Providing Greater Access with ClearCaptions Mobile

ClearCaptions. procare
Where WordsMatter™

Learning Outcomes

- Participants will be able to discuss the changing telecommunications landscape and need for greater access to captioning service for people with hearing loss that necessitates the need for captions.

- Participants will be able to describe eligibility requirements and explain how to obtain ClearCaptions' products and services.

- Participants will be able to describe the functionality of ClearCaptions Mobile.

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Our mission is to improve lives, every day!

ClearCaptions is committed to serving the hard-of-hearing community, striving to help our customers maintain connection to others and foster confidence to live an independent lifestyle.

Working with you. Changing Lives. Every Day.

ClearCaptions offers near real-time phone captioning that **allows you to see every word said on the call.** For those with hearing loss, this **eliminates anxiety and frustration when using the phone.**

Working with Hearing Care Professionals like you, we can help individuals enjoy the independence of **staying connected**, confidently, and without assistance from others.

When your patients SEE captioned calls for themselves, they'll thank YOU!

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About ClearCaptions:

- ClearCaptions was founded in 2011 with a driving force to serve the hard-of-hearing community. Since our inception, we strive to bring value and improve the lives of our customers. Making communication easier is our passion. We believe in providing the highest levels of service and products to our customers. Words matter to us at ClearCaptions.

- ClearCaptions headquarters are located in Roseville, California just outside of Sacramento. In our corporate office we house not only our executive leadership but also our product development and customer support team. As well as our sales support team who support the100+ remote sales managers across the US.

- Our Vice President of Sales, Joy Glen, is a licensed Audiologist who has served the hard of hearing for over 20 years.

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About ClearCaptions:

- As a Federal Communications Commission (FCC) – certified telephone captioning provider, ClearCaptions follows the highest industry standards for privacy, security and professionalism on all your calls.

- Our development began with our legacy product ClearCaptions for Mac® and PC, with Web and Wireless at ClearCaptions.com. Then, in 2013, communication was made easier with ClearCaptions Ensemble™, a caption enabled amplified phone. Our innovation continues to keep our community connected.

- In 2019 we released a our completely redesigned home phone Blue and our first mobile app for iOS. Created and developed by our own internal product team.

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Giving Access
The Numbers

- A majority of Americans now own a mobile phone – 95% to be exact.

- 81% of those Americans own a smartphone, up from 35% in 2011.

- **Senior cellphone ownership**
  - Seniors 50-64: 75%
  - Seniors 65+: 50%

- In addition to mobile phones, Americans own a range of other technology. Reporting 75% owning a computer of some kind. And nearly 50% owning a tablet.

Pew Research center:
www.pewresearch.org/internet/fact-sheet/mobile/

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Giving Access

A shift in the hearing aid market

- A few years ago we saw an incredible shift to Bluetooth compatible hearing aids (streamer needed) but now we have seen an explosion in direct connect Bluetooth hearing aids.

- These types of hearing aids have truly improved peoples lives.
  - Allowing direct connection to mobile phones.
  - Connections to remote microphones, TV streamers, and music players.

- Direct *connect iPhone hearing aids and the newest open Bluetooth hearing aids are a perfect pair with ClearCaptions Mobile*.
  - Combining technologies allows the user to listen to the best possible audio all while having the ability to read along when words are missed.

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How it all Started

Americans With Disabilities Act

- The Americans with Disabilities Act was passed in 1990 as a comprehensive civil rights law that prohibits discrimination against individuals with disabilities within employment, public services, public accommodations, and telecommunications.

- The Americans with Disabilities Act created 5 titles.
  - Title I - employment
  - Title II - public entities
  - Title III - public accommodations
  - Title IV - telecommunications
  - Title V – miscellaneous provisions

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Telecommunications Relay Service (TRS)

Title IV of the Americans with Disabilities Act (1990)

- Title IV of the American with Disabilities Act amended the Communications Act of 1934 to require telecommunication companies to provide functionally equivalent services to individuals with disabilities, which would be known as the telecommunications relay service.

TRS

- Telecommunications relay service is a telephone service that provides people who are deaf, hard of hearing, deaf-blind, or who has a speech disability to communicate in a functionally equivalent manner with people who use a standard telephone.

- There many forms of TRS, including but not limited to Text-to-Voice, Voice Carry Over, Speech-to-Speech Relay Service, IP Captioned Telephone Service (IPCTS), Video Relay Service.

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TRS and Federal Communications Commission

Federal Communications Commission's (FCC)

- The FCC regulates interstate and international communications by radio, television, wire, satellite and cable in all state and U.S. territories. They are an independent U.S. government agency overseen by Congress. The FCC is the primary authority for communications law, regulation and technological innovation.

- The American with Disabilities Act gives the FCC regulatory authority over TRS, including oversight of every form of TRS and state TRS programs.

- The FCC regulates Internet Protocol Captioned Telephone Service providers and the eligibility of consumers to use IP CTS.

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Internet Protocol Captioned Telephone Service

IP CTS

- IP CTS is a form of Telecommunications Relay service. This service allows people with hearing loss to speak as they would normally speak on a phone call but gives them the ability to read captions when the other caller responds.

- The captions are provided by a Live Communications Assistant (CA) who listens to the caller and then re-voices everything the caller says into a into a speech recognition program. The text of what the caller has said is then displayed on the screen of the users IPCTS device so nothing is missed within the conversation.

Caller → ClearCaptions User → Captioning Agent
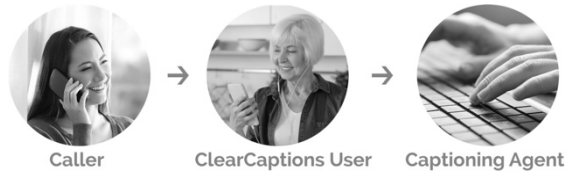
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Cost of Products and Services

- All of ClearCaptions IP CTS products and services are offered at no cost.

- ClearCaptions then seeks reimbursement for the minutes of service provided from the TRS Fund.

- Telephone service providers contribute a percentage of revenue received from subscribers, typically seen as a Federal Universal Service or Connectivity Fee.
  - Shown on the attached bill.

Bundle	$110.00
X1 Starter Double Play	120.00
Includes Digital Starter and Streampix for Primary Outlet, HD Technology Fee, and Performance Pro Internet	
Bundle Discount	-10.00 cr
Additional services and equipment	**$59.83**
TV	
Sports Entertainment Pkg	9.99
Digital Preferred	18.00
Includes Access to On Demand Programming	
Service Discount	-8.01 cr
AnyRoom DVR Service	9.95
Service to Additional TV	19.90
with TV Box	
Qty 2 @ $9.95 each	
Internet	
Internet Equipment	10.00
Rental	
Voice	
Phone number:	
Other charges and credits	**-$14.62 cr**
Universal Connectivity Charge	-0.53 cr
Regulatory Recovery Fees	-0.86 cr
Broadcast TV Fee	7.00
Regional Sports Fee	5.00
Adjustments for services removed 10/21	

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IP CTS Eligibility

Self Certification

- The only condition to use IP CTS service is that the potential user must self-certify that:
  - That they have a hearing loss that necessitates the use of captioned telephone service.
  - Understands that the captioning is provided by a live communications assistant who listens to the other party on the line and provides the text to the screen of the captioning device
  - Understands that the cost of caption each IP CTS call is funded through a federal program
  - Will not permit, to the best of the their ability, persons who have not registered to use IP CTS to make captioned telephone calls on the consumer's registered IP captioned telephone service or device.

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Third-Party Certification

- While, it is not currently a part of FCC's IP CTS eligibility assessments, ClearCaptions still obtains a third party professional certification.

- A qualified third party professional must be able to evaluate an individual's hearing loss within the accepted professional standards, and must be either a physician, audiologist, hearing aid specialist, Nurse Practitioner, Ear, Nose and Throat, Geriatrician, Pediatrician, Hearing Instrument specialist or other hearing related professional.

- We receive these certifications in many ways
  - User sends certification after product education.
  - HCP sends certification after identifying need in a patient.
  - ClearCaptions facilitates for user a request for certification of user through the use of Medical Release Form.

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Professional Certification Form

- Each certification will include the certified users.
  - Name
  - Address
  - Phone
  - Email
- It will also include the certifying professionals contact information.
  - Name
  - Professional Title
  - Business Name
  - Address
  - Phone
  - Email
- And finally a signature of certification.

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Professional Certification

What is the professional certifying?

- I certify that I have determined the individual referenced here has a form of hearing loss that makes it difficult to communicate effectively by telephone, requiring use of a caption telephone service to communicate in a manner that is functionally equivalent to a fully hearing person.

- I acknowledge that I understand that the captioning service is provided by a live Communications Assistant 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 ClearCaptions.

- I certify the above and, under penalty of perjury, that I am a hearing care or healthcare professional qualified to diagnose (or confirm the diagnosis of a professional for whom I am designee) of hearing loss.
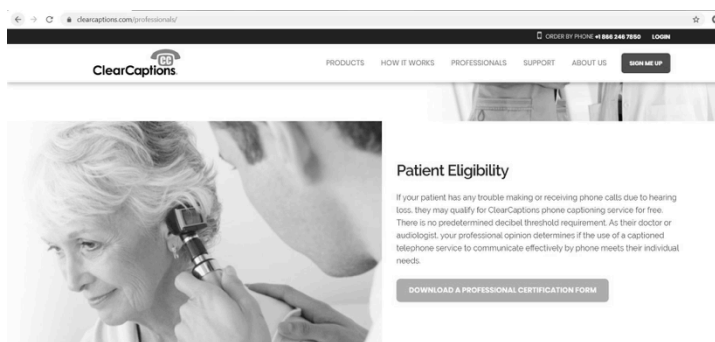
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PCF Submissions

Where to find and how to submit

- ClearCaptions Professional Certification form can be found for download on our website at ClearCaptions.com/professionals
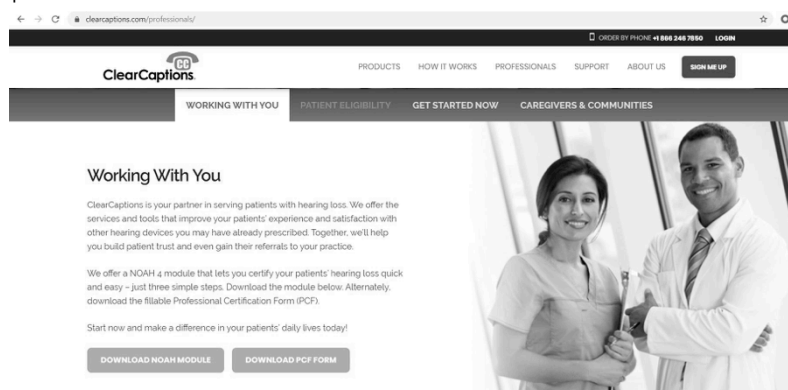

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PCF Submissions

Where to find and how to submit

- We also have the option for certification through ClearCaptions Noah 4 module which can also be downloaded at ClearCaptions.com/ professionals
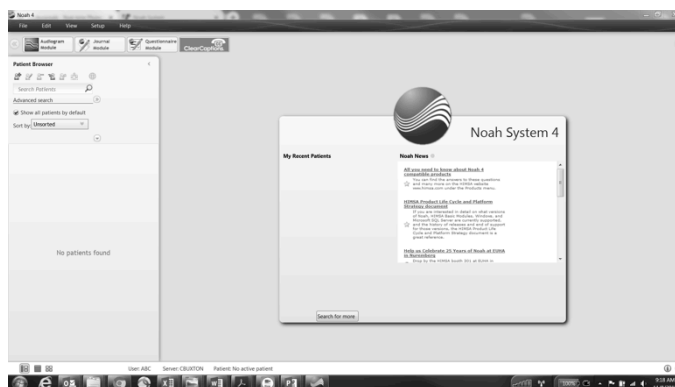

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PCF Submissions

Where to find and how to submit

▪ Once downloaded to Noah 4, the ClearCaptions Module will show up in program bar across the top (Pictured below). Once the HCP information is entered and stored it only will take a few actions to certify.

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PCF Submissions

Where to find and how to submit

▪ All completed ClearCaptions Professional Certification Forms can be submitted by:
  – mail to ClearCaptions, LLC
      ATTN: Certification
      3001 Lava Ridge Court, Suite 100
      Roseville, CA 95661
  – fax to 877-846-9122
  – Noah 4 Module
  – Email to information@clearcaptions.com

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Your calls captioned-whenever, wherever...

ClearCaptions Blue

- The revolutionary caption home phone displays near real-time captions on an easy-to-use touchscreen display.

ClearCaptions Mobile

- Enjoy captioned calls when you're on the go. Connected and confident, wherever you are.

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ClearCaptions mobile.

Requirements

- ClearCaptions mobile is made available free-of-charge to any individual that must be hard-of-hearing and have medically recognized hearing loss, necessitating the use of the service.
- Internet access (wi-fi or cellular)
- iPhone 5S or greater, includes the following devices:
  - 5S, 5SE
  - 6, 6S, 6S Plus
  - 7, 7 Plus
  - 8, 8 Plus
  - All X models
  - 11, 11 Pro

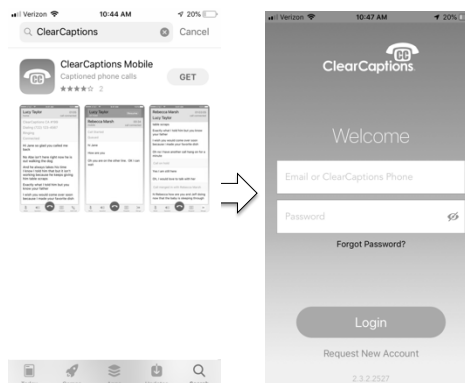**Additional device compatibility coming in the future!**

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Downloading the Mobile App

- Open the App Store
- Search for ClearCaptions
- Click on ClearCaptions App in search results
- Click the "Get" Button
- The Mobile App will download to the smart phone
- Customers will be prompted to Log in or Request Access

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Customer Registration Options

- To gain access to the app, once downloaded, you must have a ClearCaptions Account with login information.

- This account can be created by scheduling an appointment with the Territory Manager who will provide our standard "White Glove Service." Installing and educating every potential user about the functionality of the app.

- It is also possible to press "Request New Account" to start the activation process. More information will be required and contact will be made by our inside sales staff.
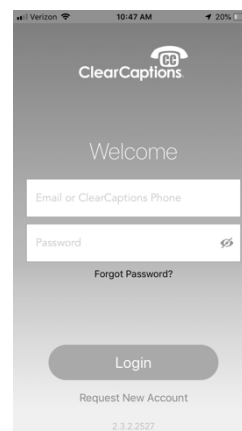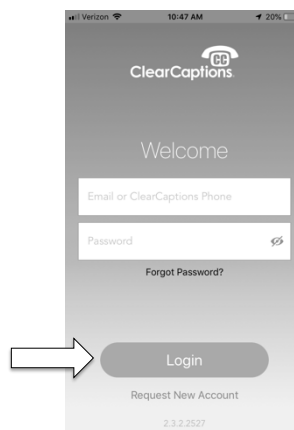
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Customer Login

- Existing or New Customer will be prompted to type in E-Mail and password. This would be what is used for their ClearCaptions Account.

- Click on **Login**
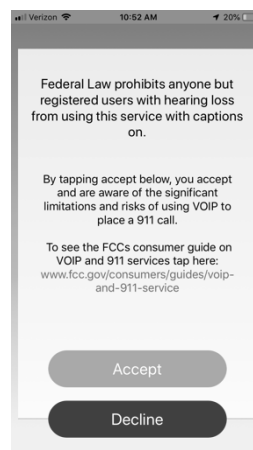 - A ClearCaptions Customer account must be created before a login can occur

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ClearCaptions Mobile Registration

FCC Warning

- The screen that appears will have an FCC warning that limits the use of the app to registered users and individuals with hearing loss.

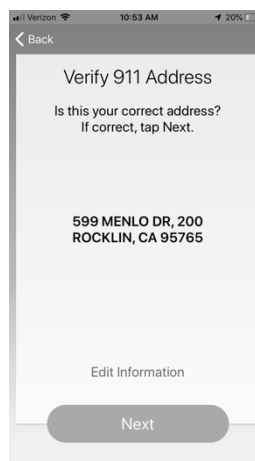- It also provides a link the FCC's consumer guide on VoIP and 911 Services.

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ClearCaptions Mobile Registration

Address Verification

- Customer will be presented with the address associated with their ClearCaptions Account.

- They can either choose to edit this information or just verify that it is correct and continue.

Verify 911 Address

Is this your correct address?
If correct, tap Next.

599 MENLO DR, 200
ROCKLIN, CA 95765

Edit Information

Next

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ClearCaptions Mobile Registration

Edit Address

- If Customer chooses to edit their address information, they are presented with a form to enter a new address

- We will then third party verify that the address exists.

- If for some reason we find multiple address that may match, a list will be provided to choose the correct one.

911 Address Information

Enter your address

Street address

Apartment/ unit/ suite

Zip Code

Next
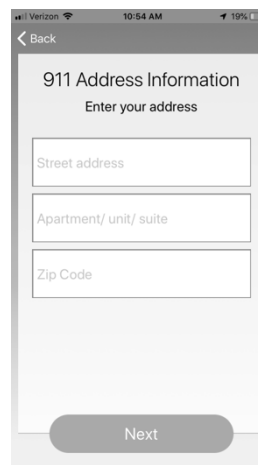
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ClearCaptions Mobile Registration

Required FCC information

- The customer then enters their Date of Birth and the last four digits of their Social Security Number. This is standard information requirement for IP CTS service.

FCC Information

The FCC mandates that we collect your date of birth and the last 4 digits of your Social Security number.

Date of Birth

Last 4 digits of SSN

Next

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ClearCaptions Mobile Registration

Self Certification

- That they have a hearing loss that necessitates the use of captioned telephone service.
- Understands that the captioning is provided by a live communications assistant who listens to the other party on the line and provides the text to the screen of the captioning device
- Understands that the cost of caption each IP CTS call is funded through a federal program
- Will not permit, to the best of the their ability, persons who have not registered to use IP CTS to make captioned telephone calls on the consumer's registered IP captioned telephone service or device.

Customer Taps NEXT to agree to terms

User Agreement

By clicking the "Next" button below, I provide my Electronic Signature to certify under penalty of perjury, that:

I have hearing loss that necessitates my use of ClearCaptions to communicate in a manner that is functionally equivalent to communication by conventional voice telephone users.

I understand that the captioning service is provided by a live communications assistant who listens to the other party on the line and provides the text on the caption phone.

I understand that the cost of the ClearCaptions calls is funded by the Telecommunications Relay Service (TRS) Fund.

I will not permit, to the best of my ability, persons who have not registered to use ClearCaptions captioned telephone service to make captioned telephone calls using my registered IP captioned telephone service or device.

I agree to ClearCaptions Terms & Conditions.

By tapping Next and continuing you agree to ClearCaption's Terms of Use

Next

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ClearCaptions Mobile Registration

Terms of Use

- Customer will then accept the ClearCaptions Service Terms of use
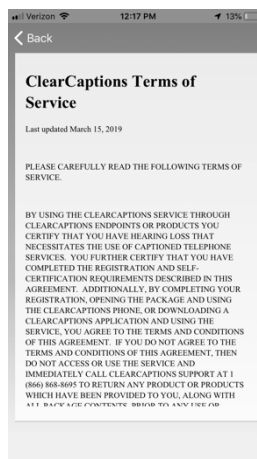
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ClearCaptions Mobile Registration

CPNI – Customer Proprietary Network Information

- Customer Proprietary Network Information (CPNI) is information that ClearCaptions and other telecommunications relay service (TRS) providers obtain when providing customers with relay service. CPNI includes the types of relay a customer uses, the amount of relay calls made and the location of those calls.
- They can also choose to opt-in/opt-out of CPNI. CPNI is discussed at this link to our website:
- **http://my.clearcaptions.com/ Content/terms#terms_privacy**
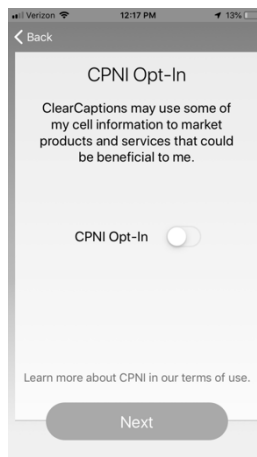
32

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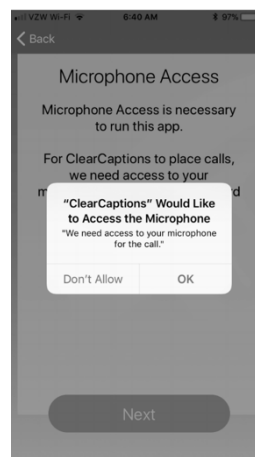## ClearCaptions Mobile App

Permissions

- The first time the App is installed, the customer will be asked for various permissions.

- These permissions are required by Apple, and we will explain to the customer what permissions the App is asking for and why.

- The following few screens will define which permissions are needed.

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ClearCaptions Mobile App

Permissions

- Microphone Access is necessary to run this app.

- It is needed to be enabled so the user will be heard on incoming and outgoing calls.

- With all permissions requested, we present the customer with information on why we need the permission.
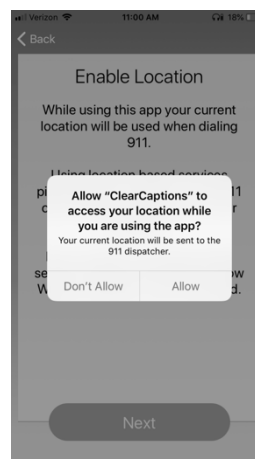
- Press OK to accept.

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ClearCaptions Mobile App

Permissions

- Customer will be asked for their location permission to be accepted during app usage. This is used for providing e911 coverage and location information to 911 dispatchers.
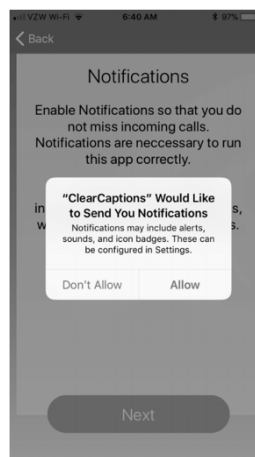
- Press Allow to accept.

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ClearCaptions Mobile App

Permissions

- Notifications are necessary to run this app correctly. Enable Notifications so that you do not miss incoming calls.

- In order for you to receive incoming calls from ClearCaptions, we need to send you notifications.

- Press Allow to accept

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ClearCaptions Mobile App

Permissions

- The customer is asked for permission to Access Contacts on their iPhone.

- Contacts on your mobile phone can easily be synced with the ClearCaptions Contacts.

- When you are ready to make a call with ClearCaptions, all your contacts will be available and remain synced.

- Press OK to accept
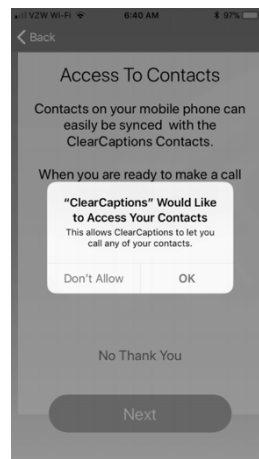
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ClearCaptions Mobile App

Permissions

- The customer is then shown an example of How Captions Will Look in our application.

- Customer can then initially set the desired font size and color scheme. Either black text on a white background or white text on a black background.

- These adjustments can also be made at any time in the applications settings.
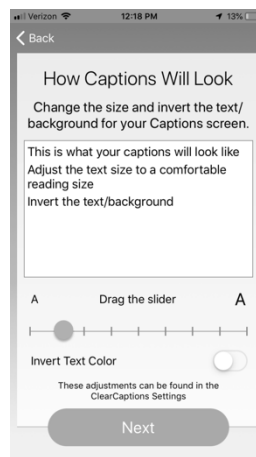
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ClearCaptions Mobile

ClearCaptions Voice

- The customer is now registered, and has been assigned their own personal ClearCaptions Voice Number.

- ClearCaptions Voice is our branded VoIP service to used with ClearCaptions Mobile.

- The phone number is assigned based on location.

- This is the number that will be used to make outgoing and receive incoming calls. It is also the number that will appear as the outgoing caller ID

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Features

- Near real-time accurate captioning displayed on your mobile screen.

- Personalized ClearCaptions Voice phone number exclusively for your captioned calls.

- Designed to look like built-in iPhone app.

- Contacts can be synced from iPhone contact list.

- Change caption font sizes and color directly in the app.

- Full call history, including the ability to view saved captions

- e911 support

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Getting familiar with the ClearCaptions Mobile

Familiar Design

Voicemail

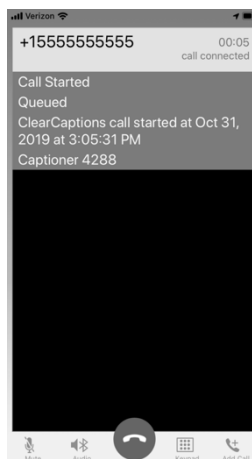Favorites for one touch dialing

Call Log

Contact List

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Making a call

- Each incoming and outgoing call offers ClearCaptions near real-time captioning service.

- While on a call the app also allows for call waiting ensuring a call is never missed.

- Every call also offers the ability to create a 3-way call so multiple contacts can speak at the same time

+15555555555   00:05 call connected

Call Started
Queued
ClearCaptions call started at Oct 31, 2019 at 3:05:31 PM
Captioner 4288

Mute   Audio   Keypad   Add Call

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Call audio options

- The user can choose from their desired audio output.

- Callers have the option to hold the phone to their ear to listen and then pull away to read the captions.

- Callers can also use the speaker phone to allow them to read along with the caller

- There is also an option to use headphones or a headset.

- The device most often paired with ClearCaptions Mobile are Bluetooth hearing aids.
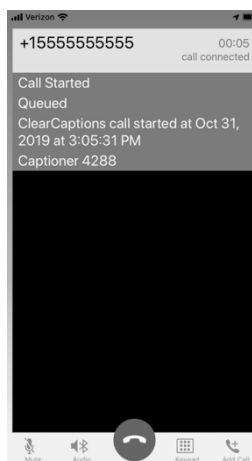
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Caption Display

- The caption font size can be adjusted to a comfortable and custome size for every user.

- There is also an option to invert the colors on the screen. Either creating a black background with white text or a white background with black text.
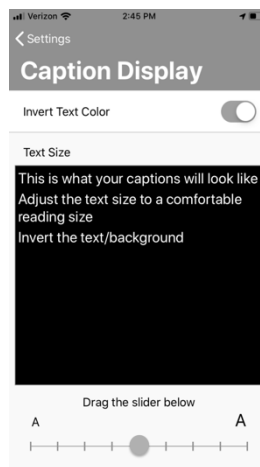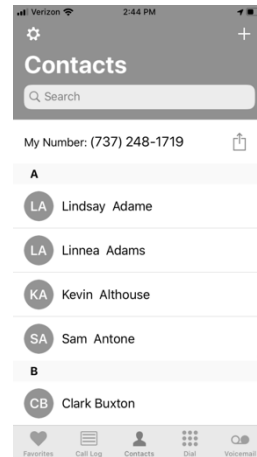
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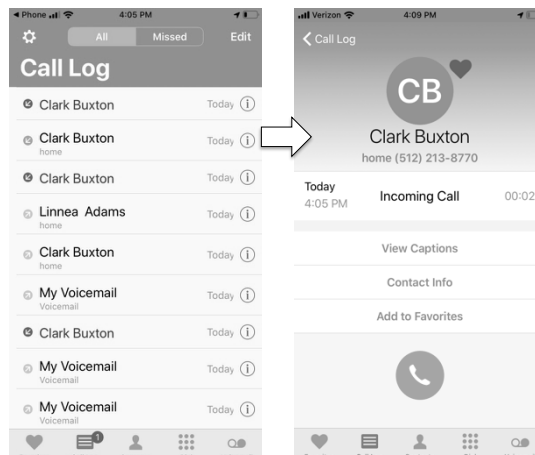
continued

Contacts

- Contacts can be synced with your existing contact list from your iPhone.

- Each Contact will be listed alphabetically by last name.

- Multiple phone numbers can be stored for every contact, home, mobile, work, etc.

- "My Number" is the assigned ClearCaptions Voice number for the mobile app

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Call Log

- Full call history showing all received, made and missed calls.

- Call Log will receive a tag when a call is missed.

- Each call log contains call details including an option to view captions of the previous call.
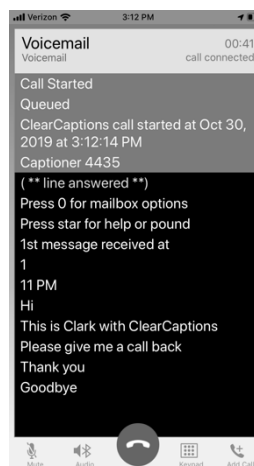

46

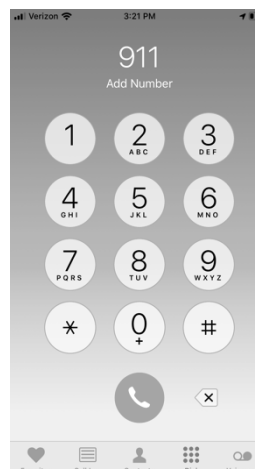Presented in partnership with

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Voicemail

- Voicemail built into the app and associated with your ClearCaptions Voice assigned telephone number.

- Full captioning capabilities allowing you to caption all of your voicemails.

- Standard voicemail setting and options, allowing you to delete, save and store any voicemail.

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E911 Support

- E911 (Enhance 911) is support for wireless phone users who dial 911. Since wireless users are often mobile, some sort of enhancement is needed to 911 service that allows the call back number and location to be received by operators.

- Location is given through the address provided for the ClearCaptions account as well as through a geo-location using the phones GPS to locate the caller.

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Next Steps To Helping Your Patients

- Identify patient candidacy
  - Meets FCC eligibility requirements.
  - Has required services in place to allow for the addition of ClearCaptions products and services.
  -
- Submit Professional Certification Form (PCF) to Clear Captions
  - Using one of the many easy to use submission processes customized to your liking.
  -
- Contact Us to Meet Your Local ClearCaptions Representative
  - Call us at 1-888-870-8114
  - Email us at procare@ClearCaptions.com
  -

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Questions?

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