



## Audience-Centered Content FOR PHYSICIANS

Physicians are a hard to reach audience and communicating with them can be difficult. They want easy access to information relevant to their work and areas of expertise. Physicians seek reliable information about staff, services, and patients that is current, succinct, and delivered in real time.

### NEVER MISS YOUR INTENDED AUDIENCES

**Vericom's ChannelCare on-time visual messaging** allows you to connect with physicians where they congregate, eat, work, and teach, providing you with numerous opportunities to get your messages across. ChannelCare also enables you to be sensitive to the types of messages you are sending, as well as the ways in which you are delivering them. By reaching physicians in their own environment, ChannelCare can take your hospital's relationship with your physicians to a whole new level.

### DELIVER NEED TO KNOW INFORMATION

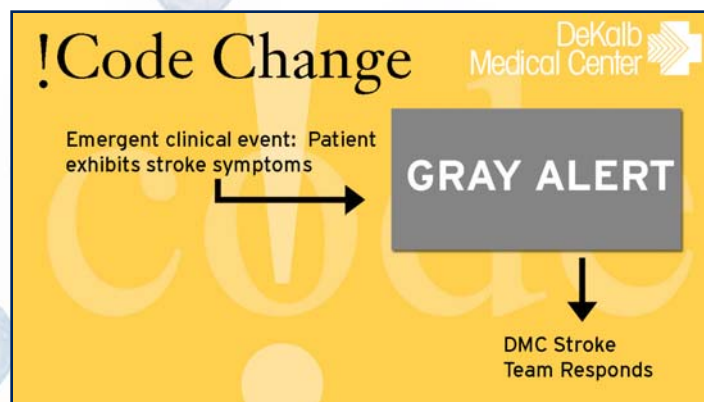
Physician-centered content delivers critical "need to know" information along with information physicians "want to see." ChannelCare communicates quality data, process outcomes, and practical information to physicians. This includes understanding severity adjustment, HCAHPS, CMEs, and the right words to say to patients, among others.

ChannelCare connects physicians to your hospital by communicating from their vantagepoint. Uniquely positioned messages can guide physicians in taking measures to help them develop better relationships with their patients, meet administration's goals, adhere to required standards, and help them understand that the "perception" of the care they provide is reality.

### ADDRESS THE REALITY OF PATIENT PERCEPTION

ChannelCare can guide physicians in what to say to patients and how to say it, with the goals of improving physician-patient relationships. Via ChannelCare, physicians can learn more about patient-centered communications and the link to improved outcomes.

ChannelCare can also help educate physicians about process and why adhering to it is so critical. By understanding the correlation between productivity, quality, and process, physicians will know that patient





perception can affect their quality of care and how ratings organizations now take these perceptions into consideration. ChannelCare guides physicians in attaining higher quality standards and keeps physicians informed about how these standards are derived.

**LET EVERYONE KNOW  
YOUR PHYSICIANS ARE THE BEST**

ChannelCare's 2D and 3D high-resolution images and visually captivating displays are uniquely motivating in their ability to recognize physicians and their staff, fostering quality improvement and greater patient satisfaction. By recognizing physicians in key service areas, ChannelCare lets physicians know where they stand, enabling them to measure themselves against their colleagues.

ChannelCare physician-centered content is broad and far-reaching, connecting with physicians on all levels. ChannelCare on-time visual messaging can inform about:

- Product recalls
- Health emergencies
- Quality initiatives
- Upcoming core measures
- Scorecards & performance measures

- Process outcomes in compliance with Medicare and Medicaid
- New drugs and treatments available at your hospital
- Clinical outcomes
- CMEs
- New physicians
- Service line information
- Nursing shortage and its impact on your hospital
- Cutting-edge technology
- Financial performance
- Staff, department, and team recognition
- Physician recognition
- Staff meetings
- Messages from administration
- Foundation information
- Nationwide performance data— where your hospital stands on a particular measure and physicians' roles as they relate to data

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



Your Partner in Trusted Communications.

CHANNELCARE: PHYSICIANS