

# A Unique Application for SoundCare<sup>®</sup> on-hold messaging

## SoundView

### High Impact Communications Deliver Results

Is today's noisy healthcare market drowning out your message? What if you had a marketing tool that could firmly position your facility in your consumers' minds without expensive branding campaigns. Vericom's SoundView is such a tool—audio messages produced from one-on-one interviews with the power to clearly communicate why your facility, staff, services, and mission stand out above the rest.

SoundView may be used in different media including Vericom's SoundCare<sup>®</sup> on-hold messaging, web site audio, and internal voice messaging, to name a few. You will find that SoundView's presentation has an impact that moves your audiences like nothing else.

### Creating Powerful and Memorable Audio

SoundView uses the voices of your patients, nurses, physicians—even your CEO—to create audio communications that engage and inspire. Who better to speak on your behalf than a nurse who has worked at your hospital for 15 years, or a patient who got a second chance at life because of your talented staff? Real people speaking about their experiences with your facility can help you form an instant bond with your callers, your web site visitors, or your radio listeners.

SoundView can impart empathy, convey warmth and authority, and even relay humor where appropriate. Most of all, SoundView commands attention, establishes credibility, and inspires audiences with calls-to-action. Many Vericom clients have successfully used SoundView messages to attract consumers, increase donations, and recruit valuable employees.

## Sample SoundView

The following is a SoundView (in part) with Philip Schauer, MD of The Cleveland Clinic, and introduced by a Vericom professional voice talent:

#### Voice talent:

If you are more than 100 pounds over your ideal weight and are considering weight loss surgery, your most important decision is:  
"Where should I have the surgery performed?"

You can be confident when you choose The Cleveland Clinic, a leading center offering minimally invasive approaches for weight loss surgery that means smaller incisions and a faster recovery. Our physicians include Dr. Philip Schauer, one of the world's most experienced in advanced bariatric surgery.

Dr. Schauer tells us why weight loss surgery is important.

#### Dr. Schauer:

"There are over 30, maybe even 40 medical conditions that are directly caused by obesity. Nearly all of these are improved and in many cases completely resolved with bariatric surgery. Recent studies have shown that this weight loss actually increases the lifespan of patients with severe obesity."

#### Voice talent:

For more information about The Cleveland Clinic's weight loss surgery, call...

"We created a SoundView with our president, and with the recording in his own voice, callers actually thought he was speaking to them personally on the phone. The fact that the president delivered it himself made all the difference in the world."

Jacqueline Brown  
Senior Public Relations Specialist  
Duke Raleigh Hospital

"We used SoundCare's 'SoundView program' where our Board Chairman informed callers directly about forthcoming insurance changes. We believe our callers appreciated hearing the actual voice of our Physician Chief and Board Chairman. It gave the message even greater credibility and stressed the importance of our patients learning about these changes."

James C. Hoyle, MD,  
An Adolescent Physician and  
Medical Director for Clinical Operations  
Kelsey-Seybold Clinic

## Easy to Implement

We first consult with you on your marketing objectives, communications style, and image in order to elicit the emotion and passion from your chosen representative that best supports your message. Before the actual interview, our professional writers will work with you to prepare questions and talking points.

Digital recording and high-speed feeds allow us to conduct interviews over the phone when it is most convenient for you. Once we've recorded the audio, our writers develop a story line around your message. Next, your SoundView is professionally produced and voices are seamlessly integrated into your SoundCare or other audio program. SoundView is available to you to use whenever you like.

## SoundView Comes to You

Our interviewers and technicians can also come to your facility. With SoundView On Site, we will interview up to 10 people at your location and produce up to 3 messages for each person. SoundView On Site is the most cost-effective option, and provides the highest quality audio. Many of our clients are so happy with the results that they use these messages in their radio campaigns, saving them even more money.

Vericom's 23 years of experience in producing healthcare audio provides you with exceptional professional assistance in all areas of writing, editing, and voice and audio production. At Vericom, our customer service philosophy extends beyond complete customer satisfaction. Every day, we strive to provide additional value our clients have not yet considered. Let us show you why Vericom is the most trusted name in healthcare communications today.

Call us at 800.800.1090 or visit [www.vericom.net](http://www.vericom.net) for more information.