

SoundCare® on-hold messaging “Best Practices”



SoundCare on-hold messaging “Best Practices” provides unique branding opportunities proven to differentiate Vericom clients from the competition. SoundCare’s creative audio arrangements and imaginative program styles are entertaining as well as informative, leaving a positive lasting impression on callers.

SoundCare’s “Medical Minute” and “Health News Network,” for example, captivate and educate audiences in health news formats. And, SoundCare’s SoundView enables clients to incorporate messages taken from interviews with leadership, patients, and medical staff, leaving a distinct mark on audiences as they hear directly from people invested in the topic. SoundCare’s distinctive programs encourage callers to take action that can lead to an increase in business for service lines, and even improve patient safety and satisfaction.

See how Vericom clients optimize SoundCare to get the results their hospitals need:

SoundCare - Unique product features

- Comprehensive, custom programs
- Dedicated client representative and account manager for each client account
- RN clinical review of messages
- **SoundIdeas** – messages on a wide range of health topics, clinically reviewed and published on our website monthly. SoundIdeas are easily customized to promote clients’ service lines and programs.
- **SoundView** – messages recorded in the voices of hospital leadership, physicians, patients and others, developed to capture the speaker’s emotional investment in the topic
- **Exclusively for healthcare – 20 years experience** serving healthcare providers

SoundCare - Unique program formats

- **SoundCare Medical Minute, SoundCare Medical Report**
A richly-informative program in which a physician discusses a particular procedure or treatment in a conversational/dialogue format, or presented in a more formal Q&A format.
- **Health News Network**
Custom messages presented in a dual newscaster format, designed to provide callers with a dynamic and entertaining experience.
- **“Heart to Heart”**
A conversational audio show featuring interviews with the dedicated physicians who work for a cardiology practice. A non-conventional presentation of information, this format includes individual branding and style elements, such as music and sound effects.
- **State of the Hospital Address**
Quarterly programs built around SoundView messages, presented in a more formal, state-of-the-union arrangement including a unique audio signature for each hospital.
- **Celebrity speakers, Community Heros, and Employee Success Stories**
An EMT who works with a hospital, a lawyer who dedicates his time to malpractice lawsuit reform, an employee who successfully loses 100 lbs – all talking about their experiences with their local hospital. Their voices and testimonials enable hospitals to recognize contributions and give back to the community.
- **Exclusively SoundView**
An entire program comprised of SoundView messages. One message after the next of real people talking directly to callers about their commitment to providing their community with quality healthcare.
- **“Hot lines”**
A format especially designed for health and weather emergencies.

SoundCare - Unique message topics

Successful message ideas to help inspire program creativity:

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| • AHRQ PSAs on Quality, recorded by Dr. Carolyn Clancy, Director of AHRQ – include health topics of interest to consumers | • Physician referral |
| • Service line appointments (e.g. rehab, pediatrics, vascular surgery) | • Mission, vision, values |
| • Event registration (e.g. blood drives, CPR training, community events) | • Prevention and wellness health education |
| • Screening registration (e.g. mammograms, diabetes checks) | • Your healing culture and environment |
| | • Health emergencies (e.g. what to do if you have these symptoms) |
| | • Consumer satisfaction and experience |

- Facility-specific information (e.g. parking changes, construction updates, smoke-free campus)
- Architecture and design of benefit to patients (e.g. patient flow, behind the scenes patient movement)
- Clinical trial recruitment
- Nurse and other staff recruitment
- Employee and volunteer recognition
- Physician recognition and physician introductions
- Technology improvements (e.g. CPOE)
- Product, drug, and food recalls
- How to better access care
- Safety promotion (e.g. wear seat belts, don't drink and drive)
- Patient safety (e.g. information about MRSA, handwashing)
- Patient testimonials and success stories
- Multi-lingual communications
- Anniversary and milestone recognition
- SoundView - CEO wishing happy holidays, CEO addressing issues to "squash" rumors or wrong information, CNO recognizing nurses during Nurses Week, physician quotes
- Transparency, quality, and outcomes
- Web site referral
- Awards and ratings
- Partnership promotion (e.g. hospital partners with non-profit community organization to promote events)
- Referral to nurse call line
- Directing callers operationally (e.g. phone menu changes, what to do if wait is long, how to reschedule/cancel appointments, process changes)
- Privacy and security information
- Hours of operation
- Insurance information

For more information about SoundCare on-hold messaging, please contact Vericom at 800-800-1090 or visit www.vericom.net.