

## Vericom to provide digital signage for SHSMD and NACHRI 2010 Annual Conferences

**Atlanta, GA (September 1, 2010)** – For the third year, [Vericom Corporation](#) will be sponsoring the digital signage for the **American Hospital Association’s** Society for Healthcare Strategy & Market Development (SHSMD) Annual Conference in Chicago, IL, September 12-15. Vericom is also the proud digital signage sponsor for the 2010 Annual Leadership Conference for the National Association of Children’s Hospitals and Related Institutions (NACHRI), October 17-20 in Minneapolis, MN.

“We are so glad to have Vericom sponsor our digital signage for the third year,” says Lauren Barnett, executive director, SHSMD. “Vericom’s graphic-rich messages engage and inform our attendees as well as help us deliver our healthcare agenda, support sponsors, and promote our guest speakers.”

Vericom will also have a booth presence at both shows, exhibiting their turnkey healthcare communications solutions [ChannelCare™ digital signage](#) and [SoundCare® on-hold messaging](#).

Vericom’s ChannelCare digital signage is a web-based, user-friendly system designed to help hospitals and healthcare organizations communicate critical information to employees, physicians, and consumers. “ChannelCare has been designed to prevent the inevitable problems of managing a digital signage network in a healthcare environment. Our software includes a large library of HD health-related content, role-based security, and departmental collaboration tools to address the specific concerns of our healthcare enterprise clients,” says Robert Loeb, president and CEO, Vericom.

“We’re excited to be partnering with Vericom to deliver digital signage communication to our attendees during the 2010 NACHRI Annual Leadership Conference,” said Elizabeth Weaver Engel, CAE, director of Marketing and Sponsorship. “The unique and eye-catching content Vericom has helped us create will aid us in our mission of supporting our children’s hospitals and advancing children’s healthcare.”

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*[SHSMD](#) is the premier organization for healthcare planners, marketers, and communications and public relations professionals. SHSMD serves 4,000 plus members and is the largest organization in the nation devoted to serving the needs of healthcare strategy professionals. Visit [shsmid.org](#) or call 312.422.3888.*

*[NACHRI](#) is a not-for-profit organization of children’s hospitals and healthcare organizations. With 218 members, NACHRI strives to ensure that all children have access to health care, and that children’s hospitals continue to be able to provide services needed by children. Visit [www.childrenshospitals.net](#) or call 703-684-1355.*

*[Vericom Corporation](#) has 22 years experience serving healthcare providers with custom communications solutions, SoundCare on-hold messaging and ChannelCare digital signage. Vericom has over 500 clients in 1200 healthcare facilities nationwide. Visit [www.vericom.net](#) or call 800-800-1090.*