



## **Bob Boyles joins Vericom as Director, Client Relationship Management**

**Roswell, GA** (December 15, 2009) – Vericom Corporation, leading provider of audio and visual healthcare communications, announced Bob Boyles has joined the company as the new Director of Client Relations and Account Management. Bob will be responsible for managing and leading the Vericom service teams, focusing on the unique needs of both SoundCare and ChannelCare healthcare clients to exceed service expectations and expand Vericom's client base to affiliate hospitals and health systems.

Bob has a proven track record as a healthcare senior executive, most recently as a VP with MarketSource where Bob lead the outsourcing operations of their CRM efforts. His responsibilities included developing and managing the manpower for Fortune 500 clients. His healthcare experience also includes 13 years experience in various clinical, sales, leadership, and training roles for 3M Medical Surgical Division, as well as 7 years experience as a surgical technologist and surgical instructor for physicians in the armed forces.

Bob holds a Bachelor of Science in Psychology from the University of Maryland.

"We are thrilled to have Bob on board. Our clients are the basis for our success and Bob is poised to grow our customer service efforts internally while expanding our reach and the value we offer to clients," says Robert J. Loeb, President and CEO. "In addition, he is an energetic, captivating individual who will elevate our employees to a whole new level in providing an exceptional service experience for our clients."

***Vericom Corporation*** has nearly 20 years experience in providing healthcare communications. Vericom provides SoundCare on-hold messaging to over 1100 healthcare facilities nationwide and launched ChannelCare digital signage in 2007. For more information about Vericom visit [www.vericom.net](http://www.vericom.net) or call 800-800-1090.