

That's what I'm talking about

www.hamiltonrelay.com



Annual Report 2014



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Executive Summary

Each time I visit with our employees, I relish the opportunity to learn more about the direct experiences we have with our customers and appreciate how the people and processes we have in place are making a difference in the lives of those we serve— **one customer at a time.**

I recently spoke with one of our outreach coordinators, who focuses on sharing information about relay and finding the service that best fits each customer's needs. This outreach coordinator had recently exhibited at an event where she had the opportunity to reach out to many people. Amongst the crowd, one particular opportunity stood out. She spoke with a young man who is deaf about the technology he uses to communicate. He shared that he primarily relies on texting and does not use the telephone, he usually asks his parents to make phone calls for him. In talking to him about what he would do when his parents weren't always around, he was happy to learn just how easy it is to make his own calls through Relay. As our outreach coordinators reach out to thousands of individuals each year, it's rewarding to know that we are able to make a difference -- **one person at a time.**

Along with our committed outreach team members who are meeting face-to-face with individuals every day, we have amazing and dedicated individuals working in our administrative, technical and operations teams. These individuals perform a variety of tasks **one task at a time** to ensure that service is available 24 hours a day, 7 days a week, 365 days a year. Each individual cares deeply about our customers all across the country and wants every call experience to be the best. You can be confident that our Communication Assistants give individual attention to each call, **one call at a time**, with great consistency, accuracy and speed to ensure that the needs of each customer are met.

This concept is certainly true in our customer care department where we also focus on **one customer at a time.** Each caller receives our highest level of attention so that each interaction is helpful and productive. Our customer care team has many tools at its disposal to assist with customized call processing, training, troubleshooting, outreach visits and much more.

As we look to a new year and ponder how 2014 went by so quickly, I am thankful for you -- our customers -- for allowing us to serve you. I am also thankful for the Hamilton professionals who work tirelessly to ensure we are always ready to process each call one at a time, ready to assist customers one at a time, and are ready to share all that relay can do to ensure effective communication on the telephone.

Happy New Year and may you enjoy each day in 2015, **one day at a time.**
Sincerely, Dixie



Operations Summary

Quality Assurance and Independent Third Party Testing

Third Party Quality Assurance TRS Testing

To ensure that calls are processed accurately and efficiently, Hamilton continually conducts both blind and standardized tests of every Communication Assistant (CA). Blind testing is performed at each of our Relay Centers by Hamilton, by Cositics, a well-respected auditing firm who is experienced in evaluating relay performance, and in many cases by the states we serve.

For the second year in a row, as demonstrated by independent, third party testing, Hamilton CAs are the most accurate in the industry in both typed (lowest number of spelling errors **and** missing words) and spoken accuracy. Additionally, Hamilton CAs continue to perform at this high level while processing every call in a courteous and professional manner as proven by Hamilton's tie for first place in Customer Care. This is the second year in a row Hamilton has lead the industry in this category!

"...Hamilton's accuracy and desire to care for their customer continue to be industry leading."

—Jeff Rudolph, President/CEO of Cositics

Cositics conducts an annual independent comparative study of all major Relay Service providers in the U.S. The Index measures agent accuracy and the overall customer experience using objective key performance indicators. The providers are then stack-ranked based on their score in each performance category. Cositics' annual National Relay Service Competitive Index provides Relay Service companies with insight and competitive intelligence to compare their performance to that of other relay service providers.

According to the 2014 Cositics Index:

Hamilton ranked first in the following Key Performance Indicators (KPIs):

- Average spoken accuracy with an amazing 99.9%
- Spoken accuracy over 95% - a perfect score of 100%. Making it even more amazing is that Hamilton has achieved this perfect score for **3 years in a row!**
- Zero CAs typing under 85% accuracy
- Lowest average number of words missing per call
- Lowest average number of spelling errors per call



Hamilton tied for first place in the following areas:

- Overall accuracy
- Customer Care. In this most important area, Hamilton continues to be an industry leader, tying for first place with 94.7% of calls cared for.
- Percent of CAs typing at 60 plus Words per Minute **
- Typed Accuracy **

* The Customer Care process measures an array of specific CA behaviors that detract from the customer's experience. If any unacceptable Care behavior is demonstrated at any time throughout the call, the call is considered "not cared for". A single call can have more than one unacceptable Customer Care indicator, meaning the total number of indicators may be greater than the number of calls not cared for.

** One or more providers may be within the margin of error." – Cositics

Typing and Answer Performance

In order to ensure that all typing requirements are being met, every CA in each Hamilton center administered a call evaluation in which the speed and accuracy are determined. Feedback is then documented and shared with the CA so that areas of improvement can be identified and the progress of the CA can be tracked. This information is also used during quarterly trainings which focus on improving areas of weakness and review of new call procedures and infrequent call types.

The Performance Averages Report that appears as an attachment later in this document indicates outstanding answer performance throughout the contract year. Average answer seconds for the year were 0.8 with 93% of the calls answered in ten seconds or less.

Culture Training

Over the past year, we continued our in-depth and valuable Culture Training, which included a focus on the culture of individuals who are deaf, hard of hearing, deaf-blind, late-deafened, or have difficulty speaking. In each training session, we focused on bringing a variety of perspectives, including personal stories about individuals who are deaf or hard of hearing. As one example of this training, we shared the documentary video, "Hear and Now", which follows an elderly couple on their journey as they go through the process – from decision-making to completion – with cochlear implant surgery.



Hamilton Expertise

The changes in the TRS industry and rapidly changing technology have presented challenges for both Relay Administrators and Relay Providers, and each of us has been affected by those changes this past year. Our goal is and always has been to work with you in providing direction and leadership for our States. It is the experience and expertise contained within our collective teams that allow us to support each other as we learn new tasks, new technologies and new state rules.

We continue to direct and lead each other through feedback and camaraderie in order to provide success for our customers and our states, while at the same time providing the best relay services for our relay users.

Our Account Management Team works closely with state administrators as well as various departments within Hamilton to stay knowledgeable and up-to-date on contract compliance, rules and regulations, state outreach activities and more.

In addition to adding a new member to our team, some of our States have been transitioned to a different Account Manager. Lori Sporrer is the Account Manager for Relay Iowa.

We provide a Relay Technical Manager as an on-site technical resource at each of our centers, while our Corporate staff provides a focus on IT, Technical and Security, including:

- Comprehensive security policies
- Closed relay network
- Ensuring CPNI compliance to protect consumer information and provide annual training

We value the confidence and trust of consumers and take great care of upholding the highest standards in accordance to established rules and regulations.

At all five of TRS centers we have Center Managers, Staffing Supervisors, Supervisors, Lead CAs, and Customer Care Representatives focused on TRS operations.

- Our staffing supervisors monitor traffic patterns, and reports carefully and make adjustments necessary to ensure outstanding answer performance.
- We continue to hold CA/OPR appreciation weeks in each of our centers, designed to show the CA/OPRs how much we appreciate them and the tremendous job they do each and every day. The popularity of this activity has lead us to make this an annual event.
- We continue to have each outreach coordinator join one Communication Assistant (CA) meeting each year. During the outreach portion of these



meetings the OC shares a success story and communicates a positive experience consumers have shared about a Hamilton CA or a relay call. There is time for an interactive discussion as well as an Equipment Demo. This is a great opportunity to show the CAs that what they do every day makes a difference in people's lives.

This past year we've added more resources to our Billing and Reporting team with the addition of Nicole SaBell and Derek Djernes. We believe our monthly reporting packets set us apart from our competition and we give it the attention it deserves. An example is our Customer Care Report and Outreach Reports which are now being generated from our customer relations management software. The Customer Care reports include, compliments, education and wrong number/hang ups. In the Call Breakdown section, you will see the number of calls by category, and the number of calls by call type, as previously reported in Hamilton's Customer Service report.

Captioned Telephone Summary

Hamilton continues to lead the industry as a captioned telephone provider. We now process a majority of PSTN CapTel calls as well as some of our Internet Protocol-Captioned Telephone Service (IP-CTS) calls. Having the ability to process CTS calls from four of our own centers, along with the three CTI centers, provides a level of redundancy highly beneficial to both the State and to the customers we serve.

Hamilton Call Centers are located in Aurora, Nebraska, Frostburg, Maryland, Baton Rouge, Louisiana, and Albany, Georgia.

CTI Call Centers are located in Madison, Wisconsin, Milwaukee, Wisconsin and Orlando, Florida.

Additionally, CapTel has a new data center in Milwaukee, Wisconsin to house some telephone and internet protocol network components. The facility does not include any call center functions or employees.

CTS Operations

We continue to see growth in Hamilton CapTel call processing; now processing CapTel calls from our Nebraska, Maryland, Louisiana, and Georgia centers. Since Hamilton began processing CapTel calls from our own centers, have seen steady growth, currently processing at least 80% of our all PSTN CapTel calls for Hamilton states through our own centers.



We place a large focus on CapTel quality, following the same process for measuring speed and accuracy as CTI does.

- All CapTel CAs are required to pass speed and accuracy tests to transcribe verbatim at a minimum of 125 words per minute at 98% accuracy before they are allowed to take production calls.
- Each CA is regularly monitored and scored on call quality. CAs meet with their supervisor to review their monitoring scores and discuss ways to improve their performance.
- In addition, a CapTel CA must requalify each month in order to continue processing production calls by passing the speed and accuracy tests.
- Should a CA fail the monthly qualification they will be removed from captioning calls until they can pass the speed and accuracy tests.

Third Party Quality Assurance Captioned Telephone Testing

As an additional and important quality control tool, Hamilton utilizes Cositics (formerly the Paisley Group) to provide third-party, independent evaluations of Captioned Telephone service. Cositics is a well-respected auditing firm who is experienced in evaluating relay performance.

Cositics provides an annual Captioning Telephone Service Performance Index (the Index) where auditors measure over twenty vital details on every test call; ranging from delay time, missing details, spelling errors, words changed or missing, to total errors. The Index is an independent comparative study of all major Captioned Telephone Service providers in the US, ranking providers based on their score in each performance category.

We thoroughly analyze the results of the Index to not only see how we stack up against other captioning services but more importantly, to ensure that we continue to provide the quality service our customers are used to receiving. Individual calls are reviewed and the results are used as a training tool as we continue to look for areas where we might be able to improve.

Hamilton continues to be a leader in overall captioning accuracy, which demonstrates Hamilton's focus on critical service components that significantly impact the customer experience.

The Cositics CTS Index is divided into two areas which were audited separately, evaluating performance for browser-based and for device-based Captioned Telephone Service. Hamilton's stellar performance in both areas is highlighted below.



According to the Cositics 2014 Captioning Telephone Service Performance Index

Hamilton continues to lead the industry in overall accuracy of Captioned Telephone calls.

Browser-Based Captioning Solutions

Hamilton CapTel placed first in the following categories:

- Vital Details Corrected (corrected the most vital mistakes per call)
- Non-Vital Details Missing and/or Changed (the least number of non-vital mistakes per call)
 - First in Non-Vital Details Missing and
 - Tied for First in Non-Vital Details Changed
- Incorrect Additions (total number of words the captionist incorrectly added to what was spoken)
- Total Words Corrected (Total Vital Details Corrected plus Non-Vital Details Corrected)
- Missed Correction Opportunities (least number of missed correction opportunities)
- Total Errors (the least number of total errors per call)
- Calls by Percent Accurate (Overall percentage of accurate information in the call)
 - Highest Percentage of calls that were over 90% accurate
 - Highest Percentage of calls that were 95% or greater accurate
- Overall Accuracy (overall percentage of accurate information in the call)

Hamilton CapTel Tied for first in:

- No Service (being unable to connect to a captionist at all after 3 attempts)
- Lost Place (the number of times the auditor loses their place in the conversation due to line pagination)
- Captionist Not Present

Additionally Hamilton CapTel tied for first (within the Error of Estimation) in:

- Vital Details Not Corrected (the lowest number of non-corrected Vital Details)*
- Total Words Changed*



Device-Based Captioning Solutions

The Hamilton CapTel 840i placed first in the following categories:

- Vital Details Corrected (corrected the most vital mistakes per call)
- Total Corrections (corrected the most mistakes per call)

The Hamilton CapTel 840i device-based captioned telephone also tied for first place in the following categories:

- No Service (being unable to connect to a Captionist at all after 3 attempts)
- Lost Place (the number of times the auditor loses their place in the conversation due to line pagination)
- Captionist Not Present
- Average Initial Delay in Captions
- Overall Accuracy*

The CTS Performance Index is designed to measure the customer experience. Hamilton's results are a testament to the commitment Hamilton has to providing the best customer experience possible.

*Tied - within the Error of Estimation (EoE). One or more competitors maybe within the EoE. – Cositics



Customer Care Summary

Every call that comes into Relay Iowa Customer Service, as well as comments sent via fax, letter or e-mail, is logged into Hamilton's Customer Service database. We received a total of 1,227 inquiries to Customer Service from January 1, 2014 through December 31, 2014. The majority of the calls were wrong numbers or hang-ups. After that, the majority of calls for customer service were requests for information on equipment resources. A complete list of Customer Service Activity by topic follows.

Category	Sub-Category	# of Service Requests
General Information	Wrong Number/Hang Up	1,048
General Information	Miscellaneous	18
General Information	Consumer Education	20
General Information	How to Place/Receive a Call	26
General Information	VCO/2LVCO Consumer Education	1
General Information	Interpreter Requested	1
General Information Total		1,114
Equipment	Request Info on Equip Resources	47
Equipment	Tech Issue with Customer Equip	10
Equipment	Test Call to Customer	3
Equipment	Miscellaneous	1
Equipment	Placing Order for New Equip	1
Equipment Total		62
Customer Profile	Set Up/Change	13
Customer Profile Total		13
Service Complaints	Didn't Follow Policy/Procedure	2
Service Complaints	CA Accuracy/Spelling/Verbatim	1
Service Complaints Total		3
Commendations-Compliments		8
Commendations-Compliments Total		8
Technical Complaints	Garbling	2
Technical Complaints	Long Distance/Billing Issues	3
Technical Complaints	Carrier Choice not Available	2
Technical Complaints	Tech Issues VCO/2LVCO Problem	3
Technical Complaints	Tech Issues HCO/2LHCO Problem	1
Technical Complaints	Miscellaneous	1



Technical Complaints Total		12
External Complaints	Miscellaneous	2
External Complaints Total		2
Malicious Caller	Harassing call to Cust Serv	10
Malicious Caller Total		10
Outreach Requests		2
Outreach Requests Total		2
CapTel	Miscellaneous	1
CapTel Total		1
Grand Total		1,227

Outreach Activity

Iowa Outreach Activities January 1, 2014 through December 31, 2014

Date	Activity	# people
7-Jan	Presentation, Iowa Vocational Rehabilitation Services, Des Moines, IA	4
7-Jan	Meeting, Office of Deaf Services, Des Moines, IA	4
8-Jan	Meeting, Iowa Utilities Board, Des Moines, IA	5
8-Jan	Meeting, Telecommunications Access Iowa, Des Moines, IA	4
14-Jan	Presentation, MLK Senior Center, Des Moines, IA	20
21-Jan	Meeting, Telecommunications Access Iowa, Des Moines, IA	2
24-Jan	Networking, Young Professionals Connection, Des Moines, IA	100
28-Jan	Networking, Iowa Democratic Party, Des Moines, IA	50
30-Jan	Meeting, Telecommunications Access Iowa, Des Moines, IA	2
3-Feb	Presentation, Deaf Iowans Against Abuse, Glenwood	16
11-Feb	Meeting, Scott Prickett, Des Moines	2
12-Feb	Presentation, Iowa Vocational Rehabilitation Services, Des Moines, IA	10
17-Feb	Presentation, Elsie Mason Senior Community Apartment Complex, Des Moines, IA	15
18-Feb	Networking, Office of Deaf Services, Des Moines, IA	50
19-Feb	Presentation, KQWC Radio, Webster City	2
19-Feb	Meeting, Deaf Iowans Against Abuse, Johnston, IA	2
20-Feb	Presentation, Scott 4 Mile Senior Center, Des Moines	22
25-Feb	Presentation, Iowa Law Enforcement Academy, Johnston, IA	45
27-Feb	Networking, Brain Injury Alliance of Iowa, Des Moines	100
3-Mar	1:1 Visit, Iowa CapTel Follow Up Program 2014, Albia, IA	2



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4-Mar	Exhibit, Iowa Communications Alliance, Des Moines, IA	100
10-Mar	Presentation, Northeast Iowa Area Agency on Aging, Decorah, IA	12
13-Mar	Exhibit, Brain Injury Alliance of Iowa, W Des Moines, IA	150
20-Mar	Presentation, Deaf Iowans Against Abuse, Montrose, IA	15
20-Mar	Presentation, Deaf Iowans Against Abuse, Montrose, IA	15
21-Mar	Presentation, Northeast Iowa Area on Aging, Waterloo, IA	12
26-Mar	Exhibit, Iowa State Association of Counties, Ankeny, IA	150
28-Mar	Presentation, Wells Fargo, Des Moines, IA	20
28-Mar	Presentation, Wells Fargo, Des Moines, IA	25
28-Mar	Presentation, Wells Fargo, Des Moines, IA	25
29-Mar	Exhibit, Area Education Agency-Heartland WDM, West Des Moines, IA	150
2-Apr	Meeting, Dual Party Relay Council (DPRC), Des Moines, IA	10
7-Apr	Presentation, Northeast Neighbors and Friends, Des Moines, IA	12
9-Apr	Presentation, Windsor Manor Assisted Living, Webster City, IA	8
10-Apr	Presentation, Elderbridge Agency on Aging, Fort Dodge, IA	60
10-Apr	Presentation, Friendship Haven, Ft Dodge, IA	9
11-Apr	Exhibit, Iowa Hearing Association, West Des Moines, IA	200
14-Apr	Exhibit, Iowa Association for the Deaf, Des Moines, IA	100
21-Apr	Presentation, Iowa Western Community College, Council Bluffs, IA	12
24-Apr	1:1 Visit, Iowa CapTel Follow Up Program 2014, Knoxville, IA	3
25-Apr	Relay Friendly Business, Delta Dental, Johnston, IA	10
28-Apr	Presentation, Northeast Iowa Area Agency on Aging, Dubuque, IA	10
30-Apr	Exhibit, Iowa Association for the Deaf, Pella, IA	67
7-May	Exhibit, Leading Age Iowa, Altoona, IA	250
9-May	Presentation, St Albert High School, Council Bluffs, IA	200
14-May	Exhibit Sponsorship, National Active and Retired Federal Employees (NARFE), Council Bluffs, IA	140
21-May	Exhibit, Polk County Senior Center, Des Moines, IA	1,400
12-Jun	Presentation, Hearing Loss Association, Des Moines	19
19-Jun	Presentation, Iowa Law Enforcement Academy, Johnston, IA	31
20-Jun	Exhibit, Iowa Association for the Deaf, Amana, IA	350
26-Jun	Exhibit, Iowa Alliance in Home Care, Des Moines, IA	100
30-Jun	Presentation, Harlan Senior Center, Harlan, IA	12



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9-Jul	Meeting, Iowa Utilities Board, Des Moines, IA	14
11-Jul	Exhibit, Shelby County Fair, Harlan, IA	150
28-Jul	Presentation, Assissi Village, Dubuque, IA	12
28-Jul	1:1 Visit, Iowa CapTel Follow Up Program 2014, Dubuque, IA	1
28-Jul	Meeting, Iowa Vocational Rehabilitation, Dubuque, IA	1
1-Aug	Meeting, Deaf Services Commission of Iowa, Des Moines, IA	15
14-Aug	Meeting, Iowa Utilities Board, Des Moines, IA	4
14-Aug	Meeting, Telecommunications Access Iowa, Des Moines, IA	3
15-Aug	Exhibit, Building Bridges-Iowa State Fair, Des Moines, IA	150
28-Aug	Presentation, Iowa Law Enforcement Academy, Johnston, IA	24
5-Sep	Exhibit, Iowa Hearing Association, West Des Moines, IA	100
8-Sep	Exhibit, Iowa Caregivers Association, Altoona, IA	100
9-Sep	Presentation, Town Hall Event, Des Moines, IA	21
19-Sep	Exhibit, Iowa Brain Injury Association, Des Moines, IA	25
23-Sep	Presentation, Knoxville Senior Center, Knoxville, IA	10
23-Sep	Presentation, Pleasantville Senior Center, Pleasantville, IA	25
24-Sep	Exhibit, Milestones Area Agency on Aging, West Burlington, IA	300
24-Sep	Meeting, Vocational Rehabilitation, Burlington, IA	1
26-Sep	Presentation, DAW-Relay Iowa, Council Bluffs, IA	25
30-Sep	Networking, Magellan Healthcare, West Des Moines, IA	50
6-Oct	Presentation, Bickford Senior Living, Sioux City, IA	14
6-Oct	Field Visit, Emeritus at Northpark Place, Sioux City, IA	1
6-Oct	Field Visit, Sunrise Retirement, Sioux City, IA	1
6-Oct	Field Visit, Whispering Creek Retirement Community, Sioux City	1
8-Oct	Exhibit, Floyd Valley Hospital, LeMars, IA	800
8-Oct	Field visit, Park Place Estates, LeMars, IA	1
14-Oct	Relay Friendly Business, Disability Rights Iowa, Des Moines, IA	17
17-Oct	Networking, Iowa Deaf Social Club, Des Moines, IA	17
18-Oct	Meeting, Iowa Association for the Deaf, Story City, IA	43
19-Oct	Exhibit, Learning Disability Association of Iowa, Des Moines, IA	150
22-Oct	Exhibit, Iowa Library Association, Cedar Rapids, IA	476
22-Oct	Meeting, Iowa Vocational Rehabilitation, Cedar Rapids, IA	1
31-Oct	Exhibit, National Rehabilitation Association, Des Moines, IA	200
1-Nov	Exhibit, Des Moines University, Des Moines, IA	150
4-Nov	Exhibit, Hospice and Palliative Care Association of Iowa, Des Moines, IA	175
6-Nov	1:1 Visit, Iowa CapTel Follow Up Program 2014, Vail, IA	1



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10-Nov	Presentation, Division of Community Advocacy and Services, Des Moines, IA	11
12-Nov	Meeting, Dual Party Relay Council (DPRC), Des Moines, IA	15
12-Nov	Meeting, Iowa Utilities Board, Des Moines, IA	5
13-Nov	Presentation, Iowa Law Enforcement Academy, Johnston, IA	32
19-Nov	Presentation, Siouxland Center for Active Generations, Sioux City, IA	14
20-Nov	Exhibit, Iowa Utilities board, Cedar Falls, IA	6
25-Nov	Presentation, Pella Community Center, Pella, IA	13
25-Nov	Presentation, Watermark Retirement Communities, Pella, IA	8
25-Nov	Field Visit, Fair Haven East, Pella, IA	1
25-Nov	Field Visit, Pella Public Library, Pella, IA	1
1-Dec	Meeting, Iowa Utilities Board, Des Moines, IA	2
2-Dec	1:1 Visit, Iowa CapTel Follow Up Program 2014, Knoxville, IA	1
2-Dec	Field Visit, Carlisle Community Center, Carlisle, IA	2
2-Dec	Field Visit, Carlisle Town Hall, Carlisle, IA	2
2-Dec	Field Visit, Knoxville Public Library, Knoxville, IA	2
9-Dec	Presentation, Riverside Gardens, Sioux City, IA	11
9-Dec	Field Visit, Connections Area Agency on Aging, Sioux City, IA	1
9-Dec	Field Visit, Oakleaf Property Management, Sioux City, IA	3
17-Dec	Presentation, Fairmount Park Senior Housing, Sioux City, IA	6
18-Dec	Presentation, Evergreen Terrace, Sioux City, IA	4



Outreach Report

The past year proved to be another great year for Hamilton Relay outreach throughout the state of Iowa. Hamilton Relay was pleased to have the opportunity to continue to serve Relay Iowa users.

The primary goal of outreach for Hamilton Relay is to reach individuals across the State who are deaf, hard of hearing, deaf-blind, late-deafened, Spanish speaking or have difficulty speaking. Ashley Hagedorn was hired as the Relay Iowa Outreach Project Manager in June and worked with Lori Sporrer to transition outreach responsibilities. The Relay Iowa Outreach Project Manager traveled around the state educating consumers, family and friends of consumers, students, businesses, agencies, organizations and the public about services available through Relay Iowa. Ashley achieved the outreach goal through activities focused on reaching individuals associated with senior living communities, senior care programs, vocational rehabilitation locations, and deaf organizations. Additional areas of focus included reaching out to medical centers, emergency service providers and government agencies.

Relay Iowa outreach was successful over the past year through a variety of activities which included presentations, exhibit booths, product demo placements, as well as field, home and office visits to share information about TTY, STS, VCO, HCO, Spanish and Captioned Telephone services available through Relay Iowa. The Outreach Project Manager worked with Telecommunications Access Iowa, Iowa Law Enforcement Academy, Office of Deaf Services, Dual Party Relay Council and the Iowa School for the Deaf. Collaborating with these groups in outreach efforts allows Hamilton Relay to combine resources, providing a greater benefit and reach more individuals across the state that may benefit from Relay services.

The Outreach Project Manager shared information about Captioned Telephone at all outreach events, presentations, field visits, and exhibits. Relay Iowa also participated in Hamilton's CapTel Follow-up Program. Through this program, the Outreach Project Manager received contact information of Iowa residents who had recently purchased or received a voucher for a CapTel phone. Contacts were made utilizing this list to find out if they needed assistance installing the equipment or with any questions they may still have about using the Captioned Telephone service.

To reach individuals with information about STS and HCO services, Ashley attended events for the Brain Injury Association and Iowa Speech Language and Hearing Association. She also reached out to Vocational Rehabilitation Services, Area Education Agencies, Learning Disability Association of Iowa and the Division of Community Advocacy & Services.



Hamilton Relay continued reaching out to businesses with Relay Friendly Business presentations in 2014. Several businesses in Iowa took advantage of the free demonstrations and training for employees about how Relay works and how to handle Relay calls.

There were several highlights from 2014 including hiring Ashley as the new Relay Iowa Outreach Project Manager, distributing leadership awards, and participating in the Iowa Learning Disability Conference, the Des Moines University Health Fair and the Milestones Area on Agency event. Additionally, Hamilton Relay hosted a Town Hall meeting in September in order to offer an opportunity for relay users to share feedback about relay services. The meeting included support from Telecommunications Access Iowa and turned out to be successful.

Relay Iowa continues to support the bi-annual Connections Newsletter jointly with Telecommunications Access Iowa by contributing articles and managing the printed version of the newsletter to over 2,000 recipients.

Hamilton Relay once again recognized outstanding leaders within the state of Iowa with its annual scholarship and leadership awards. Hamilton presented the following individuals with their respective awards for outstanding leadership in their communities:

- Shirley Hicks – 2014 Hamilton Relay Deaf Community Leader Award
- Mary Ann Hopp – 2014 Hamilton Relay Better Hearing and Speech Month Community Leader Award
- Brandon Clapper – 2014 Hamilton Relay High School Scholarship

In addition to presentations, meetings and exhibits, the outreach coordinator utilized radio interviews, newsletters, Twitter, Facebook and eBlasts to promote activities and provide public service announcements.

Throughout 2014, Hamilton Relay held 107 outreach events, presentations, booths and activities and reached more than 7,000 individuals within the state of Iowa with information about services available through Relay Iowa.



2015 Outreach Plan

Relay Iowa Outreach Project Manager, Ashley Hagedorn worked with Lori Sporrer, State Outreach Manager, to develop a comprehensive outreach plan for the upcoming year. The plan for 2015 ensures that outreach and marketing activities are in line with the goals of Relay Iowa. The primary focus for outreach efforts will be to continue to reach individuals who are deaf, hard of hearing, deaf-blind, late-deafened, Spanish speaking or have difficulty speaking with information about services available through Relay Iowa.

The Outreach Project Manager will continue to focus efforts toward reaching individuals who are hard of hearing through activities at senior, independent and assisted living facilities, as well as Veterans groups, with information about Captioned Telephone Service. To meet these goals, Relay Iowa will partner with the Office of Deaf Services, Telecommunications Access Iowa, Iowa Law Enforcement Academy, Iowa Area Education Agencies, Hearing Loss Association of Central Iowa, Iowa Utilities Board, Iowa Department of Human Rights, and Disability Rights in Iowa.

Hamilton Relay will host its second annual Town Hall meeting in 2015, allowing relay users an opportunity to meet and share feedback on relay services. Hamilton Relay will continue to promote the Relay Friendly Business program in order to educate businesses and their employees about relay services. Outreach efforts will continue to include the CapTel Follow-up Program, as well as the CapTel Demo Placement program.

Hamilton Relay will also continue its Community Awards for 2015 and will promote the 2015 High School Scholarship, the 2015 Better Hearing and Speech Month awards in May and the 2015 Deaf Community Leader Award in September.

Hamilton Relay looks forward to continuing to work with the state and the relay users in Iowa in the upcoming year.



Highest Traffic Volume Day

The highest volume of TRS traffic in the past year was handled on Monday, July 14th with 899.39 minutes recorded. The highest volume of CapTel traffic in the past year was handled on Monday, April 14th with 1944.05 minutes recorded.

Statistical Reports

The following statistical reports for Relay Iowa are included as attachments:

- Completed Calls
- Workload by Call Method
- Monthly Usage
- Performance Averages

Traffic Projections

Traffic projections for the upcoming year are included at the end of the Annual Report.

Performance Averages

<u>State</u>	<u>Data Month</u>	<u>BusyDay</u>	<u>BsyDy SessMin</u>	<u>AvgAnsSec</u>	<u>PctAnsIn10</u>
Iowa TRS					
	Jan 14	Jan 10, Fri	866.94	0.6	93
	Feb 14	Feb 25, Tue	831.15	1.1	92
	Mar 14	Mar 18, Tue	780.27	0.7	93
	Apr 14	Apr 7, Mon	871.55	0.8	93
	May 14	May 27, Tue	834.50	0.6	94
	Jun 14	Jun 25, Wed	754.55	0.5	94
	Jul 14	Jul 14, Mon	899.39	0.9	92
	Aug 14	Aug 5, Tue	690.44	0.6	93
	Sep 14	Sep 2, Tue	691.78	0.5	94
	Oct 14	Oct 14, Tue	792.66	0.6	93
	Nov 14	Nov 24, Mon	769.56	0.7	93
	Dec 14	Dec 1, Mon	744.65	1.5	89
2014	Max or Avg		<u>899.39</u>	<u>0.8</u>	<u>93</u>

Completed Outbound Calls by Jurisdiction

<u>State</u>	<u>Data Month</u>	<u>Local</u>	<u>Intrastate</u>	<u>Interstate</u>	<u>Int'l</u>	<u>Toll Free</u>	<u>900 Info</u>	<u>Total</u>
Iowa TRS								
	Jan14	1584	128	323	0	303	0	2338
	Feb14	1416	75	316	0	338	0	2145
	Mar14	1439	57	254	0	372	0	2122
	Apr14	1610	70	311	0	352	0	2343
	May14	1541	58	334	0	325	0	2258
	Jun14	1439	76	323	0	304	0	2142
	Jul14	1345	69	246	0	278	0	1938
	Aug14	1325	107	352	0	287	0	2071
	Sep14	1316	87	351	0	286	0	2040
	Oct14	1417	74	290	0	351	0	2132
	Nov14	1499	62	222	0	274	0	2057
	Dec14	1397	72	229	0	257	0	1955
2014 Total		17328	935	3551	0	3727	0	25541

Completed Calls by Inbound Method

<u>State</u>	<u>Data Month</u>	<u>Ascii</u>	<u>HCO</u>	<u>Span</u>	<u>STS</u>	<u>TTY</u>	<u>VCO</u>	<u>Voice</u>	<u>Total</u>
Iowa TRS									
	Jan 14	0	3	0	10	1,097	806	422	2,338
	Feb 14	0	1	1	12	1,060	606	465	2,145
	Mar 14	0	5	0	3	997	646	471	2,122
	Apr 14	0	11	0	3	1,136	725	468	2,343
	May 14	0	15	0	4	1,181	605	453	2,258
	Jun 14	0	18	1	1	1,079	645	398	2,142
	Jul 14	0	9	0	0	937	636	356	1,938
	Aug 14	0	12	0	7	1,127	554	371	2,071
	Sep 14	0	6	0	1	1,071	555	407	2,040
	Oct 14	0	5	1	3	1,009	676	438	2,132
	Nov 14	0	12	0	0	820	643	582	2,057
	Dec 14	0	17	0	1	922	616	399	1,955
2014 Total		0	114	3	45	12436	7713	5230	25541
% of Total		0.00	0.45	0.01	0.18	48.69	30.20	20.48	

Monthly Usage - Number of Calls

<u>State</u>	<u>Data Month</u>	<u>Inbound</u>	<u>Answered</u>	<u>Outbound</u>	<u>Complete</u>
Iowa TRS					
	Jan 14	6,699	6,389	2,732	2,338
	Feb 14	6,725	6,397	2,527	2,145
	Mar 14	7,140	6,820	2,450	2,122
	Apr 14	7,515	7,146	2,818	2,343
	May 14	7,331	7,026	2,760	2,258
	Jun 14	7,911	7,576	2,551	2,142
	Jul 14	7,290	6,912	2,269	1,938
	Aug 14	6,972	6,652	2,509	2,071
	Sep 14	7,033	6,728	2,297	2,040
	Oct 14	6,830	6,496	2,480	2,132
	Nov 14	6,164	5,861	2,386	2,057
	Dec 14	6,542	6,126	2,327	1,955
Grand Total		<u>84,152</u>	<u>80,129</u>	<u>30,106</u>	<u>25,541</u>
	Average per month	7,013	6,677	2,509	2,128

Performance Averages

<u>State</u>	<u>Data Month</u>	<u>BusyDay</u>	<u>BsyDy SessMin</u>	<u>AvgAnsSec</u>	<u>PctAnsIn10</u>
Iowa Captel					
	Jan 14	Jan 1, Wed	1,857.90	1.5	95
	Feb 14	Feb 5, Wed	1,857.09	1.2	97
	Mar 14	Mar 9, Sun	1,754.99	1.2	97
	Apr 14	Apr 14, Mon	1,944.05	1.2	96
	May 14	May 11, Sun	1,898.36	1.1	97
	Jun 14	Jun 2, Mon	1,701.75	1.2	96
	Jul 14	Jul 1, Tue	1,714.41	1.3	95
	Aug 14	Aug 18, Mon	1,569.31	1.4	95
	Sep 14	Sep 22, Mon	1,530.32	1.3	96
	Oct 14	Oct 22, Wed	1,595.95	0.9	98
	Nov 14	Nov 10, Mon	1,434.08	1.1	97
	Dec 14	Dec 30, Tue	1,499.93	1.2	96
2014	Max or Avg		<u><u>1,944.05</u></u>	<u><u>1.2</u></u>	<u><u>96</u></u>

Completed Outbound Calls by Jurisdiction

<u>State</u>	<u>DataMonth</u>	<u>Intrastate</u>	<u>Interstate</u>	<u>Int'l</u>	<u>Toll Free</u>	<u>900 Info</u>	<u>Total</u>
Iowa Captel							
	Jan 14	8,241	1,051	2	540	0	9,834
	Feb 14	7,478	938	5	458	0	8,879
	Mar 14	7,958	1,066	0	436	0	9,460
	Apr 14	8,585	1,120	6	550	0	10,261
	May 14	8,336	1,092	1	579	0	10,008
	Jun 14	7,902	1,018	0	522	0	9,442
	Jul 14	8,107	1,009	6	477	0	9,599
	Aug 14	7,696	995	9	608	0	9,308
	Sep 14	7,744	1,011	1	527	0	9,283
	Oct 14	8,270	958	8	624	0	9,860
	Nov 14	7,162	951	0	514	0	8,627
	Dec 14	7,079	971	1	517	0	8,568
2014 Total		94,556	12,182	39	6,352	0	113,129

Captel Complete Calls by Inbound Method

<u>State</u>	<u>Data Month</u>	<u>Captel</u>	<u>Voice</u>	<u>Total</u>
Iowa Captel				
	Jan 14	6817	3017	9834
	Feb 14	6132	2747	8879
	Mar 14	6456	3004	9460
	Apr 14	7041	3220	10261
	May 14	6719	3289	10008
	Jun 14	6329	3113	9442
	Jul 14	6488	3111	9599
	Aug 14	6382	2926	9308
	Sep 14	6174	3109	9283
	Oct 14	6524	3336	9860
	Nov 14	5750	2877	8627
	Dec 14	5827	2741	8568
2014	Total	<u>76639</u>	<u>36490</u>	<u>113129</u>
	% of Total	67.74	32.26	

Monthly Usage - Number of Calls

<u>State</u>	<u>Data Month</u>	<u>Inbound</u>	<u>Answered</u>	<u>Outbound</u>	<u>Complete</u>
Iowa Captel					
	Jan 14	12,500	12,318	11,471	9,834
	Feb 14	11,402	11,304	10,419	8,879
	Mar 14	12,203	12,055	11,122	9,460
	Apr 14	13,695	13,512	12,102	10,261
	May 14	12,775	12,635	11,665	10,008
	Jun 14	12,095	11,923	11,019	9,442
	Jul 14	12,480	12,213	11,290	9,599
	Aug 14	12,244	12,009	10,960	9,308
	Sep 14	12,134	11,967	10,946	9,283
	Oct 14	12,682	12,595	11,581	9,860
	Nov 14	11,039	10,903	10,049	8,627
	Dec 14	11,084	10,913	9,971	8,568
Grand Total		<u>146,333</u>	<u>144,347</u>	<u>132,595</u>	<u>113,129</u>
	Average per month	12,194	12,029	11,050	9,427

Traffic Projections

Agency	Service	Month		Total ConvMin	Intrastate ConvMin
IA	TRS	Jan 2014	Actual	10,669.02	8,155.47
IA	TRS	Feb 2014	Actual	9,041.66	6,858.22
IA	TRS	Mar 2014	Actual	9,297.81	7,420.62
IA	TRS	Apr 2014	Actual	9,836.19	7,568.42
IA	TRS	May 2014	Actual	9,286.15	7,098.99
IA	TRS	Jun 2014	Actual	9,334.63	6,922.24
IA	TRS	Jul 2014	Actual	9,034.54	7,083.07
IA	TRS	Aug 2014	Actual	8,618.31	6,125.90
IA	TRS	Sep 2014	Actual	8,805.14	6,540.37
IA	TRS	Oct 2014	Actual	8,567.06	6,632.19
IA	TRS	Nov 2014	Actual	8,325.95	6,253.29
IA	TRS	Dec 2014	Actual	8,520.44	6,545.94
Total Jan 2014 thru Dec 2014			Actual	109,336.90	83,204.72

Agency	Service	Month		Total ConvMin	Intrastate ConvMin
IA	TRS	Jan 2015	Estimate	8,535.22	6,524.38
IA	TRS	Feb 2015	Estimate	7,233.33	5,486.58
IA	TRS	Mar 2015	Estimate	7,438.25	5,936.50
IA	TRS	Apr 2015	Estimate	7,868.95	6,054.74
IA	TRS	May 2015	Estimate	7,428.92	5,679.19
IA	TRS	Jun 2015	Estimate	7,467.70	5,537.80
IA	TRS	Jul 2015	Estimate	7,227.63	5,666.45
IA	TRS	Aug 2015	Estimate	6,894.65	4,900.72
IA	TRS	Sep 2015	Estimate	7,044.11	5,232.30
IA	TRS	Oct 2015	Estimate	6,853.65	5,305.75
IA	TRS	Nov 2015	Estimate	6,660.76	5,002.63
IA	TRS	Dec 2015	Estimate	6,816.35	5,236.75
Total Jan 2015 thru Dec 2015			Estimate	87,469.52	66,563.77

Traffic Projections

Agency	Service	Month		Total ConvMin	Intrastate ConvMin
IA	CapTel	Jan 2014	Actual	39,518.60	31,550.77
IA	CapTel	Feb 2014	Actual	35,523.38	28,432.48
IA	CapTel	Mar 2014	Actual	37,852.48	29,865.14
IA	CapTel	Apr 2014	Actual	38,523.76	30,706.71
IA	CapTel	May 2014	Actual	35,938.21	28,080.94
IA	CapTel	Jun 2014	Actual	34,678.03	27,304.53
IA	CapTel	Jul 2014	Actual	34,669.95	28,070.72
IA	CapTel	Aug 2014	Actual	32,969.63	26,117.71
IA	CapTel	Sep 2014	Actual	32,376.30	25,864.68
IA	CapTel	Oct 2014	Actual	32,373.90	25,839.73
IA	CapTel	Nov 2014	Actual	31,847.19	25,816.64
IA	CapTel	Dec 2014	Actual	32,235.75	25,443.59
Total Jan 2014 thru Dec 2014			Actual	418,507.18	333,093.65

Agency	Service	Month		Total ConvMin	Intrastate ConvMin
IA	CapTel	Jan 2015	Estimate	35,566.74	28,395.70
IA	CapTel	Feb 2015	Estimate	31,971.04	25,589.23
IA	CapTel	Mar 2015	Estimate	34,067.23	26,878.63
IA	CapTel	Apr 2015	Estimate	34,671.38	27,636.04
IA	CapTel	May 2015	Estimate	32,344.39	25,272.84
IA	CapTel	Jun 2015	Estimate	31,210.23	24,574.07
IA	CapTel	Jul 2015	Estimate	31,202.96	25,263.65
IA	CapTel	Aug 2015	Estimate	29,672.67	23,505.94
IA	CapTel	Sep 2015	Estimate	29,138.67	23,278.21
IA	CapTel	Oct 2015	Estimate	29,136.51	23,255.76
IA	CapTel	Nov 2015	Estimate	28,662.47	23,234.98
IA	CapTel	Dec 2015	Estimate	29,012.18	22,899.23
Total Jan 2015 thru Dec 2015			Estimate	376,656.46	299,784.29