

SOUNDCARE[®]

Hear the difference one message can make

The SoundCare difference

Vericom's SoundCare on-hold messaging, exclusively for healthcare, communicates to an already captive audience—your callers, driving everything from additional service line revenue to higher patient satisfaction scores. SoundCare messages are relevant, timely, and use call-to-action at the point of contact. SoundCare is unlike any other on-hold messaging system and the difference begins with the very first phone call to your hospital. Just ask the employee at an Atlanta area hospital who heard a SoundCare message about a lung cancer clinical trial. She enrolled in the trial and had a cancerous tumor removed. One message saved her life. One SoundCare message made a difference.



custom content
dedicated client representative
clinical message review turnkey

Delivering results

Nationwide, healthcare marketers use SoundCare to:

- Drive business to services, screenings, referral lines, and more
- Educate callers
- Elevate patient satisfaction and service excellence
- Increase patient safety by addressing quality initiatives
- Recruit and retain staff
- Enhance branding efforts
- Promote physicians, their credentials, and experience
- Recognize employees and volunteers
- Improve the total patient experience
- Promote ratings, awards, and report cards
- Reduce call abandonment
- Save lives by prompting callers to take action to protect their health

"Like radio, print ads, and direct mail, SoundCare is an integral part of our marketing strategy. It provides a significant return on investment for Emory Healthcare. In one month with SoundCare, Emory tracked \$28,985 in revenue."



Turnkey service

- Ability to change messages cost-effectively in real time
- Digital announcing equipment and automated program downloads
- Multilingual programs available
- SoundIdeas health content library updated monthly
- Custom content – we'll offer customization suggestions or write your messages for you, every time
- Dedicated client representative creates your programs
- Account Manager oversees your account to ensure your satisfaction
- RN clinical message review
- Exceptional customer service with 24/7 emergency support
- Backed by Vericom's 20 years serving healthcare exclusively

"SoundCare drives the largest majority of people to our community events every time. Of the 200 people who registered for our last CPR training program, 45% came as a result of SoundCare, versus only 30% because of flyers and 25% from newspaper ads."

Marianne Baldwin
Director of Marketing
Beaver Medical Group, Redlands, CA



Unique program formats

SoundCare leaves a unique impression on callers when your programs are presented in lively, educational, and entertaining formats. Callers take action when they hear SoundCare's unique program formats, including:

- **Medical Minute and Medical Report**
Richly-informative programs offered in conversational dialogues or more formal Q&A formats.
- **Health News Network**
Dynamic and entertaining dual newscaster format.
- **Heart to Heart**
A conversational audio show designed to include your own cardiology branding.
- **State-of-the-Hospital Address**
Professional presentation of the state-of-your-hospital enhanced by your own audio signature.
- **Capturing your Success**
Featuring celebrity speakers, community heroes, employee testimonials, and more.
- **SoundView**
Powerful messages using the voices of your leadership, patients, physicians, employees, and more to connect you directly with callers.
- **Hotlines**
Address your emergencies to get your information directly to callers right away.

For more information on SoundCare on-hold messaging and Vericom's other healthcare communications tools, including ChannelCare digital signage, call 800.800.1090 or visit www.vericom.net.