



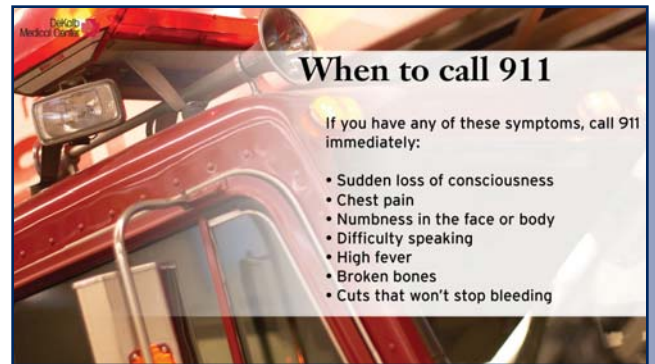
Audience-Centered Content FOR PATIENTS AND CONSUMERS

Vericom’s ChannelCare on-time visual messaging is turn-key communications targeting your key audiences with vital patient and consumer education, creating a powerfully branded patient service experience for your hospital.

NEVER MISS YOUR INTENDED AUDIENCES

ChannelCare’s 2D and 3D high-resolution graphics, combined with clinically credible health information, captivate audiences and increase patient satisfaction.

This dedication to audience-centered communications will ensure your community recognizes your hospital as a valuable health resource and not just a place for people to go when they are ill.



DELIVER PERTINENT INFORMATION VIA CONTEXTUAL CONTENT

Audience-centered communications can change behavior and connect you with your consumer audiences. ChannelCare can address the unique educational, social, and cultural aspects of each audience and give individuals the information they need that is in context with their lives. Because audiences identify with ChannelCare messages, they are able to incorporate the information into their daily routines and activities.

FOCUS ON WHERE PEOPLE WAIT WITH SITUATIONAL CONTENT

ChannelCare targets audiences where they wait, eat, and congregate. Messages are sensitive to how patients may feel while waiting for a screening, versus how they might feel while eating in the cafeteria or standing by an elevator. Waiting for a procedure in outpatient surgery, patients might see “what to expect” information that could help relieve anxiety. Individuals eating in the cafeteria might view messages about the benefits of a healthy diet to help them make better food choices.



ENSURE AUDIENCES GET THE MESSAGE WITH THEMATIC CONTENT

Messages that support a central theme, at the point of care, offer the best opportunity for people to retain information. A theme of preventive care for colorectal cancer, for example, can help communicate the importance of a colonoscopy. ChannelCare can demonstrate what the screening entails, who should have it, and where it is being offered. In tying a colonoscopy screening to Colorectal Cancer Awareness Month, ChannelCare can promote events and cancer support groups your facility offers. With trackable call-to-action on every ChannelCare screen, patients can respond in real time, helping to save lives.

SUPPORT JOINT COMMISSION COMMUNICATIONS GUIDELINES

ChannelCare follows the Joint Commission's recommendations for effective patient-centered communications and uses.

ChannelCare on-time visual messaging:

- Communicates in plain language
- Limits information to a few important points per screen
- Uses dynamic, high definition graphics, photos, and animations to enhance learning

- Is repetitive when necessary to enhance understanding
- Provides call-to-action to encourage audiences to follow up and ask questions
- Communicates clearly to assist with healthcare access

ChannelCare digital visual messaging is today's choice in reaching patients and consumers who insist upon receiving health information in context with their lives. ChannelCare relates to where audiences wait and allows individuals to take prompt action. Audience-centered content can brand your facility, answer commonly asked questions, educate patients and consumers, and ensure word-of-mouth referrals.



ChannelCare is the future of healthcare communications, presenting you with unparalleled opportunities to build relationships and connect with your patients and consumers every day.