

# SoundCare® On Hold/In Queue Solutions

## Healthcare Communications Challenges

In today's competitive healthcare market, consumers have more choices than ever before. And from their perspective, the landscape is often unclear. Considering this, it is imperative that healthcare organizations communicate clearly with their most valuable audiences about the services they offer and the benefits they provide.

The bulk of this responsibility falls squarely on marketing's shoulders. Often under-staffed, under-funded, and under tremendous pressure to provide a positive return on investment (ROI) for their programs, healthcare marketers are constantly looking for more effective ways to:

- Promote profitable service lines
- Attract and retain consumers
- Favorably position the organization in a competitive market
- Fill events and clinical trials
- Do more with less resources

To be successful in today's environment, healthcare marketers require solutions that provide high returns, and a minimal investment in time and effort.

## Target More Qualified Audiences

Vericom's SoundCare enables you to better utilize the most powerful, targeted, and widely used marketing tool available in healthcare today—the telephone. SoundCare provides you with monthly, customized communications programs for callers on hold or waiting in queue at your facilities. Too often these valuable consumers spend their time listening to music or nothing at all. Imagine the additional impact your marketing programs will have simply by exposing them to the millions of callers to your facility every year.

SoundCare delivers your marketing messages directly to callers at a fraction of the cost of

## SoundCare

*In a typical month, Emory Healthcare tracked 42 physician and service line referrals, 199 referrals for classes and events, and 18 referrals for clinical trials – all due to SoundCare. Within two months of initial contact, these callers generated \$28,985.*

*In promoting a women's health series with SoundCare, Atlanta Medical Center generated a marked increase in registrations for the event, as well as \$40,000 in revenue.*

traditional media, and often with better results. In addition, SoundCare is flexible enough to add, change, or delete messages in real-time. Try doing that with print ads, radio spots, or billboards.

## Proven ROI

Many of our clients track the return they receive from their SoundCare programs. For example, in a typical month, the marketing department at Emory Healthcare, the largest and most comprehensive healthcare system in Georgia, tracked 42 physician and service line referrals, 199 referrals for classes and events, and 18 referrals for clinical trials—all due to SoundCare. Within two months of initial contact, these callers generated \$28,985 in new business from services and events promoted through SoundCare.

Norton Healthcare is Kentucky's largest not-for-profit healthcare provider, with over 2,000 physicians in more than 40 locations, including five hospitals. In one particular cardiology campaign, Norton found that 39% of the cardiology calls they received in their call center for that quarter were prompted by SoundCare messages.

## SoundCare Testimonials

*"We get a great return from our SoundCare programs. It's a critical component of our marketing strategy."*

**Nancy White**  
Chief Marketing and Customer Relations Officer  
Erlanger

*"By using SoundCare to inform and educate callers both on hold and in queue, we have reduced our call abandonment rates by 67%."*

**Bill Cockrell**  
Administrator  
Cardiovascular Associates

*"What Vericom does is important. People don't realize they are holding when they are listening to valuable information, and that really helps increase patient satisfaction."*

**Daphne Hoyt, RN**  
Nurse Coordinator  
HealthFinder Call Center, UAB

In promoting a women's health series with SoundCare, Atlanta Medical Center, a 460-bed Tenet teaching facility, generated a marked increase in registrations for the event, as well as \$40,000 in revenue.

### Unrivaled Client Support

Vericom is so successful because we employ healthcare clinicians and professional writers that understand the healthcare market and the challenges it presents. We constantly research healthcare trends and topics across the world and in your community to develop clinically correct, credible, and relevant content for you. Perhaps the most valuable part of our service is that we do all of

the work for you. From message inception to final production, you can be involved as little—or as much—as you want, leaving you free to concentrate on other projects.

In addition, Vericom can also integrate the voice of your CEO, staff members, patients, etc. through our SoundView interviews. This unique service allows you to create powerful messages from real people, adding even more credibility and emotion to your communications.

### Why is Vericom The Superior Choice?

- Our SoundIdeas library provides you with fresh topics each month, making it easier for you to provide your customers with interesting, and informative messages.
- Vericom's service includes complete message customization. You can develop custom messages through our healthcare writers and clinicians, or simply add personalized content to our SoundIdeas messages.
- We do all of the work for you. Our staff assumes the workload each month, leaving you free to concentrate on other projects.
- We provide 24/7 support for our clients so that you can respond immediately to crisis situations.
- Our digital, remote download technology means no tapes or CDs for you to install and maintain.
- We provide a wide variety of professional voice talents, including multilingual support, so you can reach all of the communities you serve.
- Vericom provides over 15 years of healthcare-only communications experience to help you enhance your communications programs. We understand your needs.

At Vericom our client support philosophy extends beyond complete client satisfaction. We strive to provide additional value every day that our clients have not yet considered. Let us show you why over 1,000 healthcare sites nationwide turn to Vericom for their essential communications needs.

**Call us today at 800-800-1090, or visit our web site at [www.Vericom.net](http://www.Vericom.net) for more information.**

Copyright © 2005 Vericom Corporation

[www.Vericom.net](http://www.Vericom.net)

1000 Holcomb Woods Parkway, Suite 408  
Roswell, GA 30076  
(800) 800-1090