



Marketing Regulations

CaptionCall operates in compliance with federal regulations regarding captioned telephone service. Some of these regulations have to do with communicating with patients about CaptionCall as well as understanding how the service works. Use of the CaptionCall trademark requires adherence to guidelines and an understanding of the information contained in this document and on the CaptionCall website at www.captioncall.com. As a hearing-care professional who recommends CaptionCall to your eligible patients, you may choose to use CaptionCall in your customer education, outreach, marketing, and other communications materials. Offering free captioning service, with complimentary CaptionCall phone, to eligible customers allows you to:

- Empower patients to use the phone again with confidence
- Build patient loyalty by solving a serious problem in their lives
- Delight patients with the legendary CaptionCall red-carpet service
- Refresh your ads with a unique offer to drive new and repeat traffic to your practice
- Share a proven solution for patients who need captions in addition to amplification in order to use the telephone effectively

To use the CaptionCall trademark in your customer and potential customer facing communications (www.captioncall.com/trademarks), you must always include the following required disclaimer to be compliant with FCC regulations for the CaptionCall service:

“To qualify for CaptionCall, a hearing-care professional must certify the individual has a hearing loss that requires captions to use the phone effectively.”

As a professional who recommends CaptionCall to your patients, there are several important things you should know and help your patients understand:

- Professional certification of hearing loss and the need for captions to use the telephone effectively is required for patients to receive the CaptionCall captioning service and phone at no cost.
- CaptionCall is a relay service that uses a human Communications Assistant and advanced voice recognition technology to generate captions of what the user’s callers say.
- CaptionCall is certified by the FCC to provide captioned telephone service.
- Funding for CaptionCall service is based on an assessment paid by telephone communications companies. These companies often pass this cost along to telephone subscribers in the form of a surcharge.
- The offer of a complimentary CaptionCall phone or captioning service cannot be tied to any other offer or program.
- The complimentary CaptionCall phone offer and captioning service must be tied to an explanation of the eligibility requirements.

Messaging to patients must make clear there are eligibility requirements to be met in order to receive and use a CaptionCall phone. The ADA (American’s with Disabilities Act) allows that all persons eligible for CaptionCall service can have it. Strict adherence to the eligibility standards is enforced. That standard is that individuals with a hearing loss are to be certified by a hearing-care or healthcare professional that they have a hearing loss necessitating the use of captions to use the phone effectively.