

Vericom Radio Solutions

Radio Brought to You by Health Communications Experts

Powerful. On target. High impact. Far reaching. Moving... These are just a few of the ways clients describe the effect Vericom Radio has in helping them meet their healthcare marketing goals.

Radio is often an important component of an integrated healthcare marketing strategy. So why would you trust the creation and production of your radio campaigns to the same people who produce car dealership spots? Your chances of success are far greater in the hands of those who know healthcare.

Vericom is healthcare's most trusted audio communications source. Hundreds of hospitals, managed care organizations, and physician practices rely on Vericom to communicate critical information to the communities they serve. We know healthcare, because it is the only market we serve. Over 15 years of experience has taught us what works and what doesn't in healthcare communications.

At Vericom, we understand the needs of healthcare marketers, and we know what it takes to meet the demands of today's consumer-driven marketplace. We can create, produce, and deliver what you want in radio -- today!

We research important details about your facility, patients, staff, and the level of care you provide. Our experience in producing communications programs for hundreds of healthcare organizations every month makes us experts at uncovering and presenting information that is important to your community.

"Vericom brought forth patient emotion and expression, enabling them to deliver a very powerful radio campaign for Kelsey-Seybold..."

James C. Hoyle, MD
Medical Director for Clinical Operations
Kelsey-Seybold Clinic

Vericom will:

- Integrate radio with your other marketing media to ensure message and style consistency.
- Interview your CEO, doctors, nurses, patients, etc., to develop powerful messages that command attention.
- Deliver your message in your unique tone and style.
- Deliver integrated programs for radio, on hold messaging, web audio, and other audio media.

Messages That Demand Attention

Transcending the traditional boundaries of healthcare marketing, Vericom Radio delivers what your audiences want to hear – real people sharing their experiences about your services.

Imagine the power of a real patient speaking about the excellent care she received before and after surgery. Consider a nurse telling consumers and other nurses why she loves working at your hospital. Think about the impact of your CEO conveying to your community the value of an award your facility recently received.

"We ran Vericom Radio and SoundCare at the same time and had GREAT results in new pediatric visits -- really record setting!"

James C. Hoyle, MD
Medical Director for Clinical Operations
Kelsey-Seybold Clinic

This style has the added benefit of inspiring a greater call-to-action that is so critical to your success in attracting new patients, encouraging existing patients to use other services, recruiting and retaining staff, and more.

Integrating Radio With On-Hold Communications Provides for a High Impact Campaign

Kelsey-Seybold Clinic, the largest and most renowned private multi-specialty group in Houston, Texas, recently used Vericom Radio in conjunction with Vericom's SoundCare® on hold messaging solution to ensure message consistency across two powerful marketing mediums.

Vericom was able to capture real life experiences regarding the quality and extent of care at Kelsey-Seybold. The radio campaign was aimed at building brand awareness, establishing desired positioning, and fueling Kelsey-Seybold's continued growth.

"By eliciting real patient experiences, Vericom captured the heart and soul of what we do here at Kelsey-Seybold – provide exceptional care that spans generations. Vericom brought forth patient emotion and expression, enabling them to deliver a very powerful radio campaign for Kelsey-Seybold," says James C. Hoyle, MD, Medical Director for Clinical Operations, Kelsey-Seybold Clinic.

Vericom worked closely with Kelsey-Seybold to ensure that their radio program goals were met. The programs were designed to create awareness of services for the parents of newborns to late teens, and generate new interest in their executive health program (for men 40-60 years of age).

"The radio Vericom produced for us was 'right on,' and when combined with SoundCare, set the tone for our business. It's a way for us to tell our story by letting people know who we really are," adds Dr. Hoyle.

Significant Value at a Lower Cost

Vericom offers greater value than traditional agency radio, and often at a significantly lower cost. In addition, Vericom provides more support than an advertising agency can possibly match. We understand your philosophy of care and customer service, as well as the nuances of healthcare communications, better than anyone.

At Vericom, our customer support philosophy extends beyond complete customer satisfaction. Every day, we strive to provide additional value that our clients have not yet considered. Let us show you why over 1,000 healthcare sites nationwide turn to Vericom for their essential communications needs.

For a FREE Radio demo and more information, call us today at 800-800-1090, or visit our web site at www.soundcare.com.

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