closed

captioning technology, followed by federal funding and the reservation of specific part of television signals for captioning. The decade culminated in the creation of National Captioning Institute to promote and implement this new accessibility technology on a national scale. The first use of captions on TV was in 1971 at the first national conference on Television for the Hearing Impaired in Nashville, Tennessee. Two potential technologies for television captioning were exhibited.

This event was a major step in the development of accessible media for deaf and hard of hearing communities. Which brings us to the 1972 the nation's first captioning agency, the Captioning center, was founded in 1972 at the Boston Public Television station WGBH. The station introduced open television captioning to rebroadcasts of the French Chef with Julia Child and also began captioning rebroadcasts of ABC's news programs as well, all in an effort to make television more accessible to millions of Americans who were deaf or hard of hearing. The following year, the FCC granted PBS the ability to include captions on all of their broadcasts as well. It took until the late 1970s for captions to appear on the national television setting.

In 1979, the Telecommunications Device for the Deaf, or TDD, played a pivotal role in advancing accessible communication for individuals who with hearing loss and helped lay the groundwork for the development and expansion of closed captioning. TDD technology was a foundational precursor to the closed captioning ecosystem. The first closed captioning decoders became available for purchase, setting the stage for regular captioned broadcasting. Of course, adoption grew slowly at first because viewers needed a separate decoder box. But the Television Decoder Circuitry act of 1990 required all TVs to include built in caption decoders, making captions widely available.

As broadcasting shifted to digital and online platforms in the 2000s and 2010s, captioning standards expanded and new laws required captions for online video. Today, closed captioning is a standard feature on television and streaming platforms, used not only for accessibility, but for also the

convenience and comprehension and multilingual audiences. I hope you enjoyed that little history lesson of captioning and the significance of why it's so important. Today, I'm going to share with you a video about where we have come and the technology that surrounds us today.

Caption Call is available to anyone who has hearing loss and who needs captions to use the phone more effectively. Nearly 17% of US adults have hearing loss. Even so, people hesitate to talk about hearing loss and a friend, spouse or family member has to bring it up. People love Caption Call because it's so simple and effective. Operate the Caption Call phone just like a regular phone.

Just pick up the receiver and dial. A large screen on the phone displays captions of what the other person is saying. The words naturally scroll as you talk, so it's easy to follow the conversation by combining speech recognition software with the help of a captioning agent. Caption Call captions are remarkably accurate close to real time. Your conversations are encrypted so your calls are safe, secure and regulated by FCC protections.

Caption Call has you covered if you're not around to take a call too. It will work with the answering machine or service you already have or you can use its built in answering machine. And of course you can see captions for any have your messages. Caption Call takes care of everything. Our red carpet service includes no cost personal delivery.

A local representative will install the phone, show you how to use it, and stay to answer your questions. Our trainers are Caption Call employees who know what they're talking about, who value your privacy, and who will help you feel comfortable using your phone if you have questions later. We have dedicated customer support people ready to help whenever you need them. Take the first step to experience phone calls in a whole new way. Life is calling.

Answer it better with Caption Call.

Now that you're all well versed in Caption Call, I don't need to do the rest of my presentation. This is a great brief line to start building on the services in depth. Some thoughts may have evolved after that video. Who we are as a company. What is itcts?

How does it benefit eligible individuals in need? And I'll begin by saying Caption Call is an assistive communication service designed for people with hearing loss who have difficulty using the phone. It provides real time on screen captions of what the other person on the call is saying, allowing users to hear both and read conversations for understanding. Caption Call is part of the FCC regulated Internet Protocol Caption Telephone Service or IPCTS program. Hearing aids are the gold standard when it comes to technology and evolution of one's hearing journey and we never want to take that away.

We want to be a complimentary addition to your eligible patients so they stay socially connected with their friends, loved ones and even you, the hearing healthcare provider. When hearing aids and amplification might not be enough, we want to help provide independence by allowing individuals to communicate effectively over the telephone.

We've thrown around the word IPCTS quite a bit throughout this presentation already. IPCTS stands for Internet Protocol Caption Telephone Service. Eligibility for IPCTS 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 the captions of what the person is saying. This is a service that is used to create most effective and efficient captioning options for those who are hard of hearing and need captions to communicate effectively. One word is used often when discussing IPCTS Internet.

The Internet makes captions fast and accurate, allowing for companies to keep up with industry standards. We will deep dive into the qualifications needed for the caption Call service later in our

discussion. Now I want to discuss the standards on accuracy and I'd like to dive into how this industry really came about and why it's all no cost.

The Americans with Disabilities act or ada, and the Federal Communications Commission FCC together establish the legal foundation, oversight and regulatory framework for IPCTS in the United States. Their roles are distinct but complementary. The ADA defines the right to accessible telecommunication. The FCC defines the rules, funding and oversight that makes IPCTS possible and assures it operates effectively and responsibly. Again, we bring this to your patients, all at no cost.

We'll get into the nitty gritty of what that all means.

The Americans with Disabilities act passed in 1990 which led to the development and relay of captioned telephone services for the deaf and hard of hearing. More specifically, Title 4 of the ADA requires the creation of Telecommunication Relay services, or trs, ensuring communication is functionally equivalent to the hearing individuals. IPCTS falls under the broader TRS umbrella because it provides real time captioning for phone conversations, enabling people with hearing loss to communicate independently. If a patient has hearing loss that necessitates caption telephone service, they're eligible for the service. If a patient struggles to understand phone calls as a result of hearing loss and needs captioning service, you may recommend caption call.

The government has no specific guidelines or decibel threshold requirements to determine eligibility for this no cost captioning service, so it is all up to your discretion on who would be a good candidate. In addition to the ada, the regulating body is the fcc.

The FCC is responsible for implementing, regulating and enforcing the ADA's requirements as they apply to the telephone relay service service, including ipcts. Telecommunication companies are required by the ADA to make their networks accessible to people who are hard of hearing or deaf.

Funding for IPCTS comes from publicly collected funds via charges on our landline or cell phone bills. This can be anywhere from \$0.10 to up to \$0.25. Just depends on what state you live in.

Captioning is provided by caption Call and paid through the TRS Fund administered by the fcc. The FCC certifies IPCTS providers and ensures that they meet quality, accuracy and speed standards for captioning. We like to be good stewards of the government, so we allow for the ability for individuals to turn captions on and off when needed. Now that you're familiar with the ADA and FCC allows for your patients to receive a no cost service, I'll share with you a few studies on the benefits of captioning as a whole.

I haven't had enough tongue twisters for the day. I'm going to share the first one. The Importance of caption Telephone Services by Sergei Kotchkin and I apologize to him always because I can never pronounce his name correctly. Kotchkin's white paper presents evidence based insight into how caption telephone service significantly improves communication outcomes and quality of life for people with hearing loss. Drawing on consumer surveys, industry research and national demographic data, Kotchkin demonstrates that a large portion of adults with hearing impairment continue to struggle with traditional telephones and do not receive adequate benefit from hearing aids alone when using the phone.

This specific research study surveyed 14,000 different individuals with varying degrees of hearing loss. Regarding the importance of 19 different listening environments over a period of eight years per the study, communicating on the telephone and the importance of telephone usage for those with hearing loss is second only behind one on one communication. 57% of people with hearing loss indicate that communicating on the telephone was very important to them. Many of these individuals avoid phone use due to anxiety or frequent misunderstandings and communication breakdowns as visual cues are often needed. IPCTS provides real time text of what the caller is saying, improving accuracy and

comprehension which increase confidence, independence and willingness to engage in phone conversations.

A few other tidbits of the study are Hearing aid owners report that hearing AIDS provide overall only 55% of a benefit during a phone conversation, which leaves many with them ongoing difficulty. Less than 1% of 48 million Americans with hearing loss are currently using IPCTS. 25% of non hearing aid owners indicated poor utility on the phone was an obstacle to a hearing aid purchase. Our next study is Hearing Loss and Social Isolation by Franklin out of Johns Hopkins.

Franklin's white paper presents a comprehensive review of how age related hearing loss affects long term health outcomes in older adults. Hearing loss increases the cognitive load required for communication, reducing mental resource availability for memory and thinking. Research links untreated hearing loss to accelerated cognitive decline including higher risk of dementia as well as social withdrawal and loneliness. All known risk factors for poorer health outcomes, the inability to have telephone conversations and even one on one conversations further these outcomes. I think that we all believe that social isolation and loneliness is a large problem in our world.

We'd like to do our part to make everyone live a happier, healthier lifestyle. The last study I'm going to share with you is a white paper by Kimberly Tremblay on Staying Connected and Productive and Productive in an Aging World.

Staying Connected and Productive in an Aging World explores how age related hearing loss affects communication, workplace productivity and social engagement and rapidly aging society. As more adults work later in life and remain active in their communities, effective communication becomes essential for maintaining independence, confidence and overall quality of life. She states that untreated hearing loss creates significant barriers, misunderstandings, reduced clarity and increased frustration that can diminish job performance and limit opportunities for advancement. These challenges also

extend beyond the workplace, contributing to social withdrawal and decreased participation in community and family life. The paper underscored the importance of accessibility technologies such as caption telephones, hearing assistive devices and real time text services.

These solutions enable older adults to communicate accurately and confidently, thereby supporting community, excuse me, productive engagement and well being. Accessible communication is essential to successful aging in a rapidly and evolving world. I mentioned these white papers as again, everyone is living longer and deserves the tools needed to function at the highest level possible. So what is caption call?

We are going to dive into the captioning process works and how our service solutions, including home phone and mobile options are available to you.

We currently have our home phone option and on the Go mobile solution your parents patients can have one or both. We've touched a little bit on the candidacy and requirements, but now is a good time as any to go into a little more in depth on what that looks like. In order for our service to run with the best user interface, we require the Internet to make the captions fast and accurate along with a landline or Bluetooth connectivity. While many people are cutting the cord but still desire a home phone solution, we have options. The best part is our fixes come on the back end.

No Internet, no problem. Your customer no longer has a landline. We have a solution for that as well. They would like to have Bluetooth their cell phone to their home phone done. It would be a benefit if their hearing aids not only connected to their mobile device while using the app, but also to the home phone.

We've got you covered. You no longer have to worry about what connection is needed for your eligible patients. You just have to identify those eligible individuals that have hearing loss and need captions to

communicate effectively. Hopefully these solutions are a breath of fresh air for you when deciding who may be an eligible candidate. If you listen to our roundtable discussion last week I told a story about an install that one of our trainers recently went on and I think I'm going to share it with you guys as well just to kind of encompass all of our solutions.

So we had a lovely woman named Rose who was referred to Caption call by her provider. During the install, Rose mentioned that she no longer had a landline as it was a little too costly and she was having difficulty struggling on the phone. So she decided to get rid of it, but her provider convinced her to give Caption call a try. Rose also lives in a senior building with Community WI fi. While the WI fi was able to be picked up, our installer installed a CH1 Internet device to boost the strength of that phone.

John, our trainer, asked Rose if she had a cell phone and he happily paired that to her home phone as well so that when her cell phone rings, she can see the captions on a larger home phone screen. My favorite part of the story is when she called her sister for the first time after the installer was just leaving. They hadn't spoken, he said, in over a year because Rose struggled so bad on the phone and all she would do was text. So needless to say, it was a heartwarming reunion and there were a lot of different solutions involved. So again, we're always happy to help whatever situation we can.

And you no longer have to ask all of those questions or remember they need what or how or whatever to make this work. We can take care of all of those solutions for us. Just send in those eligible patients who could benefit from Caption Call.

Now that you're aware of the requirements or really kind of the lack thereof Again, at this point, I want to show you our home phone solution. As you can see on the screen, our home phone has many wonderful benefits. Some of those benefits include the wildly popular speakerphone. Individuals can turn that on and they can read what the caller is saying, not having to hold the handset, which is always a plus. One of my favorites is the Saved Call feature.

Your parents, patients can go back and review a call that a loved one or maybe even a medical professional has called them and talked to them about. So maybe it's instructions on taking a specific prescription or they had changed an appointment time. I know this is always a benefit. You don't have to find a pen and paper to write things down. You can easily go back and track that information.

Captioned Voicemails Fantastic, Fantastic feature. In my opinion, this is definitely better than if you pick up your cell phone and you transcribe your voicemail on your cell phone. These are extremely accurate due to our accuracy standards. So they're all there. They're all saved for whenever you want to delete them.

I should also mention in the Save Call feature, if you choose to save that call, you can go back and read it as many times as you'd like and go ahead and delete it whenever is convenient for you or the patient. The elongated handset is a wonderful tool as well. It does connect to a T coil so it's longer and can connect up there for them. Our new phone boasts larger font size. They can go in and choose which one is best for them.

There's also the ability to change the background color, which is always a popular request. We have a touchscreen display as well, so they can easily go through their phone book and find the phone number that they want to call with ease. And our installer, I'll chat about this a little bit later, but the installers that go into the home, they will help them upload their contacts to their home phone as well. You can also pair your cell phone like I mentioned before in Rose's story, or Bluetooth hearing aids to the home phone for ease of use too. So lots of different options there.

With our home phone, we also have.

There we go. Oh my apologies. Clicking Too many times. Our mobile phone option. This has almost all of the same features that the home phone does.

Again, the saved call, the voicemail transcription, those kinds of things. It does have a few different idiosyncrasies. One difference is on our mobile device you can see both sides of this question, unlike our home phone, so you can see what you're saying and what the other person is saying as well. The voicemails are transcribed, so this isn't like a normal cell phone transcription. It will auto sync your contacts as well.

And it pairs well with Bluetooth devices, including the hearing aids and if there are any other ancillary devices that your patient might be using again. Also the saved call transcript, which is really nice and you can delete those whenever you are finished with them. As a reminder, your patients are able to have both the home phone and mobile app solutions. So they can choose one or the other or both. And when our trainers go into the home, they do typically ask if they're installing the home phone, if they have a Bluetooth or smart cell phone that they can add that mobile app onto as well.

So many people ask how the entire captioning process works and how it is so fast and accurate. We'll dive into how that works.

Let that show up on here for you. Oh, one second.

So when you're making or receiving a call using the caption call phone, a live captioning agent is automatically connected to the call and only hears the dialogue of the non caption call user. So say I'm speaking with my grandmother, for instance, who uses the caption call phone. When I'm calling her, a captioning agent will pick up and say what I am saying into Dragon software, allowing for quick adjustments to be made if there's any misspellings or grammatical errors and then it pops up onto the screen of the caption call phone that my grandmother is using. The combination of technology and

human involvement helps captioncall deliver the most accurate captions possible. Living up to the FCC standards.

So I know oftentimes there's a lot of questions of how the process works. We do use captioning agents. Sometimes we will use ASR just to kind of depending on what is needed. But for now we still find that captioning agents provide the most accurate situation there.

Caption call works hard every day to offer the best support, customer service and options for our patients to be successful. A few reasons why I believe caption call is a fabulous solution for your eligible patients are Red carpet service is by far, I think the best thing that we have to offer it is certainly our bright shining star. Caption Call Employees go into the patient's home to finalize all of the moving pieces of connection for their new home phone or mobile application. We typically set up a one to two hour appointment to ensure your patient feels comfortable with all of the telephone settings that I mentioned before, as well as setting up the actual home phone. So again, if they need VOIP for that landline, if they need a CH1 for Internet, those types of things, our trainers go into the home and install all of that for them.

I know I like to think that I am tech savvy and sometimes when you have all those moving parts, it's really beneficial to have that individual there to help with that. If an individual doesn't want somebody to come into their home, we can certainly do a kind of tech support install as well and send them the phone and walk them through the setup if they feel comfortable and would like to do it themselves. We can always also come back for a surface call if an individual hasn't used the phone in a while and say they need a little bit of additional training. I know oftentimes people again haven't used the phone in quite some time, so it's a little bit of a deer in headlights look and we just teach them the simple basics. But if they want to dive deeper into some of the fun settings and things of that nature, we can certainly go back in and teach them how to use that.

One thing I do also like to say at this point is we know and want to take the burden off of you of having to know all of these different things while we're training you today. It's great to know the ins and outs, but we don't want you to have to be that resource for that individual. So our phone number is actually programmed in the home phone so that your patient can always find our customer service number and we can help them through every step of the way through that. We also train the individual on how to make a call, adjust the font settings if needed, and the background color to their liking. I know those are some of the large things that people request often, so I'd like to mention that as well.

Another fun thing that I really enjoy to talk about, and a lot of times people don't know, is if your patient has access to his or her audiogram. We can also make adjustments to amplification, but this is just on the home phone solution only. The trainer is able to go into the settings and make precise amplification adjustments mimicking your patient's loss, including a boost mode capable of reaching up to 121db for those profound cases. This isn't just about volume, it's about maintaining the frequency shaping that you've worked hard to program into their hearing aids. This is a feature that is always, always always requested, asked about and always one of my favorite again to talk about.

I also like to mention that our trainers are caption call employees so they have been background checked and all of that stuff. I know sometimes people are a little bit nervous to have somebody come into their home.

All background checked, all employees. They live all throughout the U.S. oftentimes I also like to joke that most of the time they become friends with your patients and then your patient want to, you know, move furniture or have lunch, something like that. Of course they do not, but it is always funny how well they are received.

I know that all of you know how important staying connected is to friends and loved ones. We continue to circle back to this in the discussion frequently, but I figured I'd throw up a few reminders of who may

be a good candidate for caption call. Somebody that may have difficulty understanding on the phone. Obvious one there. They may turn up their TVs, cell phones or radios, or actually use captioning on their TVs.

Currently they may ask others to repeat themselves, have difficulty understanding and hearing in noise. Others sounds might be muffled to them. They may have ear pain or fullness and even tinnitus.

A few reminders of how caption call can make a positive impact on your patient's hearing health journeys as well as within your practice. Please know that caption call can be an 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 and may make an immediate positive impact on their and their family's lives. Offering caption call may increase patient satisfaction and contribute to a patient's long term health and well being. Kind of like we discussed with all of those white papers.

As a reminder, IPCTS is available at no cost for your eligible patients that have hearing loss and need captions to communicate effectively.

One of the biggest questions I receive is where are you located and how do I refer eligible patients?

So we are located in every state including Hawaii and Alaska as well as Puerto Rico, so you can find us anywhere. We have over 90 local account managers. Our local account managers are the individuals that you might see often that come into your practice, give you marketing materials, make sure that you know the latest from caption call and what is what needs you might have. We also have 165 trainers or installers nationwide to serve you. So those 165 trainers again are throughout the US.

There might be multiple ones in, you know, larger metropolitan areas, but we go out and install the phone for you for your patients. We also have a dedicated customer support team. We have a couple

different lines. We have a line specific for you as a provider if you have any questions or want to check on a referral that you may have sent in. And we also have a specific line for your patients.

Again it is programmed into their phone, but we have those available too on all of our literature. We do have captioning available in both English and Spanish currently, but we're always trying to incorporate more languages. So if you have any suggestions please send them our way. They always do listen to us, but the more information that we can get from others is always beneficial. So please feel free to send any suggestion that you have our way.

So referral methods how do you send a patient into caption call if you feel as though they are eligible and need this service? So you're able to do it in a few different ways. You can go to the provider link on our caption call website and submit a patient referral. That way you can add in your caption call referral number and that way it ties back to you so we know who to call if there's any questions regarding the application itself. If you do not know your caption call referral number or if you would like one, we can happily provide one for you.

So just let us know. Reach out to me or if you know your local account manager and we can make sure that you are all set up. You can refer through your local account manager directly. You can also email fax. We even let you still mail in a referral form to our customer support team if that's the easiest way to do it.

If you are going to mail in. We do have pre populated certification forms that we can mail out to you and you can send in. We do also have prepaid envelopes so if you need an envelope to be able to send that in. If you feel like mailing is the best way to do it, we can support you in all of those. We also work with several office management systems that you are probably familiar with.

So I'm just going to throw this next slide up here and we can chat about this. Some office management systems that we use Blueprint Counsel here, here from Suno Cycle, just to name a few. There's some more out there too. We are all implemented within their systems, so if you need instructions on how to go in and find that, we can certainly support you and show you those instructions. Typically it's one or two clicks and it sends off that information right to us.

It auto populates all of your information so it's very slick and easy. We also have our own NOAA module that you can submit through as well. So if you have any questions at all regarding office management systems, how to do those things, please reach out because it's usually extremely easy. And all those office management systems, obviously since we are in their system, are aware of those steps too. So if you happen to be talking to them and you want to know how to send or submit a referral to Caption Call, they can help you as well.

As.

If you currently do not work with us, we'd love to get you started. We have many resources to help you share caption call with your eligible patients, so hopefully you know your local account manager. If you don't, please reach out to me. My information will be at the end. I would love to get you set up with him or her.

Also, if you know your caption call referral number. If you don't know it, we can help you get all set up with that too. We can supply demo phones, brochures, what to expect cards, any of that information, or any marketing material that you would find to be beneficial to help support your journey. Also, our account managers love to be included in open houses and education days to help support your patients. We know that you have so much on your plate, you have to know so many different things with different hearing aid manufacturers that it's not easy to remember everything about Caption Call nor do you probably want to.

So sometimes those open houses or education days are nice where we can just set up a table and we can help provide education of our service to those patients and then you can refer them as you see fit. If you aren't a current provider, we ask that you do so it doesn't cost anything, there's no requirement anything of that nature. It's just an easy, seamless way to be able to send in referrals and to be able to again tie it back to you so that if there's any questions or concerns, you know, sometimes a phone number isn't accurate for a patient, those types of things that we can connect with you so that we can make sure that everything is as seamless as possible and we can take all of it off of your hands.

So I told you that there was a couple different things on here that ways to connect with us. We have our customer support number one specifically for hearing healthcare professionals. We have an email address@supportcaptioncall.com Please reach out to me at Capture anytime because I can help you get situated with any questions that you might have and I will come back to this slide. I just wanted to share a couple more things before we get here is also our eligibility for caption call IPCTS standards. I'm required to share that with you, so I'll leave that up here for just a minute so that you can read through this.

I know we've talked about this in great depth, but I'll let you look for one second here.

I will also share with you some of the references from today of the white paper. So back thank you again for joining me today at Captionclaw. Our mission is simple to remove the barriers that keep patients from staying connected. Everything I've shared today, from simplifying referrals to aligning our technology comes back to supporting the work you do and ensuring no patient's life is limited by hearing loss. When you introduce caption call as part of the standard hearing care journey, you're not just offering a tool, you're restoring confidence, independence and connection.

We're happy to join you in elevating access, easing communication, and making every step of your patient's hearing health journey a little simpler. I feel like we might have some questions. I wasn't able to man the chat as much as I would like to, but I'd love we have a few minutes here to be able to open up to any questions. Otherwise I can bring out some of our frequently asked questions that we have as well. Thank you so much.

Lauren. Yes. To all the attendees, please go ahead and submit your questions either into the chat or into the Q and A and we can go through those. I do have one that wanted to know have you ever had a caption call phone in a skilled nursing facility where it's not necessarily for an individual but more for patients in a more of a group home setting? That's a wonderful question.

Unfortunately, we aren't able to do it in a common area or place a phone in a common area because we have to have everything tied to a specific individual because it is based on their attestation of saying that they have hearing loss and need captions to communicate effectively, we would have to do one in everybody's individual room or if they have A mobile phone, we could put it on their app, but unfortunately we couldn't put it in, I would say a community room or something of that nature. Just because of HIPAA restrictions and laws. If anybody would see a saved call or something of that nature. Everything has to be kind of discreet that way as well. So unfortunately not in a larger setting, but we can certainly do individual rooms in some of those settings, skilled care facilities, if that would be beneficial.

And we love to chat with all of the individuals within those communities too. I know a lot of people go and visit nursing homes or skilled care units, those kinds of things, and do the hearing testing. So if it is something that you notice would be beneficial for the improvement of some of your patients, we can certainly get them installed in those skilled nursing areas. Even if they are just there for a short amount of time and then going home, just doing rehab, those kinds of things, we can certainly help them while

they are at the location and then transition them when they get home as well.

Thank you so much for that. So there was another question and they apologize for missing just a little bit at the beginning, but can it be just on a mobile app? Only if someone does not want to. The home phone. I'm going to stop sharing here, sorry.

Oh, I'm not sure why it sees two of me, but sorry. So you it shows up there. So yes, you can absolutely get it just on the mobile phone. And oftentimes we get asked that as well, just because of the fact that people are on the go, their hearing aids stream to their cell phone easily. So yes, people can absolutely get it just on the mobile phone.

We do find, funny enough that when people get it just on the mobile phone, they enjoy the caption so much that they would like it on a larger screen when they get home. So if they have a tablet or something of that nature, we can put it on there as well. Otherwise we can always come back and install a home phone for them. So when their cell phone rings at home that they can see it on the larger captions as well as the mobile device too. But great question, you can absolutely get one, the other or both.

And when you're sending in a referral, there is an option to check on that referral form if they want either one of those or both. And again, we can get you situated from there. When the installer does go into the home too to install a home phone, they do also typically ask if they have a smartphone, but and we'll help them install the app if that seems to be a benefit for them as well.

Perfect. All right. We have another question that just popped up and they would like to know if they have a home phone, do they get to keep their own phone number? So if they do have a landline, they are able to keep their. Their phone number?

Absolutely. The only way that they wouldn't keep their phone number is if they did not have landline and they needed our VoIP services, which would then give them an Internet based land. Internet based telephone number. So then it would be switching, but they wouldn't have had a landline at that time. Anyways, one of the common questions I know we've gotten and we got it again today is is it just English and Spanish that you guys have offered and can they offer other languages or are you guys moving in that direction?

Basically, I was. So we're always, we're always wanting to move in a different direction and we actually have Sorensen, our sister company has a couple different captioning options available called forum and different event type of settings that have a plethora of languages. For us, it gets a little bit complicated just in the sense that our user interface is both English and Spanish. So if you would check Spanish on the referral form, then the user interface is going to come Spanish as well as the captioning, which is fantastic. But it's a little bit harder for us to do in other languages.

But we are exploring that. So like I mentioned, if there are other languages that you think would be of great benefit, please send them my way. We always try to encourage our engineers to create more. And so if we're hearing from you, then we absolutely. It always helps our cause.

Definitely. But we certainly want to explore.

We do have another question and they say that their mother has the caption call phone downstairs. Would she be able to get one for upstairs as well? Absolutely. We certainly can do that, especially if mobility is an issue. We know sometimes that in the evening people will take off their hearing aids and if they have an emergency or something of that nature and need the caption telephone and can't find their hearing aids to put it in.

We want to make sure everyone is safe and has the ability to connect with whomever they need at any time, so we can absolutely get them another phone, please just go ahead and connect with me. Or we can call into the customer service support and we'll have an installer come out and install an additional phone for them. Absolutely. Perfect. We had another question about clarifying about who can download.

Like when in downloading the app for the mobile, do you have to have access before you can download it, or do you download it and then show your certification or how does that process exactly work? So our app is a little bit different in the sense that it's harder to do a certification from a provider, et cetera. So we certainly want you to send in that referral form. And when they're in the office, you can start the downloading process of the app and then our customer care team will connect with your patient so that they can answer a few questions to get their basically profile set up.

So, yes, great question, but yes, they can start the download process in your office on both Apple and Android as well. So they can certainly do that.

We had another question about have you guys handled any situations where a patient's cognitive decline makes it difficult for them to learn new technologies? Are there any protocols for that population or as people age and things become more difficult? So again, why. We take into consideration everything when creating our phone in general. So again, longer handset, speakerphone, the ability to change the text or font size, background color so that they can visually see better.

Like I had mentioned too, sometimes people haven't spoke on the phone in a very long time and it might just be overwhelming for them to learn some of those different nuances to make things easier for them. So our trainer takes time, like I said, one to two hours we typically have as an appointment setting, and they'll go through all of, all of the different features. If it's overwhelming to them, we can certainly come back and teach them some of those features again. Or again, if they start to decline a

little bit, which we hope, you know, isn't the case, because we want them to stay socially connected and engaged. And hopefully having the option to hear on the phone and read the captions helps stay them engaged with family and friends.

But if they do start to decline and need additional support again, they can always call back in and our trainers will come and help make those adjustments for them. So if they don't remember how to adjust the settings for the font size or the background color, if they need the amplification settings turned up a little bit there too, all different things that we can certainly help with, and we're more than happy to go back into the home and help get them situated, that's great. One question that just came in along those same lines is, when possible, do you strongly suggest to have a family member there to learn the system along with the patient? Absolutely. That is a great recommendation.

I'm glad that you brought that up. So, typically we find that the caregiver or a child, something of that nature, partner, whatever it might be, it's always beneficial for them to be there. One, because it's an overwhelming situation at that point. And again, people typically haven't used the phone in quite a while because they've been struggling and it's just been a frustrating environment or situation for them. So it's always nice to have another set of ears there to just see how everything is working.

It's certainly not complicated, but just so that they can help answer those questions if things become overwhelming, you can also put a caregiver, spouse, whatever it might be, on your referral method as the main contact too, when installing the phone. Because again, oftentimes people are struggling to hear on the phone. So you can either text them or we can connect with a friend or loved one so that they can help set up the time of delivery of the phone and the installation, those kinds of things, so that they kind of understand what's going on too. Great. I think we've got one more question and it's asking what is the most effective thing that an audiology practice can do right now to really increase the number of patients that they refer to caption call services?

Wonderful question. So one just understanding the entire service is a great start. I always like to say that implementing caption call or asking if people struggle on the phone during the intake process is a wonderful way to make sure that all bases are covered with different ancillary products. Again, this is a wonderful tool for you to give to an eligible patient that might be struggling on the phone and has to wait for a couple of weeks to get their hearing aids. Or maybe they have their hearing aids and they're just getting adjusted and they need that little extra boost on the phone.

Giving them the caption call phone builds that sense of security with your practice too. But I'd say the main thing on all of that is having that insertion point of when a discussion would be or to see if they were an eligible candidate for caption call during their holistic healthcare journey would be finding that specific insertion point and finding within your practice that makes the most sense. Wonderful. I believe that is all of the questions that we've gotten in so far and we have reached our limit. Not limit, but we've reached our end of our session for today.

So thank you so much for joining us for this summit today and we hope to see you. And I know you guys have another class tomorrow, a shorter lunch and learn. So if anyone still needs to sign up for that that is going on tomorrow at the last day of our summit. Awesome. Thank you so much, Anna.

And I'd love to connect with all of you. So if you have any other further questions or need additional information on how to become a provider or who your local account manager is, I'm always happy to help. So thank you. Thanks so much. See you guys later in another summit class.