SimpliciTTY®

TTY Call Management Software for the Office

Efficiently enhancing the communication experience for the Deaf and Hard of Hearing

Company Overview

- Founded in 2008 with a core focus on:
  - TTY Communication Software
  - Remote Interpreting Software

- Founding employees were from NXi Communications:
  - Developed hardware and software solutions for improving communication for the deaf and hard of hearing
  - Hardware - NexCom modems
  - Software - NexTalk Windows | NexTalk VM
  - Pioneered products for TTY, TRS and VRS services

- NexTalk bought the NXi software platform and improved it:
  - 2008 - Video Remote Interpreting (VRI)
  - 2009 - Omni Software
  - 2013 - Audio Remote Interpreting (ARI)

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Markets Served

Current *SimpliciTTY* Software clients include:

- IRS
- Social Security Administration
- Microsoft

- AT&T
- Bank of America
- Fidelity Investments

* As a Remote Interpreting Provider, NexTalk also provides Video Remote Interpreting solutions to over 250 hospitals and medical centers through out the United States.

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Evolution of TTY Communication

Dedicated TTY machines on-site.

- Inefficient
- Poor customer service
- Does not integrate into networked equipment
- Labor intensive

Relay Service Providers
- Less secure
- No reporting
- Higher chance of error, due to multiple points of entry
- No control over resources
- Third party company having access to your customers information can be a liability/security risk.

SimpliciTTY **Software**

- Routes TTY calls just like a voice call
- Increased efficiency and effectiveness of employees
- No additional equipment needed, uses the offices existing Local Area Network (LAN)

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SimpliciTTY Software Solutions

SimpliciTTY

SimpliciTTY

OFFICE®

Applications

Small & Medium-Sized Offices

Works in parallel with the office PBX

No special equipment needed

Hosted Option

Server software resides on NexTalk Server

Employee software resides on employees computers

Lower implementation cost

Annual hosting fee

NexTalk provides maintenance

Purchased Option

Server software resides on Clients Server

Employee software resides on the agent/employees computers

One-time purchase (no annual hosting fee)

Annual Software Maintenance fee for tech support, patches and updates

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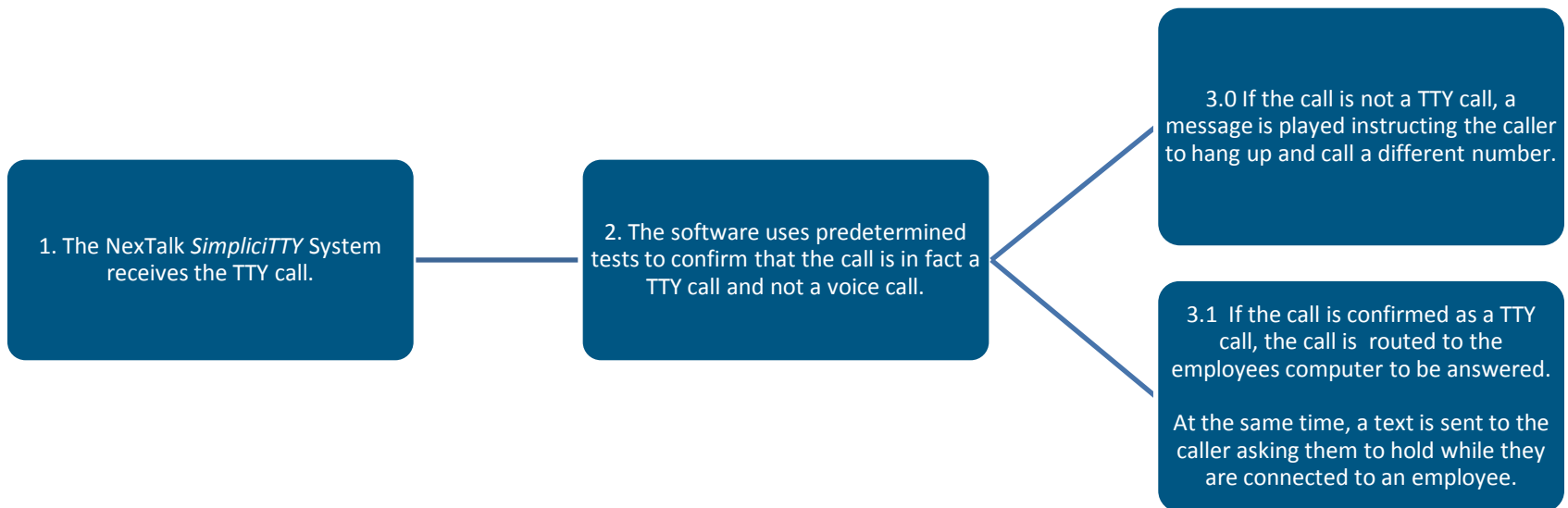
1. Easy, On-Demand Availability

- Software automatically launches on employees screen when the computer is turned on

- No monitoring needed by the employee – it's ready when needed

The program remains active in the background until needed, as an icon residing in the system task tray or as a toolbar on the desktop.

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2. Receive and Verify TTY Calls

The NexTalk Server automatically screens and verifies TTY calls, eliminating the need for manual call management.

1. The NexTalk *SimpliciTTY* System receives the TTY call.

2. The software uses predetermined tests to confirm that the call is in fact a TTY call and not a voice call.

3.0 If the call is not a TTY call, a message is played instructing the caller to hang up and call a different number.

3.1 If the call is confirmed as a TTY call, the call is routed to the employees computer to be answered.

At the same time, a text is sent to the caller asking them to hold while they are connected to an employee.

3. Is an Employee Available?

1. After verifying the incoming TTY call, *SimpliciTTY* interfaces with the office's Local area network and identifies which office employee(s) is available to take a TTY call.

2. *SimpliciTTY* routes the incoming TTY call to the appropriate employees computer, which issues an audio and visual alert to notify the employee that a TTY call has been received.


| TTY Caller | 1. Office or NexTalk Server with *SimpliciTTY* Installed | 3. Call Center Agents Computer Screen |

4. What Does the Agent See?

- Once the NexTalk Server connects the call to the employees computer, a **patented**, full duplex text conversation window is opened. The employee can then communicate with the TTY caller in real time.

- Upon completing the call, the employee clicks on "hang up", which terminates the call.

- All conversation can be automatically archived for reporting and quality control purposes.

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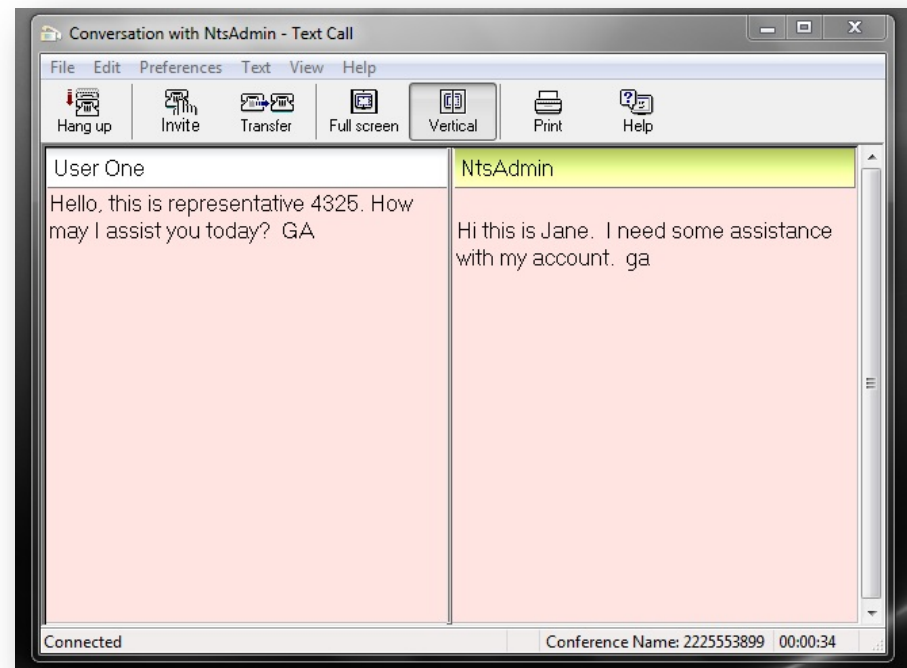
5. What if the Call Arrives After Hours?

- If a TTY call is received after hours, the caller has the option of leaving a text message.

- Using the set-up features of the *SimpliciTTY* software, the call center/office can determine how these messages are managed.

- Employees can call the TTY caller back using the "Place a Text Call" feature of the software

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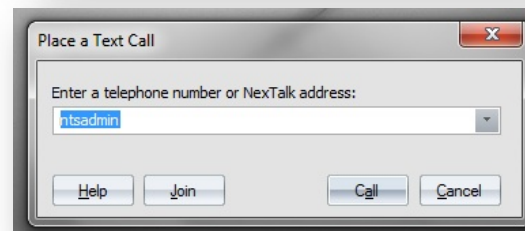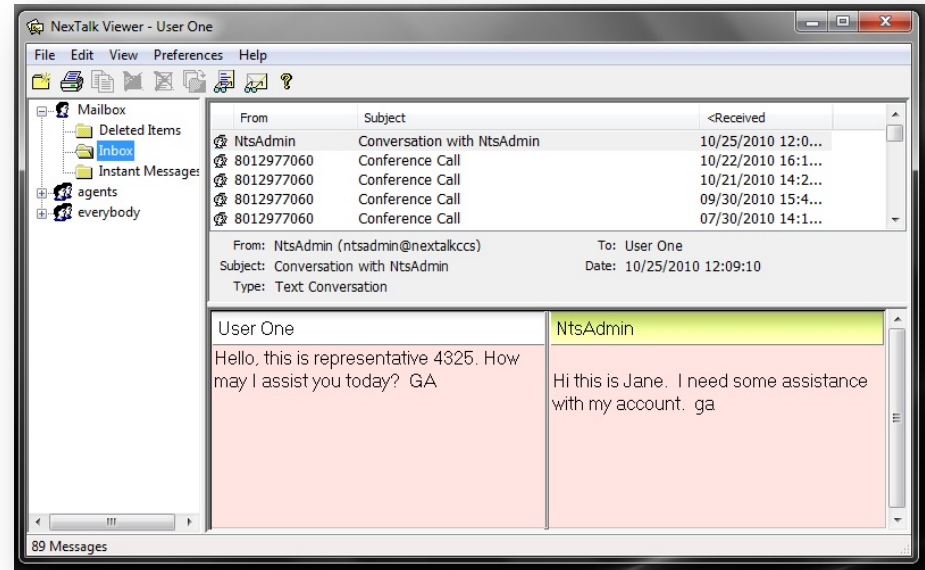
Equal Access Requirements & Ratings

- Providing equal access to communication is required by:
  - Federal government
    - Americans With Disabilities Act (ADA)
    - The Joint Commission
  - State governments
    - Each state has their own laws regarding non discrimination & equal access
- Companies receiving federal funding must comply with equal access laws
- A rating system is used to determine a companies compliance to these rules and regulations

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Improving Your Rating = $$$$

- **The 5 Star Rating Program**
  - If a call center services people covered by Medicare and Medicare Advantage programs, Medicare has instituted a QA program through which they now audit organizations participating in the **5-Star Rating Program.** The audit includes rating the organizations ability to provide services and their efficiency level in doing so.
  - If a call center consistently is rated below "3-Stars", they can lose their relationship with Medicare.
  - However, the incentives behind improvements are enormous – if an organization jumps from a 3-star rating to a 4-star rating, they receive a **bonus of $50/month per insured**. Handling of inquiries for deaf insured is audited, as well as for LEP customers.

SOCIETY OF ACTUARIES Health Section

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The Medicare Advantage 5-Star Rating Program and Its Implications for Actuaries
By Gabriela Dieguez, Brad Piper, and Adrian Clark

Determining Medicare Advantage Revenue

Figure 1
Quality Bonus Payment by Star Rating

YEAR	2.5	3.0	3.5	4.0	4.5	5.0
2012	0.0%	3.0%	3.5%	4.0%	4.0%	5.0%
2013	0.0%	3.0%	3.5%	4.0%	4.0%	5.0%
2014	0.0%	3.0%	3.5%	5.0%	5.0%	5.0%
2015+	0.0%	0.0%	0.0%	5.0%	5.0%	5.0%

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Summary

*Simplici**TTY*** from NexTalk simplifies the TTY call handling process

- Automatically screens and confirms TTY calls

- Integrates with existing ACDs, PBX and key systems

- Automatically routes TTY calls to available employees

- Records call information

- Enhances the existing call handling workflow

  – Fully ADA-compliant

  – Time saving

  – * More efficient

  – * Better experience for the customer and the company

  – * Higher customer satisfaction

  * These items can effect the organizations rating in the 5 Star rating Program, resulting in increased revenue from the Medicare Advantage Program