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Overcoming Patient Objections to CaptionCall

When ranked by importance, talking on the telephone is second only to one-on-one conversations.* It is important that all of your qualified patients understand CaptionCall as part of their over-all hearing-care treatment. If they have reservations, those questions should be adequately addressed. Below you will find some of the most common objections and how to overcome them.

*Kochkin, MarkeTrak VI and VII

O: I'm not interested.

R: Do you mind if I ask why? Follow their why with the appropriate response.

O: Nothing is free.

R: As an American you are guaranteed the right to use the phone, through the ADA (American's with Disabilities Act). We all pay a small surcharge with our phone bills each month and those funds pay for this captioning service. So you see, you've been paying for it, you just haven't been using it.

O: I'm not sure if I need captions.

R: In certain instances you may not. Can you think of certain people that are harder to hear than others? You shouldn't use the captions when you don't need them. Your test shows that you do have hearing loss that could make it hard to hear and understand certain people or frequencies on the phone. Captions can be very helpful in those instances. You have nothing to lose by trying.

O: It seems hard to set up/use.

R: CaptionCall ensures the set-up is seamless, they do it all for you! Their red-carpet service includes free delivery, free installation, free training, and free-on-going support. The phone works just like a regular phone and really is easy to use. If you find CaptionCall does not help you, the phone can be returned at no-cost.

O: I don't think I need it with my hearing aids.

R: That's great! I am happy to hear that your hearing aids are working well for you. Just keep in mind that the phone has a condensed frequency range and you may struggle to hear certain people more than others. CaptionCall is a nice support to your hearing aids and will positively impact your overall hearing experience.

O: I don't want someone listening to my conversation.

R: Captioning Agents receive a thorough background check and are screened for illegal drug use or other legal issues prior to their CaptionCall employment. Their training includes clear instructions that they never disclose any call content. This requirement is enforced. Calls are never recorded on CaptionCall's end. The CaptionCall system is designed so that nothing you say is clearly audible to the captioning agent. The agent is focused on, and captions only, the person you're speaking with. If you are having a conversation that contains sensitive information, you can turn off captions for that portion of the call.

O: Captioning is distracting.

R: Studies show that visual cues help with speech understanding for those with hearing loss. Once you get used to the captions you'll enjoy your conversations so much more.

O: I don't want someone coming to my home.

R: No problem. If you're not comfortable with that, CaptionCall will ship the phone directly to you and they'll work with you over the phone to set it up.

