



## **Vericom Expands its Partnership with AHRQ** *Offers AHRQ videos and podcasts via content libraries*

**Atlanta, GA** (January 11, 2012) – Following four years of a strategic alliance with the Agency for Healthcare Research and Quality (AHRQ), Vericom expands its partnership with the agency to offer more diverse, robust, and engaging quality content for Vericom [SoundCare® on-hold messaging](#) and [ChannelCare™ digital signage](#) clients.

By furthering this relationship with AHRQ, Vericom is able to significantly bolster its audio and visual content libraries with targeted, quality messages, including podcasts and high-definition digital signage [videos](#). In addition, Vericom supports AHRQ initiatives by promoting Dr. Clancy's (Carolyn M. Clancy, MD, Director of AHRQ) advice columns via its "Quality Corner" on the Vericom web site and its [HealthLink](#) e-newsletter. Vericom's HealthLink also focuses on topics such as social media and HIPAA, how to drive patients to service lines, health literacy messaging, and how the [waiting experience](#) impacts the patient experience, among others. Vericom has become an important source and conduit for information on healthcare quality by connecting on a whole new level with healthcare marketers. Armed with quality messaging, marketers can widely distribute this information to their callers and internal hospital audiences, which include patients and their families, employees, researchers, physicians, and more.

Communication helps consumers make informed decisions as well as connects healthcare audiences with information that is critical to delivering quality care. By improving communication via [alternative media](#), healthcare providers have more options for delivering messaging that will help patients to become active participants in their own care.

The partnership with Vericom extends the reach of AHRQ's messages to the healthcare community. ChannelCare digital signage and SoundCare on-hold messaging connect with diverse and unique audiences to deliver information people need to know in real time. With the challenge of keeping content fresh and relevant, healthcare marketers need to have confidence that their content libraries provide messaging that is accurately sourced, current, and readily available at all times. Engaging people with quality information delivered with the right communications tools does make a difference.

"The ability to offer content to healthcare providers that is aligned with their strategic initiatives is of paramount importance to us," says Robert Boyles, president, Vericom. "Our expanded partnership with AHRQ enables us to provide even more messages about quality and safety—readily available and in the right formats via our content libraries—messages that are critical to influencing changes in behavior."

*Vericom's ChannelCare digital signage and SoundCare on-hold messaging enable hospitals, health systems, and physician practices to better promote their service lines, improve patient safety, support branding efforts, recruit employees, and increase patient satisfaction. Vericom has been exclusively serving healthcare providers with real-time, turnkey communications solutions for more 23 years. Call 800-800-1090, email [marketing@vericom.net](mailto:marketing@vericom.net) or visit [www.vericom.net](http://www.vericom.net) for more information.*