

# Transform the Wait.



Healthcare is all about waiting. Waiting on hold to make an appointment. A respiratory therapist waiting for the elevator to take her to the 7<sup>th</sup> floor. Physicians on break in the doctors' lounge. Staff waiting for a team meeting in the employees' lounge. A woman waiting in the imaging center for her yearly mammogram. Regardless of our reason for calling or being in a hospital, we all wait.

*Waiting times throughout the US healthcare system have been increasing.*  
Medical News Today, March 2007

*The wait can seem unbearable when you need help.*  
NBC Nightly News, Nov 2006

When we wait, we have expectations about our waiting experience. We want to know how long we will wait and what we can expect during and after the wait. As a healthcare provider, you have the power to **Transform the Wait** and change people's experiences with your hospital. When you provide valuable, timely, and engaging information, you can change attitudes, perceptions, and behavior. And, when the information is relevant to people's needs at the time and they take action in response to your messages, you build relationships, become a trusted health resource, and generate additional revenue. It all begins when you **Transform the Wait**.

*Waiting for health care is when clients experience uncertainty and powerlessness whilst anticipating a disease outcome.*  
Journal of Advanced Nursing, Feb 2008

Two powerful communications tools, **SoundCare® on-hold messaging** and **ChannelCare™ digital signage**, both exclusively for healthcare, **Transform the Wait** by delivering audience-centered, contextual messages. Both mediums have proven ROI when targeted messages include calls-to-action. SoundCare and ChannelCare can, among others:

- Encourage registration for smoking cessation classes as the first step in quitting smoking
- Educate a patient about the importance of hand washing and encourage him to ask his doctor if he washed his hands, reducing the risk of spreading infection and potentially saving a life
- Enroll patients for a clinical trial they didn't even know existed
- Lead a patient to view your quality data on your web site, empowering her with information pertinent to her own care
- Avoid making a visitor angry and frustrated when you communicate parking changes via an on-hold message before he drives to your facility
- Change attitudes and behavior when you tell people what to expect by posting wait times via large LCD monitors in your ED and providing updates in real time

*SoundCare provides a significant return on investment for Emory Healthcare. We tracked \$28,985 in revenue from a single SoundCare program.*

Una Hutton-Newman  
Sr. Director of Emory Healthcare Marketing

**Transform the Wait and you increase revenue for your hospital.** When you turn time spent on hold or time spent in a waiting room into an educational and informative experience, you can drive people to your service lines and impact your bottom line. A person coming to your hospital for a mammography who learns about your cardiac or sleep disorders center while waiting is likely to come back for additional services. Additional services translate into additional revenue.

*ChannelCare is important to our quality improvement process. Presenting data through ChannelCare has led to improvements in our core measures.*

Ellen Hargett, RN, Director Quality Institute  
DeKalb Medical Center

### **The Vericom Difference**

- 20 years exclusively serving healthcare
- Proven ROI for healthcare marketers
- 97% client retention rate year after year
- Over 1,100 healthcare facilities nationwide using Vericom communications solutions
- 400 clients representing nearly 70 healthcare systems and managed care organizations
- An extensive client referral list including 30 case studies targeting the effectiveness and success of SoundCare in tracking ROI, communicating mission, recruiting staff and physicians, reducing call abandonment, and increasing referrals, among others
- Our ChannelCare digital signage software (VCMS) was especially designed to ensure a web-based interface that would meet the needs and challenges of healthcare marketers in communicating to their diverse audiences

When you **Transform the Wait** with Vericom healthcare communications solutions, you build and grow your relationships. **Building loyalty begins with how you treat your patients and your people, and valuing their time spent waiting is the first step.**

Let Vericom be your communications partner. Call 800-800-1090 or visit [www.vericom.net](http://www.vericom.net) for more information.