



**Vericom to provide conference digital signage for AHA's  
Society for Healthcare Strategy and Market Development Conference for the fourth year**

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**Atlanta, GA** (August 16, 2011) – Vericom Corporation will be providing and sponsoring the show digital signage for the AHA's Society for Healthcare Strategy & Market Development (SHSMD) annual meeting, September 14-17, in Phoenix, AZ. For the fourth year, Vericom will be using ChannelCare™ digital signage, exclusively for healthcare, to deliver site-specific, visually captivating messages to promote the conference agenda, educational activities, and guest speakers. Delivered through high-definition, LCD monitors, ChannelCare messages will enhance the SHSMD brand and encourage participation in the many networking events. Vericom will also be exhibiting both [ChannelCare digital signage](#) and [SoundCare® on-hold messaging](#) (Booth 302) at the J.W. Marriott Desert Ridge Resort.

SHSMD's unique show branding and messaging will be elevated throughout the show via ChannelCare digital signage which will include a multi-monitor agenda to make sure attendees get to where they need to go and don't miss an event. This year's program will include other types of digital signage messaging geared towards making out of town guests feel informed and welcomed. "Vericom's digital signage has become an integral part of our meeting communications, and we are happy to continue offering this visually engaging service to our members. By using effective communications tools such as ChannelCare, we are serving as an example for our members as to the importance of effective communications in elevating patient safety, satisfaction, branding, and more," says Tess Niehaus, VP Marketing and Communications, St. Anthony's Hospital and SHSMD President.

Vericom has expanded its digital signage offering to include more dynamic content and applications including AP news feeds, [videos](#), donor walls, weather, patient wait time program integrations, and more. "Content is king, and we have demonstrated that once monitors are on the walls, it is relevant, engaging, and sustainable content that will make or break a hospital's digital signage initiative," says Vericom President, Bob Boyles.

"We are proud to be providing SHSMD show signage for the fourth year and help elevate the important messaging SHSMD wants to communicate to members. The right communications tools within the hospital walls can have a tremendous impact on addressing the challenges healthcare marketers face daily," says Robert J. Loeb, Vericom CEO.

*[SHSMD](#) is the premier organization for healthcare planners, marketers, and communications and public relations professionals. A personal membership group of the American Hospital Association, SHSMD serves 4,000 plus members and is the largest organization in the nation devoted to serving the needs of healthcare strategy professionals. Visit [shsmd.org](http://shsmd.org) or call 312-422-3888.*

*[Vericom Corporation](#) has more than 22 years experience in healthcare communications. Vericom provides [SoundCare on-hold messaging](#) to over 400 clients in 1200 healthcare facilities nationwide and launched [ChannelCare digital signage](#) in 2007. Visit [www.vericom.net](http://www.vericom.net) or call 800-800-1090.*

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