



## An Updated Introduction to CaptionCall

### **Audio and Video issues?**

If you are having technical problems, please  
stay logged on and call

**Audiology Online at 1-800-753-2160**

## Housekeeping

- You must be logged in the full hour and pass a 10 question quiz to receive your CEU credit.



## An Updated Introduction to CaptionCall

Presented by Hansen Phangia BC-HIS

## Presenter Bio



*Hansen Phangia, BC-HIS  
National Account Director*

*Hansen is currently the National Account Director with CaptionCall and is responsible for enhancing the professional relationship with National Accounts in the Hearing Healthcare Channel. He received his BS in Economics from the University of Utah and had over a decade of expanding sales revenues, creating creative marketing campaigns and implementing innovative training programs to lead in the development of individuals in the hearing healthcare industry. He is nationally board certified in hearing instrument sciences and a member of the International Hearing Society*



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## Learning Objectives

- Understand the role of the Federal Communications Commission in the Internet Protocol Captioned Telephone Services industry.
- Identify eligibility requirements to receive a captioning phone and how a hearing care professional can help an individual receive a CaptionCall phone at no cost.
- Understand the functionality of the CaptionCall phone, CaptionCall Mobile and CaptionCall service.
- Be able to discuss how to submit a professional certification form electronically.



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## History of the ADA and IPCTS



The Americans with Disabilities Act was passed in 1990 which impacted those with hearing loss as it led to the development of relay and captioned telephone services. More specifically, Title IV of the ADA required assistive services be made available to qualified end users in any state, at any time, at a cost no greater than what a person with normal hearing would pay for telephone services.

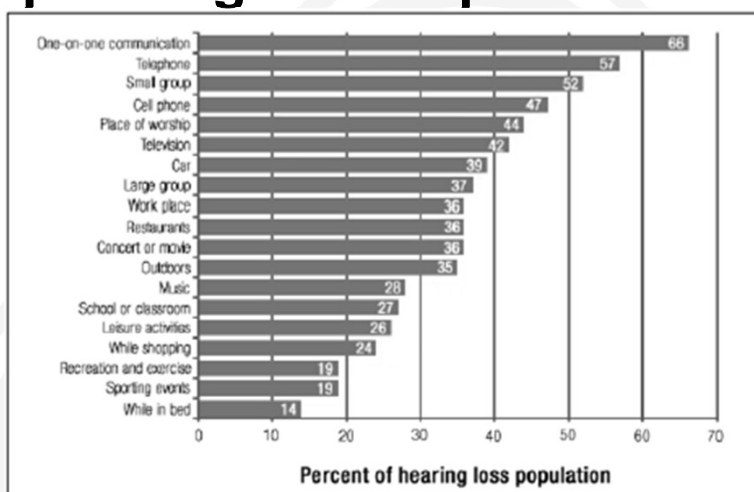
As technology advanced, telephone relay services (TRS), Internet relay, and video relay were developed, enabling those with hearing loss to communicate effectively and naturally with hearing individuals.



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## The Need for Captioning on Telephones

In a recent study, communicating on the telephone was rated the second-highest important listening situation behind one-on-one communication. A total of **57% of people with hearing loss** indicated communicating on the telephone was “very important” to them.



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## Internet Protocol Captioned Telephone Service

Internet Protocol Captioned Telephone Service (IPCTS) uses the internet to provide Captioned Telephone Service to hard of hearing individuals.



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## Captioned Telephone Service

CTS allows a person with hearing loss who can use his or her own voice and has some residual hearing, to speak directly to the called party and then listen, to the extent possible, to the other party and simultaneously read captions of what the other party is saying.



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## Role of the FCC and Captioned Telephones

- The IP CTS captioned telephone industry is regulated by the Federal Government through the Federal Communications Commission (FCC).
- The funding for IP CTS comes from telecommunications companies who are required by the ADA to make their networks accessible to people who are hard of hearing or deaf.
- Telecommunications companies usually generate the required funds through charges passed on to their customers.
- CaptionCall is paid a per minute rate for the captions delivered to customers and must meet all of the standards set by the FCC for delivering the service.



## What is Internet Protocol Captioned Telephone Service

## Early Barriers for Captioned Telephone Users

**Price** – Phones retailed for as much as \$595

**Inconvenience** – Callers would have to call an additional number

**Awareness** – Potential users did not have many avenues to learn about captioned telephones

**Technology** – Many users had difficulty setting up the phone



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## CaptionCall Overcame the Barriers

**Price** – Offered phone a no cost

**Inconvenience** – Using existing telephone numbers, users make and receive calls like they always have

**Awareness** – Worked with Hearing Care professionals and organizations such as Hearing Loss Association of America to identify potential users

**Technology** – Provided free in-home installation and training



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## The CaptionCall phone is free for those who Qualify

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## Sorenson Communications and CaptionCall

CaptionCall is another innovative solution from Sorenson Communications, the worldwide leader in telecommunication relay services. Sorenson has been offering technology and services for assistive communications markets since 1995.

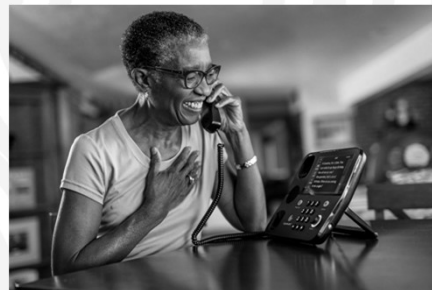


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## A Revolutionary New Phone

CaptionCall is a captioned telephone. The CaptionCall phone works like a regular phone by dialing and answering calls like you always have with the added benefit of amplification with or without captions. The touchscreen technology makes using the phone easy.



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## CaptionCall Phone Features

Some of the CaptionCall features include:

- Large text, adjustable sizes
- Wired or wireless capability
- Speaker phone
- Customizable audio
- Saved conversations
- Built in answering machine



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## CaptionCall Mobile for iPad

With CaptionCall Mobile you can make and receive telephone calls from your Apple® iPad® anywhere you have a Wi-Fi or cellular Internet connection! CaptionCall Mobile makes it easy to stay connected on the go and understand what your callers are saying.



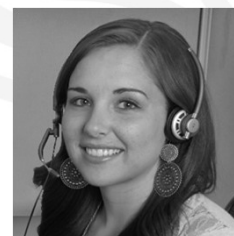
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## Captioning Agents and Call Centers



CaptionCall operates ten US based centers to caption telephone calls

Captioning Agents go through rigorous training before being allowed to caption telephone calls



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### How CaptionCall Works

CaptionCall is similar to captioned television, but only available to people with hearing loss. It uses cutting-edge technology to display written, nearly instant captions. Here's how it works:

1. The CaptionCall user hears the caller's voice over a standard phone line.
2. The CaptionCall phone sends the caller's voice to the CaptionCall service via an internet connection.
3. A Captioning Agent quickly converts the callers' words to text using voice-recognition technology.
4. Captions are sent back to the CaptionCall phone display screen.



Caller



CaptionCall User



Captioning Agent



## Available throughout the United States



CaptionCall is available throughout the United States and Puerto Rico.

CaptionCall is available in English and Spanish



## CaptionCall made phones readily available



When CaptionCall launched in 2011, CaptionCall was offered free to eligible users. Other companies sold captioned phones and typically charged \$200 to \$595.

CaptionCall offered free installation and in-home training which was not offered by others within the industry.



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## Qualifications for CaptionCall

- A Professional Certification Form certifying hearing loss which necessitates the use of a captioned telephone service
- An internet connection and a standard home phone line.



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# Requirements for the CaptionCall phone

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## Professional Certification

A Professional Certification form is required to receive CaptionCall.



**Professional Certification Form**

**Instructions:**  
Please use this certification form to certify that the qualified patient listed below has hearing loss and requires the CaptionCall service to use the telephone in a manner that is functionally equivalent to a fully hearing person. Please fax the completed form to 888.528.1900, or email to certification@captioncall.com, or mail it to CaptionCall Certification, 625 South Wabash Rd, Salt Lake City, UT 84103. For assistance or questions, call 1.877.557.2227. Once the form is submitted, a CaptionCall representative will contact the individual with hearing loss to schedule installation of the phone.

**Patient Information**  
Patient's Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Preferred Caption Language:** ☐ English ☐ Spanish **Desired product(s):** ☐ Homephone ☐ iPad app

**Healthcare Provider Information**  
Business/Practice Name: \_\_\_\_\_ Phone Code: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**The following professionals may certify hearing loss (check applicable profession):**  
☐ Audiologist (AuD) ☐ Ear, Nose and Throat (ENT) ☐ Family Physician ☐ General Practice  
☐ Geriatrician ☐ Gerontologist ☐ Hearing Instrument Specialist (HIS) ☐ Internal Medicine  
☐ Otolaryngologist ☐ Pediatrician ☐ Nurse Practitioner (NP) ☐ Physician Assistant (PA)

**Certification**  
• I certify, under penalty of perjury, that I am a hearing care or healthcare professional and am qualified to diagnose hearing loss.  
• I certify that I have determined that the patient referenced above has a hearing loss that makes it difficult to communicate effectively by telephone, and requires the use of captioned telephone services to communicate by telephone in a manner that is functionally equivalent to a fully hearing person.  
• I certify that both I and the patient understand that the captioning services provided by a live Captioning Agent and that this service is funded through a federal program for the hearing impaired.  
• I certify that I do not have any business, family or social relationship with any employee of Sonnet Communications or CaptionCall.  
• I certify that the patient referenced above has explicitly authorized me to request that CaptionCall contact him or her regarding CaptionCall captioning services using the contact information provided below.

Professional's Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Professional's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Updated September 2017. Please use the form and discard all previous versions. 345-0087

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## Professional Certification

The following professionals can certify hearing loss and the need for CaptionCall

Audiologist  
Ear, Nose and Throat  
Family Physician  
General Practice  
Geriatrician  
Gerontologist

Hearing Instrument Specialist  
Internal Medicine  
Otolaryngologist  
Pediatrician  
Nurse Practitioner  
Physician Assistant



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## Professional Certification Form Submission

CaptionCall certification forms can be submitted online through the CaptionCall.com website or via Noah



noah4  
- ride the wave



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## Red Carpet Service

CaptionCall has hundreds of representatives across the country to offer:

- Free installation
- Free hands-on training
- Free customer support



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## An Advocate for those with Hearing Loss

In 2013, most captioned telephone companies lobbied the Federal Communications Commission to require individuals to pay at least \$75 for a captioned phone to qualify for the service. The FCC adopted this rule in August 2013. CaptionCall disagreed that payment of \$75 was necessary to show need for captions. The Federal Court agreed and blocked the \$75 payment requirement.



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## CaptionCall is the Industry Leader

The CaptionCall captioning service is the most widely used captioning telephone service in the United States.

CaptionCall is the most recommended captioned telephone solution by Hearing Care professionals.



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## We are CaptionCall



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## CaptionCall Mission Statement

***Helping people with hearing loss stay socially connected for a longer, happier, healthier life!***

Hearing loss, if left untreated, has a significant impact on a person's ability to stay connected. This inability makes face-to-face interactions difficult and using the telephone extremely frustrating which often leads to loneliness and isolation—the precursors for many serious health risks.



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## Questions?



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Thank you