

Best Practices for SoundCare® on-hold messaging



This guide provides unique branding opportunities with SoundCare on-hold messaging proven to differentiate you from your 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" formats captivate and educate audiences in a uniquely informative manner. SoundCare's SoundView enables clients to incorporate messages taken from interviews with leadership, patients, and medical staff, elevating your quality of care and service.

SoundCare encourages callers to take action, leading to an increase in business for service lines, and can even improve patient satisfaction and safety by focusing on the Joint Commission's Speak Up campaign, among others.

Keep callers engaged with unique formats:

- **SoundCare Medical Minute, SoundCare Medical Report**
A physician discusses a particular procedure or treatment in a conversational/dialogue format. Can also be presented in a more formal Q&A format.
- **Health News Network**
Dual newscaster format that provides 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.

Optimize your SoundCare program to get the results you need:

- **Perspective Messages**
Make messages more personal when delivered by another person's perspective (child, senior).
- **SoundView**
Powerful testimonials using the voices of employees/patients/leadership.
- **Health Quiz**
Q&A format engages calling audiences.
- Use a mix of voices.
- Create short, concise messages with plain language.
- Consistently use nine messages per program.
- Use a tag (call-to-action) to promote services, physician referral lines, events lines, events, and more.

Note: We can remove outdated messages **at no charge** once the event has passed!

Inspire program creativity with these topics:

- AHRQ, CDC-PSAs on quality and more
- Service line appointments (e.g. rehab, pediatrics)
- Event registration (e.g. blood drives, CPR training)
- Screening registration (e.g. mammograms)
- Physician referral
- Mission, vision, values
- Prevention and wellness
- Your healing culture
- Health emergencies
- Facility-specific information (e.g. parking changes)
- Architecture and design of benefit to patients (e.g. patient flow)
- Clinical trial recruitment
- Nurse and staff recruitment
- Employee and volunteer recognition
- Welcome new physicians
- Technology improvements (e.g. EHR)
- Product, drug, and food recalls
- Technology improvements (e.g. EHR)
- How to better access care
- Safety promotion (e.g. wear seat belts)
- Patient safety (e.g. handwashing)
- Patient testimonials
- Multilingual communications
- Anniversary and milestone recognition
- SoundView (e.g. CEO wishing happy holidays, CNO recognizing nurses during Nurses Week)
- Quality and outcomes
- Web site referral
- Awards and ratings
- Community partner recognition
- Nurse call-line referral
- Directing callers operationally (e.g. how to reschedule/cancel appointments)
- Privacy and security information
- Hours of operation
- Insurance information

For more information about SoundCare on-hold messaging, please contact Vericom at 800.800.1090, email marketing@vericom.net, or visit www.vericom.net.