

 **ChannelCare**
Digital Visual Messaging

 **VERICOM**
Essential Communications for Healthcare



Congratulations to DeKalb Medical Center at Decatur!

First and only hospital in the United States certified by the Joint Commission for its care of patients with respiratory failure and ventilator dependence



DeKalb Medical Center 

Audience-Centered Content **FOR EMPLOYEES**

Employees are your hospital's frontline salesforce. They know your facility, your services, and the quality of care you provide. They can refer their friends and families to your hospital for care or employment, or they can send them someplace else. To ensure employee satisfaction, you need an effective means of routinely motivating and recognizing employees.



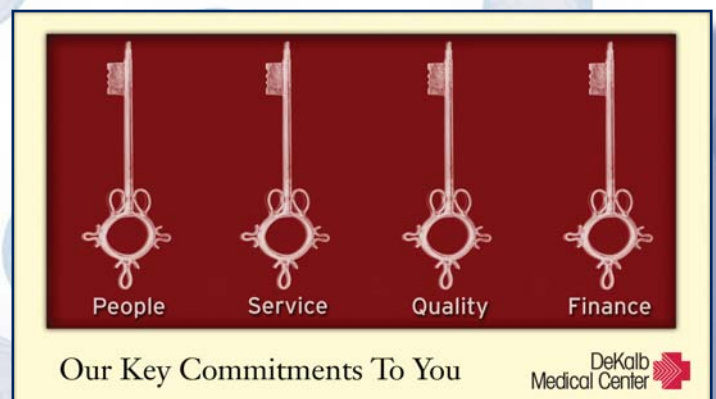
NEVER MISS YOUR INTENDED AUDIENCES

Vericom's ChannelCare on-time visual messaging can help you ensure improved employee retention. Employee-centered content meaningfully recognizes employees, and helps give staff the information they need to excel in their jobs. Educated and satisfied employees will bring more patients to you, increase patient satisfaction, and improve the quality of care you provide. As an added benefit, creating and delivering messages requires minimal staff effort with ChannelCare's simple, turn-key system.

PROVIDE "SURVEY READINESS" FOR JOINT COMMISSION VISITS

ChannelCare enables your leadership and employees to continually engage in the communications process. Screens delivering ongoing patient education campaigns assist employees in preparing for Joint Commission visits, and also provide the key to Joint Commission and CMS compliance.

The ability to help staff maintain an active state of "survey readiness" is a powerful motivator. With ChannelCare's visually appealing images and relevant content, the Joint Commission representatives can see your patient education campaigns at work when they walk through your doors.



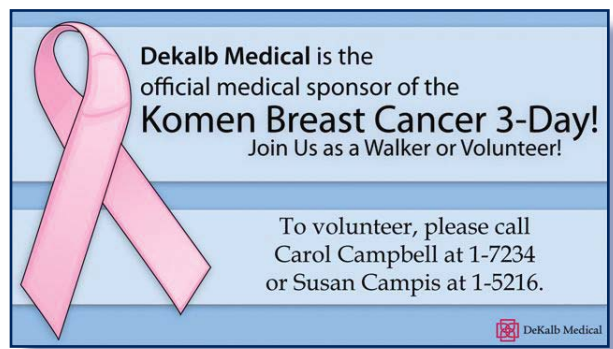


RECOGNIZE EMPLOYEES AND VOLUNTEERS

ChannelCare recognizes individuals, teams, and departments for their service and contributions in a visually stimulating public display. Employee-centered communications foster a deep sense of pride in employees that further connects them to your hospital, your mission, and to the high quality care you provide. This is invaluable in recruiting and retaining the best staff.

ChannelCare on-time visual messaging:

- Improves morale and performance by creating a positive work environment where motivated employees focus on patient satisfaction
- Informs employees about benefit information and communicates enrollment deadlines
- Reminds employees about service standards and benchmarking
- Links employee efforts to mission fulfillment
- Promotes your service excellence programs and pillars for success
- Educates staff about your services and quality initiatives
- Serves as the communications link for those with limited computer access
- Is critical for staff recognition



ChannelCare is an essential audience-centered communications link to employees and volunteers, reaching them on their way in and out of your facility and where they eat, work, and congregate. ChannelCare offers you exceptional opportunities to connect with these critical audiences every day in uniquely significant and targeted ways.



Your Partner in Trusted Communications.

CHANNELCARE: EMPLOYEES