



Froedtert Health engages stakeholders with ChannelCare™ healthcare digital signage

Atlanta, GA (February 28, 2012) – [Vericom Corporation](#) has partnered with Froedtert Health, named one of the Milwaukee area's top employers by *The Milwaukee Business Journal* to provide [ChannelCare](#) healthcare digital signage at six hospital and clinic locations, with plans to implement Vericom's [SoundCare](#) on-hold messaging soon in 16 facilities.

In their quest for the optimal digital signage solution, Froedtert Health looked to Vericom's experience with digital signage and their intuitive understanding of the complexities of internal healthcare communications. Vericom was able to offer a sustainable and reliable communications solution that transcends technology, where dynamic visual messaging provides crucial healthcare information that gives patients tips and strategies to better manage their health. The messaging also greatly influences internal audiences' perception of the quality of care, leadership, services, and the workplace.



Via [ChannelCare](#) digital signage, Froedtert aims to convey messaging that reflects important cultural considerations like excellence in care and service, and compassion and respect in every patient encounter. "Vericom has been the right cultural fit for us from the start, and we are absolutely pleased with Vericom's extraordinary service," says Chris Sadler, director, creative services and e-business for Froedtert Health. "We feel comfortable and right at home with Vericom, knowing we are embarking on a long-term partner relationship with them."

Patient education and informing patients and consumers about additional service lines are Froedtert's primary objectives. Froedtert Health is using Vericom's content library to meet their communications goals and ensure messaging remains fresh. The ability to use premade content

as well as custom content is integral to sustaining a successful long-term digital signage platform. Froedtert Health also aims to use this new form of communication to elevate branding and differentiate its hospitals and clinics. Whether Froedtert is using messages from the [ChannelCare](#) library or creating custom messages, ChannelCare content impresses viewers with stunning graphics. "The ChannelCare graphics look great. The high-definition messages surpass our expectations. They are spectacular," comments Sadler.

As Froedtert Health evolves with their new communications efforts, SoundCare will play an important role in meeting their objectives. In a competitive marketplace, healthcare organizations spend tremendous amounts of money, time, and resources to get consumers to call their facilities. SoundCare on-hold messaging engages and educates callers who are placed on hold or in queue. SoundCare's current, timely, and clinically accurate content vastly improves the waiting experience for calling audiences, potentially leading to higher patient and employee satisfaction.

"Our goal in partnering with our clients is to exceed their expectations every day. When your business is first and foremost delivering exceptional patient care, you need exceptional and sustainable communications and a partner who can deliver on that promise," says Robert J. Loeb, Vericom CEO. "We are committed to helping Froedtert Health achieve the results they seek today and tomorrow."

Froedtert Health is a regional health care organization made up of Froedtert Hospital, Milwaukee; Community Memorial Hospital, Menomonee Falls; St. Joseph's Hospital, West Bend; and Froedtert Health Clinics. Joining the capabilities of an academic medical center affiliated with The Medical College of Wisconsin, two community hospitals and primary and multi-specialty clinics, Froedtert Health delivers highly coordinated, cost-effective health care to residents of southeastern Wisconsin and beyond. For more information, visit froedterthealth.org.

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 and employee satisfaction. Vericom has been exclusively serving healthcare providers with turnkey, comprehensive communications solutions for more than 23 years. Call 800-800-1090, email marketing@vericom.net or visit www.vericom.net. [Click here](#) for more information about healthcare digital signage.