

SoundCare®

What is SoundCare?

Vericom's **SoundCare on-hold messaging** is a unique communications solution exclusively for healthcare providers. Every day, millions of callers to more than 1,100 healthcare facilities nationwide hear SoundCare's timely and relevant messages.

A turnkey service

Each month, we send approximately 100 different healthcare topics and message ideas to our clients. Our clients use these messages as-is, edit and customize them, and/or have us write completely new messages. We then develop, produce, and remotely deliver timely programs that inform and educate callers. Our service is completely turnkey!

Value proposition

SoundCare enables hospitals and health systems, managed care organizations, and physician practices to cost-effectively expand the reach of their marketing and communications programs to the millions of highly targeted callers contacting their facilities every year. These callers already have or desire a relationship with your organization and are a valuable source of additional revenue, contributions, skilled labor, advocacy, and more.

SoundCare enables healthcare marketers to track increases in everything from service line revenue to patient satisfaction scores, simply by communicating valuable, timely information with call-to-action. Furthermore, our clients spend less than 30 minutes a month on their SoundCare programs, leaving them more time for other projects.

Benefits & opportunities

Healthcare marketers nationwide use SoundCare to:

- Educate callers and create awareness
- Drive business to service lines
- Address strategic initiatives
- Communicate during a crisis
- Recruit and retain staff
- Enhance branding
- Position their hospital as a trusted health resource
- Encourage registration for screenings
- Recognize employees and volunteers
- Communicate outcomes
- Support foundation efforts
- Save lives by prompting callers to take action to protect their health

Unique features

- Custom message development, production, and recording
- Online access to our SoundIdeas content library, including relevant and timely healthcare topics
- Programs developed by clinicians and professional healthcare writers to ensure accuracy and integrity
- Voices of your leadership, physicians, patients, and more can be included in your programs
- Digital announcing equipment and automated program downloads
- 24/7 emergency support
- Multilingual programs available
- Dedicated Client Representative and Account Manager for every SoundCare client

SoundCare Testimonials

Return On Investment

In promoting a women's health series with SoundCare, Atlanta Medical Center generated a marked increase in registrations for the event, as well as \$40,000 in revenue.

Atlanta Medical Center (Tenet), Atlanta, GA

SoundCare accounted for 53% of registrants for UAB's EatRight nutrition and weight management program.

The University of Alabama at Birmingham (UAB) Health System

Emory Healthcare tracked \$28,985 in revenue, 42 physician and service line referrals, 199 referrals for classes and events, and 18 referrals for clinical trials generated in one month from SoundCare.

Emory Healthcare, Atlanta, GA

"By using SoundCare to inform and educate callers both on hold and in queue, we have reduced our call abandonment rates by 67%."

**Bill Cockrell
Administrator
Cardiovascular Associates**

Recently, Norton ran one particular cardiology campaign and found that 39% of the cardiology calls they received in their call center for that quarter were prompted by SoundCare messages.

Norton Healthcare, Louisville, KY

Customer Service

"Having used SoundCare at another facility, I knew it was a cost-effective communications product that would be able to grow with our healthcare marketing needs over the years. The product was also backed by a company that provides excellent service."

**Marcia Diaz de Villegas
Director of Marketing and Public Relations
Miami Children's Hospital**

"SoundCare brings us new patients, is delivered by a company that knows exactly what it's doing, and offers the best return on investment for us."

**Renee Henderson-Earls
Executive Director of Communications and Marketing
Medical Center Hospital, Odessa, TX**

