

Survey Results

In June we asked Hearing Care Providers a few questions about CaptionCall and their practice. Nearly 300 responded. Here are some of the interesting results.

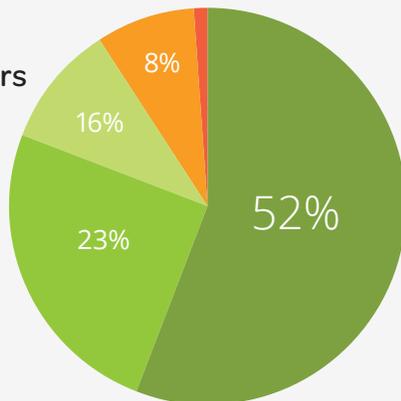
Question: What is your most common reason for recommending CaptionCall to your eligible patients?

Summary: The most frequent response given was "They mention difficulty on the phone" (52%). Followed by "Their level of hearing loss made them a good candidate" (23%). Demo phones and brochures in waiting rooms are valuable as 16% of the respondents felt those impacted the patients receiving CaptionCall. Only 1% felt that customers bringing in certification forms was the common reason to refer CaptionCall.

Question: What is your most common reason you don't offer CaptionCall to your eligible patients?

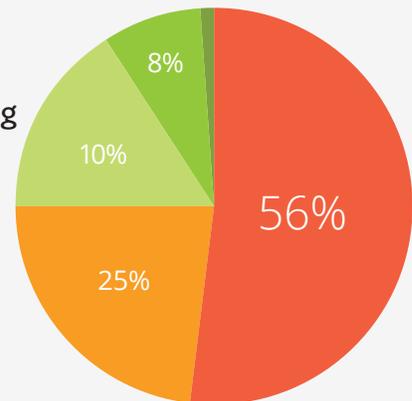
Summary: The most frequent response was "They do not have internet" (56%). Developing a solution for those without internet could significantly increase provider referrals. 25% responded that their patient is not interested. 10% said they often forget about CaptionCall and 8% of their patients already have a captioned telephone.

Why hearing care providers recommend CaptionCall



- **52%** Patient mentions difficulty hearing on the phone
- **23%** Level of hearing loss makes patient a good candidate
- **16%** Patient expressed interest after seeing demo phone or brochure
- **8%** Poor speech discrimination made patient a good candidate
- **1%** Patient came to office to get CaptionCall certification form signed

What keeps providers from offering CaptionCall



- **56%** Patient does not have internet access
- **25%** Patient is not interested
- **10%** Provider forgets to offer CaptionCall
- **8%** Patient already has a captioning phone
- **1%** Certification process takes too much time
- **0%** Provider not satisfied with CaptionCall

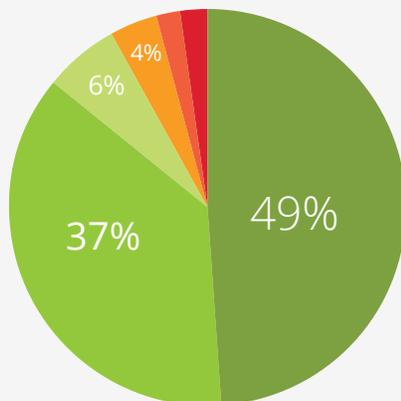
Question: What is the most likely reason they are not interested? (Question asked to those who responded “They are not interested” on the previous question)

Summary: The 25% that replied “They are not interested” were asked an additional question – responses to that question are on the chart below. The most frequent response (37%) was related to Fear of technology and/or Looks difficult to use

Question: What Can CaptionCall do to improve the overall experience at your office?

Summary: The most frequent responses were “Other” which primarily mentioned nothing or very little needed to be done and showed a strong level of satisfaction among the providers. There were 42 locations that mentioned having more brochures or take home materials for patients and 35 referenced more in-office materials such as posters or Eddy videos. Note: For this question, providers were allowed to make multiple selections.

Reasons they are not interested



- 49% Other
- 37% Fear of technology/Looks difficult to use
- 6% They think its a scam
- 4% Vission issues (difficult to read captions)
- 2% Mobility or other medical issues
- 2% Speech issues (difficult to have a conversation on the phone)

What can CaptionCall do to improve the overall experience at your office?

	Number of responses
Brochures or take home materials for patients	42
Provide more in Office Materials – Eddy Videos, wall posters, etc.	35
Selfies/Thanks you's from patient via CaptionCall Installer	27
Provide more educational materials – whitepapers, CEUs, etc.	24
Education Days for patients in your office	23
Provide Demo phone for the office	13
Additional Communication from CaptionCall Rep	9
Provide more staff training	8

Additional survey results are available at captioncall.com/provider