

Kittitas Valley Community Hospital launches ChannelCare™ digital signage *Transforming audience behavior to enhance foundation efforts*

Atlanta, GA (December 1, 2010) – Kittitas Valley Community Hospital (KVCH), a progressive, critical access hospital in Washington state, recently implemented Vericom's [ChannelCare digital signage](#) with the goal of improving internal communications with physicians, employees, and the surrounding community. KVCH looked to ChannelCare's visually engaging donor recognition module and rich content library as a way to thank donors, increase donations to the foundation, and provide health and service line information to diverse audiences.

KVCH's commitment to raising the awareness of the benefits of foundation dollars so the community knows how their money is being used, as well as how it increases the quality of care they provide, was a perfect fit for ChannelCare. "Knowing Vericom has vast experience in healthcare communications, we looked to [ChannelCare](#) to help recognize donor contributions on an ongoing basis," says Heather Paul, foundation director. "It was also critical for us to be able to make cost-effective updates to our recognition lists without incurring the expense that comes with other, more traditional, recognition mediums requiring engraving, and more."



Immediately upon implementing ChannelCare, KVCH saw benefits in creating service line awareness for patients and consumers who came in for one service but who may not have been aware of all KVCH offered. "Our imaging director overheard a patient say she did not know we provided a particular service until she saw it on a ChannelCare message," says Michele Wentzel, director of public relations and marketing. "The impact of the message was instantly effective; we now have a patient who knows she can receive the same service locally at KVCH if and when she needs it."

KVCH is also progressively focused on capturing viewers' attention in busy locations with handwashing messages and flu shot reminders from the ChannelCare content library. Human resources messages help expand the reach of other departments. And, ChannelCare is poised to help with physician engagement by welcoming and introducing new physicians, and acknowledging their contributions and experience.

ChannelCare digital signage is turnkey, comprehensive, and sustainable. The software is user-friendly, intuitive and easy to navigate, saving time and valuable internal resources. Vericom is dedicated to ensuring clients like KVCH are able to stay focused on their primary business of delivering quality patient care, and as a result, provides 24/7 support to address any unforeseen issues. "Vericom has provided us with unparalleled service that we now know is an absolute necessity to growing and expanding our communications network," adds Paul.

"We are partners with our clients. We can and we must exceed their expectations daily. When your business first and foremost is patient care, and delivering exceptional care depends on exceptional communications, that's where we come in," says Robert J. Loeb, president and CEO, Vericom.

[Kittitas Valley Community Hospital \(KVCH\)](http://www.kvch.com) is a progressive, critical access hospital that provides exceptional healthcare to Kittitas County and surrounding areas. As the local community hospital, KVCH provides 24-hour emergency care and offers inpatient and outpatient surgical services, critical care, respiratory care, laboratory services, imaging services, rehabilitation services, a family birthing center and home health and hospice programs. KVCH partners expert staff with state-of-the-art technology in a healing, family-centered environment. For more information visit www.kvch.com or call 509-962-9841.

[Vericom Corporation](http://www.vericom.net), Roswell, GA provides healthcare communications including [SoundCare on-hold messaging](#) and ChannelCare digital signage. For more information about Vericom visit www.vericom.net or call 800-800-1090.

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