



## Front Office Training

How to engage patients with CaptionCall

Our goal is to provide you with a resource that helps qualified patients use the phone with confidence. CaptionCall helps reduce hearing aid returns due to phone utility and drives higher levels of patient satisfaction and loyalty. Ultimately, happy customers mean new and repeat traffic for your practice. CaptionCall helps you go above and beyond to delight your patients.

### Engaging Patients with CaptionCall is Easy

These four simple steps make it easy for anyone on your staff to share CaptionCall with your patients and add value to your patient experience.

#### 1. Ask the simple question:

- Assess how they are doing with the telephone:
  - o Do you have a hard time hearing people on the phone?
  - o Do you have to keep asking people to repeat themselves on the phone?"

#### 2. Introduce CaptionCall:

- Pointing to the demo phone (if available) and/or handing them a brochure, ask if they are familiar with the CaptionCall phone?
- Then use a single introductory statement like, "It's an amazing amplified phone with superb sound and a large screen that displays captions of what callers say."
- Touch on some highlights:
  - o Easy to use – it works just like a regular phone
  - o Large screen and large text for easy reading
  - o Speaker phone function
  - o Amplification and customizable audio
  - o Save captions to review later
  - o Hearing aid compatible

#### 3. It's FREE:

- The CaptionCall phone and service are **free** with professional certification.
- How can it be free? It is part of a federal program that provides captioning service for everyone who qualifies with hearing loss.
- A professional CaptionCall Trainer will actually come to their house to install the phone and show them how to use it, **free-of-charge**.

#### 4. Verify eligibility and complete/submit the certification form:

- Verify they have 1) a home phone line and 2) an Internet connection.
- Offer to sign them up for a free CaptionCall phone.
- Complete the professional certification form for them before they leave your office. (Reference your unique promo code.)
- Let them know that a representative from CaptionCall will contact them within 2 business days to schedule their installation.

If you have questions, please contact your local representative or call us toll-free at 1-877-557-2227. Thank you for sharing CaptionCall with your valued patients!