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Introduction to CaptionCall Mobile IP CTS and Bluetooth Connectivity

Presenter: Lauren Fetting

My name is Lauren Fedig, the Director of National Accounts for Caption Call. 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 worked for a hearing aid manufacturer in practice development and government sales. I find joy in bringing the gift of hearing to others over the last 15 years, no matter what facet that stems from. I am even more thrilled to share our latest technology with you today.

Let's review what we'll be covering.

Here are a few learning objectives that we will accomplish over the next 30 minutes. You will be able to explain how the Caption Call mobile app functions for the hard of hearing. You will be able to understand the requirements, eligibility and modes for referring patients to Caption Call services. You will be able to understand how IPCTS came about through the power of the ADA and the regulation of IT by the fcc. Let's get started.

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 both hear and read the conversation for better understanding. Caption Call as part of the FCC regulated Internet Protocol Caption telephone service program, Loneliness and isolation are precursors to aging in our modern world. So many people don't even understand that it's happening. Caption Call can help by one connecting eligible patients with friends, family and even healthcare providers who may have an update regarding appointments or prescription information.

We can help provide independence by allowing conversations in real time on the go for some individuals. Assistive technologies e.g. hearing aids amplified phones might not be enough. Hearing aids are the gold standard when it comes to technology and the evolution of one's hearing journey. We never want to take away from that.

We want to help your patients stay socially connected. When hearing aids and amplifications may not be enough, we want to help provide independence by allowing individuals to communicate effectively over the telephone.

You may have noticed that me saying the words IPCTS throughout this presentation. Thus far, IPCTS stands for Internet Protocol Captioned Telephone Service. Eligibility for IPCTS enables people who speak but who have difficulty hearing over the phone 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 other person is saying. As a reminder, the requirements for the caption call service is 1 hearing loss and 2 needing captions to communicate effectively over the telephone. The government has no set specific guidelines of decibel requirements to determine eligibility for no cost captioning now that we've discussed the standards on accuracy, I'd love to dive into how this industry 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 accessibility telecommunication. The FCC defines the rules, funding and oversight that make IPCTS possible and ensure it operates effectively and responsibly. The Americans with Disabilities act passed in 1990, which led to the development of relay and caption telephone services for for the deaf and hard of hearing.

More specifically, Title 4 of the ADA requires the creation of telecommunication relay services ensuring communication is functionally equivalent to that of 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. In addition to the ADA, the regulating body is the FCC.

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

Funding for IPCTS comes from publicly collected funds via charges on our landline or cell phone bills. Captioning is provided by caption call and paid through a TRS fund administered by the fcc. The FCC certifies IPCTS providers and ensures they meet quality, accuracy and speed standards for captioning. Being good stewards of the government is important to us, so we allow for the ability to turn captions on and off when needed. Now that you are familiar with the ADA and the FCC to allow your patients to receive a no cost service, I'll share with you a few studies on the benefit of captioning as a whole.

The first one we'll chat about is the Importance of caption Telephone Service by Sergei Kochkin. Kotchkin's white paper presented evidence based insight into how caption telephone service significantly improves communication outcomes and quality of life of 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 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 to 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 usage due to anxiety, frequent misunderstandings and communication breakdowns as visual cues are needed for effective communication. IPCTS provides real time text of what the caller is saying, improving accuracy and comprehension which increased

confidence, independence and willingness to engage in phone conversations. A few other tidbits of the study Our hearing aid owners report that hearing aids provide overall only about 55% of a benefit during phone conversation, which leads to ongoing difficulty. Less than 1% of the 48 million Americans with hearing loss are currently using IPCTs and 25% of non hearing aid owners indicated poor utility on the phone was an obstacle to a hearing aid purchase.

The next study that we're going to chat about 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 resources available 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 furthers these outcomes.

While some of these approaches to better health are intuitive, such as exercise and diet, the importance of hearing, and the ability to engage effectively with others, an auditory environment has rapidly emerged as key factors that needs to be targeted to improve the lives of older adults around the world. Lynn emphasizes that early detection and effective treatment, including the use of hearing aids and communication support technologies, can mitigate these risks. Addressing hearing loss proactively supports cognitive resilience, emotional health, mobility and independence. I think that we all believe that social isolation and loneliness is a large problem in our world. We want to do our part to help everyone live a happier, healthier lifestyle, especially on the go.

There we go. Caption Call Mobile is Caption Call's latest technology. While we know that our home phone has made a world of difference for so many individuals, our mobile app takes everything to a new level. Relying on captions is a large part of understanding in noisy environments with softer voices

or even bad connections. Your patients don't want to lose their independence when they leave their home.

And now they don't have to. With revolutionary technology, our mobile app can complement your patient's home phone solution or provide independence on its own. I'm going to show you a quick video clip on how it all works.

Life is Calling Pick up the phone with confidence with Caption Call Caption Call Mobile is a no cost, award winning, FCC certified app for people with hearing loss who require captions to use the phone. Never miss a word of your calls with accurate captions for your phone conversations in real time.

What makes Caption Call special? Well, there's no cost to use it. It's 100% private and secure and sign up is hassle free right within the app. You can sync with the contacts in your phone so it's easy to call friends, family, doctors or order your favorite takeout.

And you can even get your captions your way with adjustable text size, bubble style and visual settings. It even has dark mode.

Plus you can review important phone calls even after you hang up. The app saves your phone call transcript with call forwarding and caller id. Your contacts will know it's you and can call you at your existing number. They won't know you're using a captioning app.

To get started, just download Caption Call Mobile and follow the on screen prompts to make your phone calls stress free.

Caption Call is your tool to answer every call with confidence. Download it Life is Calling Pick up the phone with confidence with Caption Call Caption Call Mobile is a no cost.

I hope you enjoyed that quick clip of how the mobile app functions. I love that there are unique ways in which the app can be customized for your patient's liking. Whether it be customizing the bubble shape, darkening the screen to read the captions more efficiently, or adjusting the text type, your patients can gain their independence back well at discreetly viewing captions on their screen and streaming the caller's voice through their hearing aids or even on their speakerphone. So how does this app work?

The app functions just as a normal cell phone call would, which is fantastic. To get your patient started, all you have to do is help them download the Caption Call mobile app from the App Store, which is supported by both Apple and Android. You will then help your patient register and create an account within the app. Your patient will be asked a few questions to confirm what he or she has hearing loss and needs captioning and will confirm the registration information that was submitted. If your patient has questions about our mobile app features or functions, our customer support team is only a phone call away.

They will take the time to answer any questions that your patient may have regarding the app. If additional training is needed, we can certainly connect them with our mobile app technical team or we can provide a Service call if needed. After the registration portion is complete, your patient can begin making and receiving phone calls within the app. One thing that was touched on in the video that I will make mention of is because our app is separate from the built in app within your patient's Apple or Android mobile phone, your patient will receive a new phone number from Caption Call. I know that that sounds nerve wracking, but it's nothing to worry about.

When setting up the app on their phone, they can forward the new Caption Call mobile app phone number to the individual's current cell phone number so that any incoming phone call will route to the app for the convenience. Again, this is the caption call number tied to the Caption Call mobile app. A pop up shows up on the screen to walk your patient through the process. If this step is too

cumbersome, our mobile app technical team is happy to walk them through these simple processes as well.

Now that we know how to get the app on the patient's phone, let's talk about what this app can do.

Our mobile app has some amazing features and I'd love to chat with you about them right now, many of which have our home phone option, but there are a few features that really stand out to me. One major difference is the mobile device captions both sides of the discussion. Unlike our home phone, when downloading the app, your patient will receive a pop up allowing the app to auto sync contacts. This is a great way to take all of the guesswork out of reentering phone numbers. Voicemails will also be transcribed and I will add that this is much better than the transcribing that is built into our cell phones.

I know that I always have to laugh a little bit at some of the words that are misinterpreted on the voicemail transcriptions on my phone and I can say that we are held to a high accuracy rating so this will not take pace and we will really shine through on this portion. Our app also pairs with Bluetooth devices, including hearing aids and other ancillary devices, so we can have you covered there. My favorite feature of all time is the saved call option. This allows for individuals to save a call that they would like and go back to review. They can keep it for any amount of time that they prefer.

This is helpful during important phone calls when you don't have a pen and paper or you need to write down specific instructions, anything like that. So our app is also available in English and Spanish and that means both the captioning and the user interface. Now that you're excited to help your eligible patients put this app on their phone. Let's go over some helpful in office tools.

I get asked often if there's an easy way to get started with an in office referral for if a patient just wants our mobile app. We walked through these steps on an earlier side of the download process, but I want to share with you a marketing tool that can help make things effortless. You can order the specific

mobile app brochure for your office that includes a QR code. As you can see on the screen, this will take them directly to their app store. There's no worrying about downloading the incorrect app or even trying to find it.

It takes the guesswork out of everything. We are happy to have your local account manager drop off some of these brochures at your earliest convenience. Speaking of in office downloads, this may be also a way to send your patient home right away with an accessibility tool. And again, all at no cost. I know that the purpose of this course is Discuss our mobile application, but I would be doing a disservice if I didn't mention our home phone option and how you can put either one or or both of these devices in your eligible patient's hands.

There we go. As many of you are aware, we have another option in addition to our mobile device. Like I just stated, our home phone solution. It has all of the same great features and can be installed in your patient's home at no cost by one of our wonderful trainers. While the trainer is in your patient's home, they can also help train your patient on his or her mobile app.

There are several different ways in which you can refer your eligible patients to Caption Call of course, the first being the In Office download that we discussed. Or you can go to the provider link on the Caption Call website and submit a patient referral with your caption Call referral number. If you don't have a caption call referral number, don't worry, we can get one of those for you as well. You can also refer through your local account manager directly. You can email, fax or even mail in a referral form to our customer support team.

Or you can go through one of our office management systems that we work with. Likely you work with them too. Some examples are Blueprint, Counsel, Ear Hearform, Suno Cycle, just to name a few. But we have lots of different options as well. If you currently do not work with us, we would love to get you started.

We have many resources to help you share Caption Call with your eligible patients.

And again, if you are not a provider, we would love to get you set up. Do you know your local account manager? Have they stopped by to see you? Do you have a caption call referral number like I discussed before can get you all set up with that? I know that today we aren't just speaking about the mobile app, but we do have brochures for our home phone as well.

You can get a demo phone, what to expect cards, any kind of marketing material that you would need, we can help provide for you. Our local account managers also love to be included in open houses or what we call education days to help support your patients. This is kind of nice because again, we know how busy you all are and that you don't need to be experts in all of the things, so we can take that off of your hands. In this instance, we can help educate your patients when they're in there for an open house or an education day. So if this is something of interest to you, please let myself or your local account manager know.

Please keep in mind too, that we have over 90 local account managers and 165 trainers nationwide to serve you and your patients. We have a dedicated customer support team for your patients and for you as well. We provide captionings again in English and Spanish, but we're always trying to evolve. So if there is a language that you would love to see on the Caption Call mobile app or, or on our home phone, please send it our way and we can pass it on to our team.

If you are new to Caption Call and unfamiliar with our service too, I do recommend that you take our Intro to Caption Call course on audiology online.

At Caption Call. Our mission is simple. To remove the barriers that keep patients from staying connected. Everything I've shared today, from simply flying referrals to aligning our technology, comes

back to supporting the work you do ensuring no patient's life is limited by hearing loss. When you introduce Caption Call as part of a 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 journey a little simpler. So let's connect. On screen is some helpful information to get you started. My contact information, our customer support information and email, and also the hearing healthcare professional contact information for you.

So I think we have just a couple minutes left if there are any questions that popped up on the screen.

Yeah, we did get a couple Questions. So the first one is asking, if my patient gets the home phone, the number stays the same, but if they choose the mobile route, they have to get a new number. So yes, yes and no. So if your patient has the home phone and they actually currently have their own landline, then they would keep that number. But yes, the mobile app, because it.

Unfortunately, Apple and Android don't play friendly with new apps that people are allowed to download. If it has something additional like that, they do have to get an additional phone number. But again, there are easy steps to forward it. Honestly, I just was looking at it and it just pops up right on the screen there when you hit call forwarding and it walks you through all those steps. Otherwise, like I said, our technical care team is fantastic at being able to walk people through that.

Or if they're getting both of them simultaneously, our trainer will go into the home too and help them get the mobile app set up on their phone. But yes, you are correct, they do need a new phone number.

Okay, great. The next question is, if a call comes in from a non contact number, will the call still transfer to the cell phone's number, to the CC phone number for captioning? Yes.

Yep. If you have the call forwarded, it will. It will do that, yes. Perfect. All right, and the last question we've got that's come in so far is, does caption call use ASR for our mobile application?

Yes, we do. So it's typically a little bit easier. We do still do a little bit of both, but for the most part we do use ASR for our mobile app.

All right, that looks like that is the last question that we've got for right now. Unless someone pops one in the next few seconds, it looks like we have answered all the questions for today. Okay, well, thank you very much again for having me. And if there's any other questions that come to light, please don't hesitate to reach out. All right, thanks everybody.

I'm going to go ahead and end the session for today.