

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.

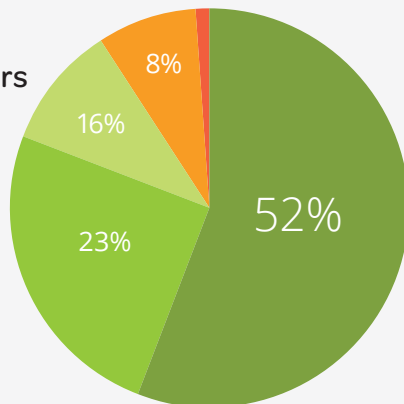
Question: What is your most common reason for recommending CaptionCall to your eligible patients?

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?

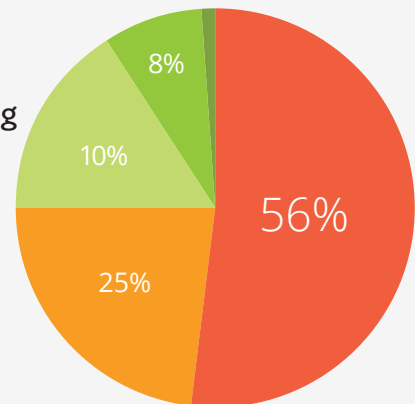
Summary: The most frequent response was "They do not have internet" (56%). Developing a solution for those without internet could significantly increase provider referrals. 25% responded that their patient is not interested. 10% said they often forget about CaptionCall and 8% of their patients already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

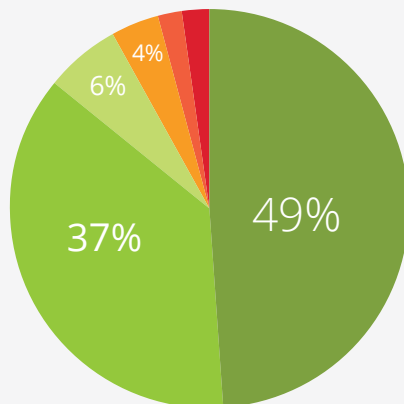
Question: What is the most likely reason they are not interested? (Question asked to those who responded “They are not interested” on the previous question)

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% Vision 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