

## case study

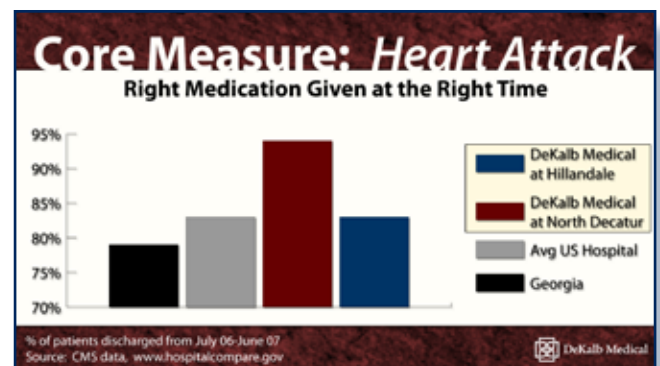
# DEKALB MEDICAL CONNECTS WITH AUDIENCES VIA CHANNELCARE DIGITAL SIGNAGE

A 627-bed medical facility in metro Atlanta, DeKalb Medical was seeking to communicate more effectively with the 7500 plus consumers, physicians, and employees who enter its campuses every day. Marketing needed a dynamic solution in order to streamline communications, eliminate flyers and posters cluttering corridors, and provide a more hi-tech appearance that would increase everything from customer satisfaction to revenue generation.

Having entrusted its turn-key on-hold communications to Vericom's SoundCare® for years, DeKalb looked to Vericom once again to meet its needs for a hi-tech digital signage solution.

*"ChannelCare has become important to our hospital's quality improvement process. We believe that presenting data through ChannelCare has led to improvements in our core measures."*

**Ellen Hargett, RN, Director  
DeKalb Quality Institute**



### A KEY LINK TO PHYSICIANS

ChannelCare, located in physician lounges on two DeKalb campuses, delivers information on policy changes, patient satisfaction scores, quality initiatives, CMEs, new staff members, and more.

ChannelCare plays a pivotal role for the DeKalb Quality Institute and its Service Excellence Program in communicating to physicians. ChannelCare delivers messages to physicians on quality, outlining process indicators, and underscoring DeKalb's compliance with Medicare and Medicaid requirements.

"ChannelCare has become important to our hospital's quality improvement process. We believe that presenting data through ChannelCare has led to improvements in our core measures," says Ellen Hargett, RN, Director, DeKalb Quality Institute. ChannelCare also enables the DeKalb Quality Institute to recognize physicians in specific quality service areas. "Via ChannelCare, our physicians can see where they stand amongst their colleagues," adds Hargett.

Departments, like the Imaging Center, are also able to communicate with physicians about their services on ChannelCare. "You cannot over communicate with physicians," says Cheryl Iverson, Vice President, Business Development and Marketing. "ChannelCare keeps physicians informed and current with messages specifically targeting their wants and needs."

*"The doctors love the ChannelCare messages. They appreciate the recognition of their department and staff, and depend on ChannelCare to keep them current about CME's. This communications tool has been a positive and valuable way to inform physicians."*

**Julia H. Jones,  
Vice President & Administrator  
DeKalb Medical at Hillandale**



## A CONNECTION TO CONSUMERS

With call-to-action messages, ChannelCare offers endless possibilities in reaching consumers with service line and physician information, class schedules, health education, and more. “In

*“ChannelCare allows us to target consumers, physicians, and employees with essential information that is relevant to them at the same time they are viewing it. It has significantly enhanced the way we communicate internally.”*

**Cheryl Iverson, Vice President  
Business Development and Marketing**

communicating our quality priorities to consumers, ChannelCare helps us comply with our Joint Commission requirements,” says Hargett. “When Joint Commission walks through the door, they will see our patient education campaigns right before their eyes 24/7 on ChannelCare.”

“ChannelCare reaches diverse consumer audiences with targeted messages that make sense to the viewer,” says Iverson. The DeKalb Wellness Center is one area that benefits significantly from ChannelCare. “We can take a Vericom message on obesity and tag it with a call-to-action for our nutrition counseling or weight loss classes,” adds Iverson. “This is effective marketing that will help us scale back on our need for brochures.”

## A CONDUIT TO EMPLOYEES

ChannelCare is intentionally situated in common areas that employees frequent—elevators, employee lounges, busy hallways, and the cafeteria. These areas are perfect conduits for getting information to employees, as well as reaching those employees with limited or no computer access. “Nurses are so involved in patient care that e-mail and the intranet are an inefficient means of communication for them,” says Iverson. “ChannelCare fills in the gap for these employees.”

Recognizing employees in a meaningful and public way has been one of the immediate benefits of ChannelCare. “Our service excellence team is thrilled with ChannelCare’s visual recognition

*“I had to fight back tears watching Team Excel’s vision come to life on ChannelCare. I felt such pride in seeing our accomplishments displayed. It was definitely a WOW that demonstrates our focus on a culture of excellence.”*

**Roslyn Heath, MBA, MT(ASCP), Laboratory Administrative Director**

capability,” adds Iverson. “Informed employees with positive attitudes pass this spirit on to the community and bring patients to us.”

Thanks to ChannelCare digital signage, DeKalb communicates more effectively with important audiences, providing them with relevant information, and increasing satisfaction and awareness across the board. DeKalb is adding more monitors as it looks towards continually improving communications. “ChannelCare is becoming more and more an integral part of our corporate culture,” says Iverson.



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