

Westside Regional Medical Center and Plantation General Hospital

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Capitalizing on Captive Calling Audiences with SoundCare®

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Westside Regional Medical Center and Plantation General Hospital both HCA hospitals in Plantation, FL use Vericom's **SoundCare on-hold messaging** to build relationships and connect with their community. With 224 beds, Westside Regional offers comprehensive cardiac care, oncology, adult services, and more. Sister hospital, Plantation General Hospital, with 264 beds, compliments Westside's services by focusing on women's care, including maternity and pediatric services. Working together, both hospitals serve the Broward County community with high quality patient-centered care through innovative technologies and a concentration on patient safety.

SoundCare makes the connection for marketing

SoundCare assists Westside Regional and Plantation General in their "patients-first" approach by supporting their key marketing initiatives. Both hospitals depend on SoundCare to provide a wide array of communication services to the local community, including general facility information, health and wellness education, timely patient "tips," medication reminders, and service line promotion. SoundCare also increases visibility for new physicians as callers are looking for and inquiring about physicians all the time. "SoundCare promotes our physician referral line and our physicians are elated because SoundCare brings more business to them," says Michelle Marsh, director of marketing and business development.




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Director of Marketing
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Summary

- **SoundCare drives callers to physician referral line**
Increases visibility for new physicians and strengthens physician connections.
- **Cost effective marketing**
Targeted communication delivers results during tough economic times.

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Increases visibility for new physicians and strengthens physician connections.
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Targeted communication delivers results during tough economic times.

Cost-effective alternative media

Callers to Westside Regional and Plantation General are a highly targeted and segmented audience. The marketing team knows that callers are listening to messages because they promote specific 800 numbers on SoundCare for key programs and events. Callers are then calling those numbers to register and ask additional questions. "Callers are a captive audience, already engaged for a healthcare experience. This unique audience doesn't exist everywhere, and with SoundCare we capitalize on the opportunity they present," says Marsh. Both hospitals are able to reach their captive audiences at a low cost compared to traditional media. "SoundCare is a good medium for tough economic times. We pay a small annual amount for the highly targeted marketing communications we get all year long," adds Marsh.

Supplemental advertising

SoundCare supplements other marketing efforts by directing callers to the hospitals' web sites and encouraging callers to register for events, screenings, and more via 800 numbers. The marketing team also runs advertising created for radio on SoundCare, further reducing marketing costs. Westside Regional and Plantation General use SoundCare to reinforce messages from other media as an integral part of their comprehensive marketing communications plan. "SoundCare reinforces the messages we disseminate via other media and since our messages are completely

customizable and can be changed as necessary, we know we are hitting our mark every time," says Marsh.

Interesting messages make better connections

Westside Regional and Plantation General keep messages fresh and interesting in order to capture and hold callers' attention. Vericom's SoundIdeas, a library of health messages updated monthly, ensure SoundCare programs are always current, timely, and relevant. Westside Regional and Plantation General take advantage of the customizable and flexible messages that SoundIdeas offers. One hospital tailors messages for adults, oncology, and cardiac care, while the other employs messages targeting women and children.

A local focus with high level connections

As community hospitals, neither Westside Regional nor Plantation General always promote their HCA affiliation. However, the benefits of belonging to the largest healthcare system in the U.S. are certainly passed on to patients and staff. Communicating these benefits using the right marketing tools help strengthen the hospitals' connection with their community.

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