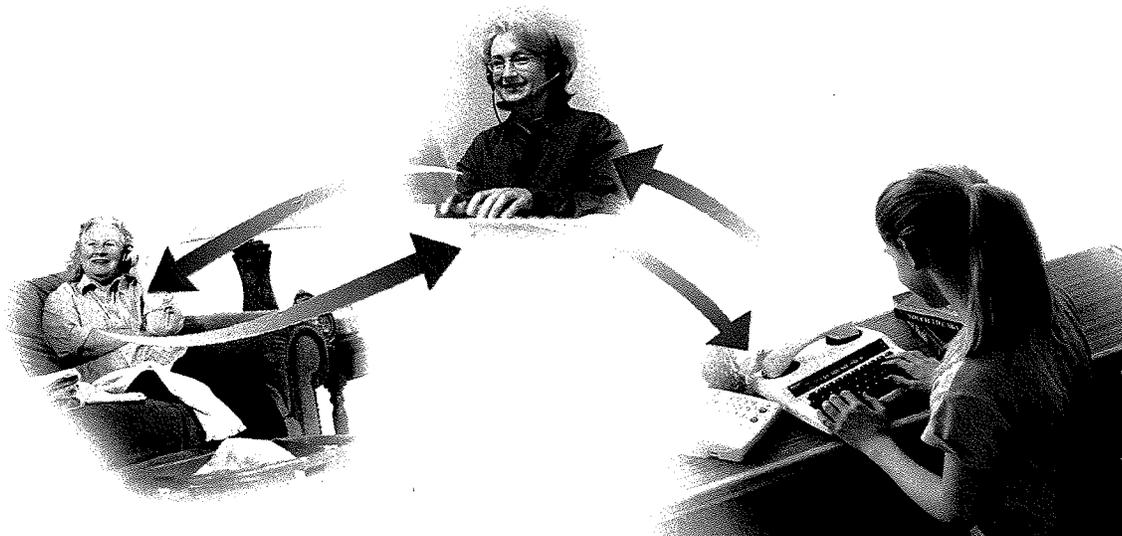


That's what I'm talking about

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HAMILTON
relay

Annual Report 2011



MassRelay
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Massachusetts Executive Summary

Happy New Year! Each year, we look ahead to all that we hope to accomplish in the upcoming months. It is also a great time to pause and give consideration to all that was accomplished in the past year. I hope that 2011 was a successful year for you and yours. For Hamilton Relay, the year was full of exciting milestones and new developments.

This year Hamilton Relay celebrated the 110th anniversary of our parent company, Hamilton Telecommunications, and we enjoyed the opportunity to celebrate in many of our states across the country. This year also marked the 20th anniversary of the Americans with Disabilities Act. This Act has certainly impacted all of our lives as it was the formal beginning of telecommunications relay services. There is no doubt that much has changed in those 20 years. This also holds true for the types of products and services Hamilton is delivering to our customers.

Hamilton Relay implemented new hardware and software throughout 2011 to ensure reliable and fast call processing. In addition, several new features and services were added for all relay users, including features specifically made available for individuals who are Deaf-Blind or have difficulty speaking.

Hamilton CapTel has seen great growth throughout 2011. As our population ages and hearing loss becomes more prevalent, the need for Hamilton CapTel expands daily. We are so excited to offer a whole host of products and services to meet the needs of consumers who have difficulty hearing over the phone – no matter where they are or what device or network they may be using for telephone calls. In 2011, Hamilton successfully launched the Hamilton CapTel App for iPhone, BlackBerry, Android, and Android tablets. In addition, Hamilton began offering captioning services from its Relay center locations in Aurora, Nebraska and Baton Rouge, Louisiana.

Hamilton Relay is proud to have made more than 14 million CapTel calls possible since its inception in 2003. As the leader in providing these services, we hope you are as excited as we are for the new developments coming in 2012.

We thank you for celebrating each of these important milestones with us. Much has been accomplished, and there is much for us yet to do. It is a pleasure to work with all of our customers and administrators and as always, we look forward to working with you to ensure each relay user experiences customer delight on each call in 2012.

Sincerely,
Dixie

Operations Summary

Policy and Procedure Modifications

Hamilton continues to customize its services in order to fit the individual needs of relay users. All aspects of call processing continue to be closely monitored and we work hard everyday to accommodate the needs of our customers. Throughout 2011, several operational and procedural changes were implemented which have resulted in smoother, faster call processing. Outlined below are changes that occurred in 2011.

- New procedures were created and implemented for processing calls between relay users who are both using different types of relay services even when that call type requires the use of two different CAs on a single call.
- Hamilton Relay updated IP Emergency 911 call procedures with changes pursuant to FCC guidelines.
- Hamilton continued to focus on Deaf culture training. All of Hamilton's relay service staff, including management, received 12 hours of training devoted solely to disability issues, including ASL "gloss" and grammar, Deaf culture, issues relating to people who are hard of hearing, late-deafened, deaf-blind, and people who have difficulty speaking. Curriculum also covered diversity issues, ethics and confidentiality.
- Hamilton continued to perform refresher training throughout the year with all CAs and Supervisory staff. CAs received an additional 10 hours of one-on-one procedural training in areas such as:
 - Voice to Captioned Telephone via 7-1-1
 - Typing, spelling, punctuation & contractions accuracy
 - Background noise
 - Explaining relay
 - Tone of voice
 - VCO calls
 - Collect calls
 - Keeping the user informed
 - Transferring calls to customer service
 - Conference calls
 - Following user's instructions

Hamilton's Policy and Procedures team continues to work closely with the Quality Assurance Team and Trainers to monitor the impact these changes may have and to ensure they produce a positive call experience for each relay user.

Quality Assurance and Independent Third Party Testing

To ensure that calls are processed quickly and efficiently, Hamilton continually conducts both blind and standardized tests of every CA. Hamilton utilizes a four stage monitoring program of all our CAs. Each CA is regularly evaluated through:

- Side-by-side monitoring
- Remote monitoring
- Independent, 3rd party monitoring by The Paisley Group Ltd. (PGL)
- State monitoring

Relay Supervisors meet with team members to discuss monitoring results, which fosters Supervisor/CA relationships. Relay Supervisors, Lead CAs and the Monitoring Supervisor may also do a “side by side” monitoring. During these sessions, the monitor is sitting in the workstation next to the CA during a live call. This option offers immediate coaching.

As demonstrated by independent, third party testing (PGL), Hamilton CAs are the most accurate in the industry in both typed and spoken accuracy testing. Statistically, (within the testing company’s margin of error¹) Hamilton’s CAs rank as the best in the industry. Additionally, Hamilton CAs perform at this high level while processing every call in a courteous and professional manner.

PGL compiles an annual National Relay Competitive Index which provides Relay Service companies with insight to track their performance against other providers.

According to the Spring 2011 Paisley Index:

- 93% of Hamilton's overall calls were scored at over 60 WPM AND over 85% accuracy. The highest percentage in the 2011 Index.
- Hamilton's percentage of calls with accuracy over 85% was statistically among the highest at 98.0% with a Margin of Error (MOE) of 2.3%.
- 90.7% of calls were at 60 plus WPM. With a 4.7% MOE this was within the MOE as one of the TOP providers in this area and significantly above the segment average of 81.3%.
- At 96.2% Hamilton's Typed accuracy was well within the MOE for the top providers in this area meaning that statistically there was no difference in typed accuracy.
- In overall passed calls, Hamilton scored 69.3%; statistically making Hamilton a top provider.
- At 99.9% Hamilton had the best percentage of spoken accuracy.

¹ “[Percentages] within the Margin of Error (MOE) of the top providers means that statistically **there is no difference.**” – PGL (Emphasis added)



- 74% of the test calls placed to Hamilton scored over 60 WPM and 95% accuracy; statistically making Hamilton a top provider.
- Hamilton had only 2% critical errors; statistically making Hamilton a top provider.

Typing and Answer Performance

In order to ensure that all typing requirements are being met, every CA in each of Hamilton's centers is required to take a standardized oral-to-text typing test every three months. Additionally, each center conducts 10 to 15 "blind" relay calls per month in which a live call is monitored and evaluated. 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 reviewing 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 1.5 with 94% of the calls answered in ten seconds or less.

STS Enhancements

Following are new Speech to Speech options that will become available for STS customers in 2012. Once implemented, each of these features can be established through a Customer Profile and can also be requested on a per call basis:

- STS Relay users can set-up their profile to include contact information by hours of availability and location. This allows a hearing user the ability to ask for the STS user by name and be automatically connected with them at their registered location based upon the hour of the day and day of the week.
- 411 – the ability to ask callers to call by name rather than by number
- CA confirmed preferences before dialing allowing a STS user to select which CA their call will be routed to. If the requested CA is unavailable, the call will be automatically routed to another STS CA.
- Standard message to leave on answering machines
- STS Training Line Coming in 2012
If this feature is desired by the State of Massachusetts, Hamilton Relay's STS User Training Line will become a resource for individuals, family, friends, medical professionals, businesses and organizations to familiarize themselves with the proper etiquette and standard procedures of using STS. Individuals who are residents of Massachusetts and/or intend to use the STS Service with a Massachusetts resident will be eligible to utilize the training line.

On the STS User Training Line, our representatives are prepared to:

- Describe how STS calls are placed and what happens on a typical STS call
- Explain call handling instructions including; dictated messages, privacy options, and "first thoughts" (information shared with the Communication Assistant before dialing)
- Explain strategies used to help clarify speech patterns
- Review and establish Customer Profile options
- Place practice calls

The STS User Training Line will be available 24/7 and can be reached by contacting the Customer Service Department.

- **Visually Assisted Speech to Speech Coming in 2012**
The purpose of VA-STS is to provide the STS CA with visual communication cues including lip reading, spelling in the air, facial expressions and other physical movements that may facilitate comprehension of what the STS user is saying.

VA-STS capability supports a STS user that is connected to the Relay Provider via a regular STS telephone audio call through the Public Switched Telephone Network (PSTN). The STS user will need to have a telephone connection, as well as compatible video equipment, and an internet connection with enough band width to enable a clear video connection between the STS CA and the STS user.

The STS user is able to indicate automatic requests for a video connection via their STS Customer Profile. If a STS customer has a completed Customer Profile form associated with their telephone number, the CA will receive this information when connected to the STS user during the initial telephone call.

A STS user who has the required equipment will first call Hamilton Relay using their telephone and will then connect with a STS CA via the Toll Free STS access number. Once this connection has been established, the STS CA will place a secondary call, either by using the STS user's IP address or assigned 10 digit number, connecting the CAs video equipment with the STS user's video equipment using a high speed internet connection. This will allow the STS CA to not only hear the STS user's voice, but to watch facial expressions and mannerisms that may help them to understand the STS user in a clearer manner. A STS user will not be able to initiate an inbound call via video. The CA then places the outbound relay call via the relay workstation.

All standard STS call procedures will remain the same for VA-STS calls. Hamilton will implement this service in Massachusetts in 2012 if so desired by the State.

Technology and Workstation Upgrades

In an effort to keep abreast of the latest technology, Hamilton has made numerous changes to our relay platform.

- Switching
 - Upgraded our switching servers (host) to new hardware that is more than **50 times faster** than the servers that were replaced.
 - Evolved switching operating system from 32 bit UNIX to 64 bit Linux for more robust hardware support. The new Linux environment also provides improved debugging tools, which increases the speed of troubleshooting and correcting errors.
 - Tested and deployed new switching control code which:
 - Allows additional ad hoc reporting capabilities for comprehensive traffic analysis.
 - Enhanced failover and recovery. The new system allows the secondary host to take over much faster, increasing Hamilton's capability of avoiding service interruptions for our clients.
- Database
 - Replaced database servers with new hardware that is more than **50 times faster** than the servers that were replaced.
 - Replaced legacy profile database servers with SQL servers for improved redundancy and database management.
- Workstation
 - Completed a multi-year upgrade of all production workstations to newer, standardized hardware.
 - Upgraded workstation operating systems from 16 bit to 32 bit which provides a higher level of stability.
 - Rolled out several new workstation versions to support a variety of new features.

In 2012, Hamilton has plans for exciting new features such as:

- Enhanced turbo code
- Upgraded workstation application
 - New processes to reduce misdials
 - Customer service numbers accessed in the system
 - An automated search feature for selecting Long Distance Carriers
 - Observation sheets conducted on the system
 - Faster and easier access to profile data.



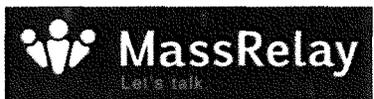
Our new third generation workstations make use of the latest networking and technology available. They include less hardware, larger monitors and enhanced features as well as more on-screen prompts and an automated process which provides faster, more accurate call processing with less set-up and wrap times as well as more choices for our relay users.

These technology upgrades allow us to service our customers faster, with even less chance of interruption and new features.

Captioned Telephone Summary

Hamilton received feedback from state administrators on several areas of the Captioned Telephone service. We worked diligently throughout the past year to satisfy your concerns and to bring more choices to our states.

- **24 Hour Customer Service**
CTI customer Service is now available 24 hours a day to ensure that consumers have customer care at all times. On those Holidays that CTI Customer Service is closed, CapTel Customer Service calls will be routed to Hamilton Customer Service for processing.
- **Enhanced Winter Preparedness Plan**
Hamilton worked with CTI to develop a Winter Preparedness Plan to ensure the ability of staff to arrive to work during inclement weather. The plan includes providing rides to staff when public transportation is unavailable, incentives to work extra hours and sleeping arrangements at the center.
- **N11 Dialing Access**
On January 1, 2011, we made three - digit dialing available to CapTel users in all Hamilton states. A CapTel user dials the N11 code on their CapTel phone. Based on the CapTel user's incoming ANI, the CapTel platform automatically matches the ANI to the correct N11 10-digit telephone number and places the call for the CapTel user. In order to accomplish this task, Hamilton obtained the information to map NPA-NXX information to the correct N11 service center and worked with CTI to integrate it to the CapTel platform.
- **Spanish Customer Service**
With Hamilton's most recent software upgrade to the 800 and 800i telephones, if the telephone is set to Spanish and the user presses the customer service button, the call will automatically route to the Spanish customer service.



- **Spanish Menu Options**
Setting the phone to “Spanish” will automatically set the phone menu to Spanish as well. This feature is currently being tested and will soon be available on the 800 models.
- **\$99 Phones available for Equipment Programs**
On January 10, 2011, Hamilton announced arrangements with WCI to offer CapTel phones for \$99 to state equipment programs with no change in the current per-minute CapTel rate. This special pricing became effective immediately for both 800i and 800 phones. We are excited that this lower price point will allow for more extensive outreach and equipment distribution.
- **Five Year Limited Warranty**
The \$99 price of a CapTel phone includes a five year limited warranty. If a customer calls with a problem that requires repair, Ultratec will send a like-new replacement CapTel phone to the customer at no additional cost. The customer can then send the original CapTel phone to Ultratec in the postage paid box to be repaired and re-issued as part of the replacement program.
- **Workstations in Hamilton Centers**
Hamilton added CapTel seats and workstations to its own call centers for processing on April 18, 2011. Integrating the latest in telecommunications technology, we will now be offering greater diversity and redundancy in our call handling - two key components to ensuring a positive call experience for every user. Hamilton began processing CapTel calls from its Nebraska center and recently added CapTel seats to its Louisiana call center.
- **Amplification Rules by State**
Several state administrators shared with us their desire to have a choice in the default amplification settings on CapTel devices. Hamilton worked with CTI to make platform changes that allow a state program to configure the units purchased by the equipment program to have 40 decibel minimum turned on or off based on a state’s needs. This program was implemented for all of Hamilton’s states in 2011.
- **Intercept Message**
Hamilton worked with CTI to implement an intercept message (other than “waiting for captions”) during situations that result in long hold times. The new intercept message says, “Please stay on the line. Your captions will be available shortly.”



- **Equal Access**
Over the past year, Hamilton worked with CTI to implement a true equal access program for traditional Captioned Telephone customers. Below is an outline of the program that Hamilton and CTI launched on December 6, 2011.
 - **Phase I 12/6/2011 – 3/31/2012**
In Phase I, CTI selected the carriers who are currently participating in your state's TRS carrier of choice program, but are not currently on CTI's "billable" list and made them billable. As new CapTel customers are added and select an available carrier, their long distance calls will now be billed to their carrier of choice.

In Phase I only new CapTel customers are added to the "billable" carrier of choice database. The goal of this phased in approach is to introduce new carriers gradually in an effort to minimize impact on Captioned Telephone consumers.
 - **Phase II: 4/1/2012 (projected start date)**
Once Phase I has been completed; the goal for Phase II is to add additional carriers. Based on the success of Phase I (i.e. how many billing problems, customer service issues, etc.), all remaining carriers may be added in one step, or if deemed necessary, an interim step with less carriers may be appropriate.
 - **Final Phase:**
The goal of this phase is to add the legacy Captioned Telephone customers that are currently branded as "do not bill" and move them into a billable state. Based on the large number of customers, this Phase may need to be separated into smaller phases.
 - **CapTel Quality Assurance Program**
In addition to our internal testing, Hamilton also utilizes the services of the Paisley Group to perform quality assurance testing on our Captioned Telephone services. This formalized testing program ensures Captioned Telephone users will receive the highest quality service in terms of:
 - Raw Accuracy
 - Corrected Accuracy
 - Average Transcription Rate
 - Average Delay

Hamilton is committed to providing fast AND accurate relayed communications, which results in the most functionally equivalent calls in the industry, an equivalence that large providers just can't keep up with.

- **CapTel Technology**

It is also important to ensure that equipment and technology is tested and upgraded frequently. Hamilton and CTI communicate frequently and review plans to ensure redundancy, including:

- Replaced servers with ones that have lower power requirements
 - Going green
 - Allows for longer power if back-up power is needed
- New servers allow for more robust monitoring to see any signs of trouble before it would affect call processing
- All servers and core switching gear are on a sonet fiber ring at each location
 - 3 diverse fiber networks

- **Mobile CapTel**

Hamilton has introduced Mobile CapTel to be compatible with the iPhone, Android and Blackberry browsers and apps. Hamilton recently updated the Android application to be compatible on Tablets using the Android mobile technology platform.



Customer Service Summary

Every call that comes into MassRelay 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 1,264 inquiries to Customer Service from January 1, 2011 through December 31, 2011. The majority of the calls were in regards to updating or changing customer profiles. A complete list of Customer Service Activity by topic follows:

| | |
|--|-----|
| <i>Captel—Availability</i> | 1 |
| <i>Captel—Complaints</i> | 1 |
| <i>Captel—Equipment</i> | 1 |
| <i>Compliment—OPR Praise</i> | 12 |
| <i>Customer Profile—Clarification</i> | 5 |
| <i>Customer Profile—Miscellaneous</i> | 1 |
| <i>Customer Profile—Set Up</i> | 20 |
| <i>Customer Profile—Update/Change</i> | 77 |
| <i>Equipment—Miscellaneous</i> | 2 |
| <i>Equipment—Placing Order for New Equipment</i> | 1 |
| <i>Equipment—Request Info on Equipment Resources</i> | 45 |
| <i>Equipment—Test Customer Equipment or Devices</i> | 16 |
| <i>Equipment—Technical Issue with Customer Equipment</i> | 6 |
| <i>External Complaints—Miscellaneous</i> | 10 |
| <i>General Information—Access Related</i> | 12 |
| <i>General Information—Explanation of Relay/Phone Numbers</i> | 34 |
| <i>General Information—How to Place/Receive Relay Call</i> | 19 |
| <i>General Information—Interpreter Requested</i> | 10 |
| <i>General Information—Miscellaneous</i> | 25 |
| <i>General Information—Policy/Procedure</i> | 1 |
| <i>General Information—Relay Information/Brochure/Materials</i> | 11 |
| <i>General Information—Request Other States Relay Number</i> | 4 |
| <i>General Information—STS/Information</i> | 3 |
| <i>General Information—Wrong Number/Hang Up</i> | 821 |
| <i>Long Distance/Billing Issues—Long Distance/Billing Issues</i> | 5 |
| <i>Outreach Requests—Presentation</i> | 1 |
| <i>Service Complaints—Customer Dislikes Policy/Procedure</i> | 10 |
| <i>Service Complaints—Didn't Follow Instructions</i> | 9 |
| <i>Service Complaints—Didn't Follow Policy/Procedure</i> | 5 |



| | |
|--|-------------|
| <i>Service Complaints—Didn't Follow Voice Mail/Recording</i> | 3 |
| <i>Service Complaints—Fraudulent/Harassment Call</i> | 14 |
| <i>Service Complaints—Improper Use of Customer Data</i> | 1 |
| <i>Service Complaints—Miscellaneous</i> | 32 |
| <i>Service Complaints—OPR Accuracy/Spelling/Verbatim</i> | 2 |
| <i>Service Complaints—OPR Did not Keep User Informed</i> | 2 |
| <i>Service Complaints—OPR Hung up on Caller</i> | 1 |
| <i>Service Complaints—OPR Rude</i> | 2 |
| <i>Service Complaints—OPR Typing Speed</i> | 1 |
| <i>Service Complaints—Poor Vocal Clarity/Enunciation</i> | 5 |
| <i>Service Complaints—Ringing/No Answer</i> | 6 |
| <i>Service Complaints—Spanish to Spanish Call Handling</i> | 1 |
| <i>Service Complaints—Speech to Speech Call Handling</i> | 13 |
| <i>Technical Complaints—711 Problems</i> | 2 |
| <i>Technical Complaints—ASCII/Baudot Breakdown</i> | 1 |
| <i>Technical Complaints—Carrier Choice not Available/Other</i> | 3 |
| <i>Technical Complaints—Garbling</i> | 3 |
| <i>Technical Complaints—Line Disconnected</i> | 1 |
| <i>Technical Complaints—Miscellaneous</i> | 3 |
| <i>Technical Issues—711 Issues</i> | 1 |
| <i>Technical Issues—Miscellaneous</i> | 2 |
| Total Number of Calls | 1264 |



Outreach Activity for 2011

Massachusetts Outreach Activities January 2011 through December 2011

| Date: | Activity | # people |
|--------|--|----------|
| 7-Jan | Golden Age Center - Charlestown | 22 |
| 9-Jan | ALDA meeting - Mansfield, met with 5 people after meeting | |
| 20-Jan | Hear Boston - Boston | 8 |
| 24-Jan | 1:1 visit - Medfield, (CapTel info and Mass EDP) | |
| 26-Jan | South Boston Public Library Event- postponed due to weather 1:1 visit Framingham Senior Center - Framingham, (CapTel info and Mass EDP) | |
| 27-Jan | | |
| 28-Jan | ABCD Foster Grandparents Program - Quincy (rescheduled in Feb) | |
| 3-Feb | Meeting with South Shore Elder Services - Quincy | |
| 9-Feb | Presentation- Keystone Assisted Living - Springfield | 12 |
| 16-Feb | Presentation- South Boston Neighborhood House- South Boston | 22 |
| 17-Feb | Presentation- North End Senior - Fall River | 40 |
| 22-Feb | Mayflower Senior Center - Springfield -postponed by organization | |
| 23-Feb | Easter Seals - Boston, with Mass EDP | 7 |
| 24-Feb | Adult Day Health Mt. Sinai Hospital - Stoughton | 12 |
| 25-Feb | ABCD Grandparents program-Quincy - postponed by organization | |
| 9-Mar | State House Deaf-Blind Awareness Day - Boston | |
| 5-Mar | Beverly Chamber of Commerce Health and Wellness Fair exhibit - Peabody | 500+ |
| 15-Mar | St Joseph's Manor Adult Day Health Program presentation - Stoughton | 40 |
| 19-Mar | Berkshire Disability Pride Day exhibit - Lanesborough | 200+ |
| 22-Mar | Flint Portuguese Senior Center presentation - Fall River | 20 |
| 23-Mar | Field Visit Brockton VA Medical Center - Brockton | |
| 23-Mar | South Main Street Senior Center presentation - Fall River | 13 |
| 24-Mar | Parkinson's Support Group Forum - Holyoke | |
| 25-Mar | Andover Senior Center presentation - Andover | 11 |
| 26-Mar | Cape Cod HLAA presentation - Dennis Port | 15 |
| 29-Mar | Ad-Lib Independent Living Center presentation - Pittsfield | 8 |
| 30-Mar | Niagara Senior Center presentation - Fall River | 45 |
| 31-Mar | Museum of Science RFB training presentation | 25 |
| 1-Apr | Northeastern ASL Festival w/Mass EDP exhibit - Boston | 300 |
| 2-Apr | Parkinson Support Group presentation - Hadley | 6 |



| | | |
|----------|--|------|
| 7-Apr | Meeting with South Shore Elder Services Support Group - Quincy | |
| 9-Apr | DEAF Inc Health Fair exhibit - Boston | 200 |
| 11-Apr | Parkinson's Support Group presentation- Martha's Vineyard | 9 |
| 11-Apr | MV Community Services presentation- Martha's Vineyard | 7 |
| 16-Apr | Parkinson's support group w/ Mass EDP- Newton | 9 |
| 18-Apr | Arbor Assisted Living presentation- Amherst | 10 |
| 19-Apr | Worcester Senior Center Field Visit- Worcester | |
| 20-Apr | Wakefield Senior Center presentation- Wakefield | 3 |
| 20-Apr | HAAA of Greater Boston presentation- Everett | 11 |
| 27-Apr | Easter Seals presentation- New Bedford | 3 |
| 27-Apr | Cape Cod and Islands Elder Services Field Visit- Pocasset | |
| 29-Apr | ABCD Grandparent program - Quincy | 11 |
| 6-May | Field Visit, Veteran's Hospital-Chelsea | |
| 10-May | Exhibit, South Shore Elder Services Conference-Randolph | 100 |
| 11-May | Mobile Captioning Follow-up Meeting | |
| 13-May | North Shore Independent Living Center- Salem | 6 |
| 16-May | NE Sinai Parkinson's Group-Stoughton | 13 |
| 17-May | Council on Aging-Mashpee | 3 |
| 18-May | Caregiver's Support Group- Scituate | 6 |
| 18-May | Field Visit Duxbury Senior Center- Duxbury | |
| 19-May | Better Hearing and Speech Month Award-Boston | |
| 24-May | Exhibit, American Health Resources-Brockton | 600 |
| 25-May | AAA of Pioneer Valley Call Center-West Springfield | 21 |
| 2-Jun | Field Visit South Shore Speech-Bridgewater | |
| 5-Jun | New England Bionic Ear Meeting, North Andover Exhibit | 18 |
| 6-Jun | Presentation Springfield Parkinson's Group-Springfield | 15 |
| 7-Jun | Field Visit Barnstable Senior Center-Hyannis | |
| 7-Jun | Presentation, Nantucket Cottage Hospital-Nantucket | 12 |
| 15-Jun | Braintree Rehab Hospital Aphasia Group- Braintree | 20 |
| 21-Jun | Easter Seals-Worcester | 4 |
| 22-Jun | Field Visit Old Colony Senior Task Force-Boston | |
| 24-Jun | Field Visit, Harper Senior Center - Williamstown | |
| 24-Jun | Field Visit, Sister's Providence Retirement Home-Holyoke | |
| 24-Jun | Parkinson's Support Group - Williamstown | 10 |
| 30-Jun | Veterans Affairs Outpatient Clinic - Boston | |
| 7-Jul | Field Visit, Burlington COA - Burlington | |
| 8-10-Jul | 8th Biennial Cochlear Implant Convention w/EDP- Sturbridge, | 600+ |



| | | |
|--------|--|------|
| 11-Jul | Field Visit, South Boston Neighborhood Senior Center - South Boston | |
| 11-Jul | Action for Boston Community Development Staff Training- Boston (rescheduled) | |
| 13-Jul | One on One, CapTel Customer- Quincy | |
| 15-Jul | Presentation, Quincy Career Center- Quincy | 6 |
| 19-Jul | Presentation, Northfield Senior- Northfield | 16 |
| 20-Jul | Presentation, NE Sinai Adult Day Health Program- Stoughton | 20 |
| 20-Jul | Field Visit- Stoughton Council on Aging- Stoughton | |
| 3-Aug | Meeting with Acoustic Neuropathy Association Support Group Facilitator | |
| 4-Aug | One on One Visit, Framingham Learning Center - Framingham | |
| 4-Aug | Field Visit- Carmel Terrace Assisted Living - Framingham | |
| 16-Aug | Presentation- Abington COA w/EDP - Abington | 15 |
| 19-Aug | Presentation- Advanced Audiology - Mashpee | 4 |
| 19-Aug | Field Visit- Community Care Adult Day Health Car - Mashpee | |
| 22-Aug | ABCD Senior Services staff meeting - Boston | 8 |
| 23-Aug | Mayflower Senior Center - Springfield | 5 |
| 23-Aug | Field Visit- Stavros Independent Living - Springfield | |
| 26-Aug | One on One with CapTel Customer - Quincy | |
| 31-Aug | UMass Boston Ross Disability Student Services - Boston | |
| 8-Sep | Presentation- Marblehead COA - Marblehead | 4 |
| 10-Sep | Exhibit- Pepperell Town Safety Day - Pepperell | 200+ |
| 13-Sep | Presentation- Adams COA - Adams | 12 |
| 13-Sep | Field Visit- Catholic Charities - Worcester | |
| 16-Sep | Presentation- Acton COA - Acton | 18 |
| 21-Sep | Meeting- ANR Support Group - rescheduled to November | |
| 22-Sep | Exhibit- Senior Networking Expo- Randolph | 150 |
| 23-Sep | Exhibit- Assistive Technology Expo - Boston | 1500 |
| 27-Sep | Presentation- Pine Point COA - Springfield | 18 |
| 28-Sep | Exhibit- Maynard 911 Facility Open House with EDP | |
| 3-Oct | Presentation, Provincetown COA (Rescheduled) | |
| 4-Oct | Topsfield Fair, Exhibit - Topsfield | 25 |
| 5-Oct | 25th Anniversary Event, Exhibit - Boston | 60 |
| 6-Oct | MCOA Conference w/EDP, Exhibit - Sturbridge | 150+ |
| 12-Oct | Barnstable Senior Center - Barnstable (postponed) | |
| 13-Oct | Brigham House Assisted Living, Presentation - Watertown | 13 |
| 16-Oct | Walk for Hearing - Boston | 100+ |
| 18-Oct | Brockton COA, Presentation - Brockton | 3 |



| | | |
|-----------|--|------|
| 19-Oct | Community Resource Day, Exhibit - Quincy | 25 |
| Oct 20-21 | Clarke Mainstream w/EDP, Exhibit - Springfield | 100+ |
| 25-Oct | Williamstown COA w/EDP Presentation - Williamstown | 14 |
| 25-Oct | Mass College of Liberal Arts, Field Visit - North Adams | |
| 27-Oct | Mass ALFA w/EDP, Exhibit - Worcester | 100+ |
| 29-Oct | ALDA meeting DAW Award presentation - Lexington | 14 |
| 1-Nov | Presentation- Belmont COA - Belmont | 13 |
| 3-Nov | Field Visit- Bunker Hill Community College Disability Center - Charlestown | |
| 4-Nov | Exhibit-MA State Association for the Deaf Conference - Framingham | 100 |
| 15-Nov | Exhibit- Transition Night Braintree High School - Braintree | 15 |
| 16-Nov | Presentation- Lynn COA - Lynn | 4 |
| 17-Nov | Exhibit- COA Acton Health Fair - Acton, | 20 |
| 22-Nov | Presentation- ANA Support Group - Boston | 12 |
| 30-Nov | Field Visit- Weston Community Center - Weston | |
| 30-Nov | Presentation- Holyoke Soldier's Home w/ EDP | 8 |
| 5-Dec | Field Visit- North Shore Community College Disability Center - Lynn | |
| 5-Dec | Field Visit- Revere Council on Aging - Revere | |
| 6-Dec | Field Visit- Massasoit Community College Disability Center - Canton | |
| 6-Dec | Field Visit- Canton Council on Aging - Canton | |
| 9-Dec | Field Visit- Kit Clarke Senior Services - Dorchester | |
| 13-Dec | Presentation- Norfolk County Commissioner's Office - Dedham | 15 |
| 15-Dec | Field Visit- Don Orione Manor Home for Elders - East Boston | |
| 22-Dec | Field Visit- Fuente del Vida Adult Day Health Center - Hyde Park | |
| 28-Dec | Presentation- Worchester Elder Services w/EDP - Worchester | 50 |
| 28-Dec | Field Visit- Worchester Family Medical Center - Worchester | |

2011 Outreach Report

MassRelay had a busy and active year throughout 2011. Moira Hennessey, MassRelay Community Relations Manager, worked closely with John Fechter, National outreach manager to establish outreach goals for the year. The primary focus for outreach efforts in 2011 was to reach individuals and communities of individuals who are deaf, hard of hearing, deaf-blind and/or have difficulty speaking.

In order to achieve her outreach goals, Moira targeted her outreach efforts toward promoting the Relay Friendly Business (RFB) program with organizations, government agencies, speech therapy facilities and hearing aid providers. Through RFB, Moira had the opportunity to work



with organizations interested in learning more about TRS and Captioned Telephone services and to train business individuals on the importance of relay calls to their business and to the individuals using relay. Throughout her business presentations, many organizations and businesses requested that materials be left with them to be distributed to interested individuals at the conclusion of the outreach event. Moira worked closely with the Massachusetts Equipment Distribution Program (MassEDP) in her outreach activities to give individuals access to as much information and resources as possible.

Throughout the year, Moira focused her outreach efforts on TRS services including STS, Hearing Carry Over (HCO), Voice Carry Over (VCO) and Captioned Telephone services. In all of her outreach presentations, field visits, activities and the Captioned Telephone Demo program, Moira shared information on resources that are available for individuals who are deaf, deaf-blind, hard of hearing or have difficulty speaking through TRS and Captioned Telephone services. She focused on achieving her outreach goals by also targeting medical fields, support groups, rehab facilities and Councils on Aging.

To promote TRS and Captioned Telephone services and products as well as the Relay Friendly Business program Moira was able to market MassRelay through presentations, networking conferences, field visits and exhibitions. Moira held multiple presentations throughout the year and presented at the Museum of Science, Easter Seals, Martha's Vineyard Community Resources as well as the Commissioner's Office and AAA of Southern New England Exhibition. She also held presentations or exhibits at city libraries, the Department of Veterans Affairs, and Advanced Audiology in Cape Cod. Moira worked throughout the year to partner with MassEDP, state administrators and other state agencies in order to most effectively educate individuals on the resources available through them through MassRelay and other programs.

Moira also continued the Captioned Telephone Demo program throughout the year in which she worked with senior centers, assisted living and independent living facilities in order to place a captioned telephone in their facilities for a period of time. This program allowed individuals living in or visiting the facilities the opportunity to try out a captioned telephone before purchasing it to become comfortable with using the device. The goal for this program is that once comfortable with the phone, those who had tested it would be interested in purchasing it and utilizing the captioned telephone service.

Hamilton Relay again recognized outstanding leaders within the state of Massachusetts with its annual scholarship and leadership awards. The MassRelay outreach coordinator presented the following individuals with their respective awards for outstanding leadership in their communities: Kara Mongell was presented with the Hamilton Relay High School Scholarship award; James Battat, former Head of *Hear Boston*, was presented with the 2011 Hamilton Relay Better Hearing and Speech Month Recognition Award; and Linda Sakin was presented with the 2011 Hamilton Relay Deaf Community Leader Award.



Throughout 2011, Moira's outreach efforts allowed for her to make new connections and created additional outreach opportunities through these connections. Moira had an exciting year promoting TRS and Captioned Telephone services and products where she was able to meet new individuals from various organizations and see the enormous impact that relay has on improving the lives of so many individuals. She completed more than 128 outreach activities throughout 2011 in which she was able to reach more than 5,324 individuals in the state of Massachusetts with information on MassRelay services. Among many others, some of the key highlights for the year included: attending the Deaf-Blind Awareness day at the State House, the Assisted Technology Fair, Parkinson's Group presentations, the Walk for Hearing, and the Clarke Mainstream Conference.

Moira's marketing efforts included advertising with public broadcast stations, through newsletters, senior papers and through the use of social media and Facebook.

2012 Outreach Plan

Moira has worked with the National outreach coordinator and state administrators to set goals for 2012. Throughout the upcoming year Moira will continue to expand Outreach efforts throughout the State of Massachusetts by promoting TRS and Captioned Telephone. Moira will identify new target groups and locations for presentation opportunities and will hold home and office visits with relay users and potential users. She will continue to host tradeshow exhibits, disseminate literature, continue education through the Relay Friendly Business program and will hold field visits. Moira will also continue to partner with MassEDP and the Captioned Telephone Demo Placement program to give individuals access to as many resources as possible throughout 2012.

Moira will be focusing her outreach efforts on reaching individuals through Councils on Aging, Disability Resource Centers and Veterans Organizations. She will also be quarterly mapping each of her goals as well as tracking the progress she is making in communities within the state.

Moira plans to continue promoting the Relay Friendly Business program this next year by targeting the following organizations:

- Banks
- Call Centers
- Medical Centers

Finally, Moira will continue to promote TRS, Speech-to-Speech, Voice Carry Over, and Hearing Carry Over by conducting presentations, field visits, exhibitions and networking conferences



with existing organizations and businesses that she has built relationships with and will address new opportunities that present themselves.

Hamilton Relay looks forward to another busy and productive year in 2012 working with the administrators, the state and individuals in Massachusetts.

Highest Traffic Volume Day

The highest volume of traffic in the contract year was handled on January 24th with 5,346 minutes recorded.

Statistical Reports

The following statistical reports for MassRelay 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.