



How to Leverage Audio Marketing For Your

Table of Contents:

Introduction.....	3
Audio for Telephony.....	4
Audio & Video for Creative Customer Care.....	8
Audio and Social Media.....	12
Conclusion.....	15

Introduction

The purpose of this whitepaper is to demonstrate how audio and video marketing is an indispensable strategy for hospitals and healthcare facilities to improve customer care, public relations initiatives, and social media outreach - ultimately increasing customer acquisition, loyalty, and engagement.

This Whitepaper is intended for:

Public Relations and Marketing

Social Media

IT

This Whitepaper will help you:

Improve Public Relations Initiatives

Enhance Customer Care

Grow Social Media Outreach

Audio for Telephony

The waiting room may be frustrating to patients and staff, but it is an unavoidable aspect of the healthcare industry. For a busy medical center, there are two “waiting rooms”—the physical room in which patients will wait, and the “caller” waiting room, the queue of individuals contacting the facility by phone.

By optimizing telephone hold time, the passive, frustrating experience of waiting can be transformed into an active, productive period of engagement.



Some ways to use phone systems to effectively reach patients are:

Message on Hold

When the Music On Hold feature was first integrated into phone systems (PBX and key systems), most interconnects and businesses were unaware of the marketing potential and value of hold time. FM tuners quickly became one of the most widely used audio sources, creating a field day for music licensing organizations such as ASCAP and BMI, which charge performance fees for the right to play music in public and commercial settings

Soon, companies sought new solutions to avoid copyright infringement and the risk of lawsuits. An alternative approach to on hold programming, Message On Hold, would take better advantage of the one-one-one opportunity to promote marketing initiatives and improve customer service. Message On Hold quickly addressed this new purpose by providing more valuable content and useful information via recorded messages accompanied by music.

- Messages on Hold can be used to mobilize your callers by announcing fundraisers, charity events, and breaking news.

- Holdcom client **Elmhurst Hospital** includes Public Service Announcements in their Message on Hold script: March is dedicated to information about colonoscopies, while mammograms are the focus of October, Breast Cancer Awareness Month.
- Include general healthcare practices, facts about their hospitals, pre-recorded radio spots, and fun “believe it or not” historical medical trivia.
 - This programming is used by Holdcom clients **Robert Wood Johnson University Hospital Hamilton, Morristown Memorial Hospital, and Hackensack University Medical Center**
- Messages on Hold can be used to convey time sensitive, essential information

“The quality of the messages is a reflection of the medical center”.

Kathleen Roberts

Director of Marketing and PR

Somerset Medical Center

- Alert your patient base about important developments quickly and effectively by broadcasting over the phone.
- Let patients know if you have an ample supply—or shortage of—a vaccine.
- When **Trinitas Hospital** was formed from the consolidation of several medical centers in 2000, Director of Public Relations and Marketing Doug Harris found that, “Message on Hold proved to be a very useful tool in conveying important messages about the merger, including information about the changing location of services and our future plans.”

Maureen Boulanger, Marketing Manager for **Morristown Memorial Hospital**, encourages departments that are not funded for “paid advertising” to use Message on Hold programs for promotions. She says, “Since I pay for MOH upfront and am allowed frequent changes, I can offer this ‘free advertising’ to those areas that don’t have budgets but still need to get their message to our consumers.”

Message on Hold is a marketing, public relations, and advertising tool that has been used by hospitals and medical centers nationwide. The **Skin Laser & Surgery Specialists of New York and New Jersey** and **Harrison Community Hospital** have all commented that Message on Hold has been an integral part of their marketing plans. Kathleen Roberts, Director of Marketing and Public Relations at **Somerset Medical Center** commented, “The quality of the messages is a reflection of the medical center.”

Multilingual Services

Messages on Hold can also address multilingual members of your community and effectively broadcast important messages. Holdcom has recorded scripts in Hindi, Arabic, Mandarin, Japanese, French, Italian, Spanish, and has specific talent for local dialects, such as French-Canadian, Australian or British English, and more.

- **Flushing Clinic – Korean Center** plays a generic program in English, Korean, and Mandarin to ensure its messages are understood by all patients.

IVR Announcements

As opposed to the experiential nature of Message On Hold, voice prompts are succinct; they are designed to elicit a physical reaction from the listener – a “call to action.”

Typical voice prompts are one-line commands that instruct the listener to press a button, speak into the phone, or recall information. Voice prompts are more interactive than Message on Hold and therefore provide even greater opportunities to increase brand loyalty and deliver critical information.

Interactive Voice Response (auto-attendant system) is a call processing system that allows customers to access a pre-recorded database through keypad input or speech recognition – the commands are usually voice prompts. The configuration and use is only limited by your imagination and the capacity of your system. These can be used to prioritize information and consolidate menu choices, thus freeing up your phone lines and decreasing hold time.

Here are some common ways that Healthcare Facilities utilize IVR Announcements:

- Deliver operating hours for a department or facility
- Help to locate a doctor or specialty
- Provide driving directions to the hospital
- Page doctors & other medical staff
- Direct patients to different departments or facilities
- Offer foreign speaking patients & visitors assistance in their native language
- Remind and confirm patient appointments
- Provide seasonal information about programs and inoculations like flu shots
- Answer frequently asked questions

Personal Cell Phone Greetings and Voicemail Greetings

Any medical professional can benefit from personal cell phone and voicemail greetings. These messages complete your mobile office, facilitate patient/physician feedback, and add a human touch to your practice. Professional recordings ensure sophisticated and understandable messages when staff members are not immediately available.



Audio & Video for Creative Patient Care and Communication

In addition to your telephone “waiting room,” there are real-life applications for audio that will increase patient and employee experience within your facility.

Overhead Music/Announcements

Music calms nervous patients and increases employee productivity. Listening to appropriate music can help regulate breathing, blood pressure, and relieve muscle tension. "The most powerful aspect of music is rhythm," says California State-North Ridge music therapy professor Ron Borczon. Rhythm will help you get more excited when sped up; when slowed down, it helps the body calm down."

- Holdcom clients **Newark Beth Israel, Community Medical Center, and Kimball Medical Center** (all part of the **Saint Barnabas Health Care System**) utilize Quiet Time Announcements. Several doctors record these announcements, which are used to tell patients and visitors to be respectfully quiet during certain times.
- **Newark Beth Israel** plays pre-recorded messages in lobbies and elevators using internet based systems with robust scheduling capabilities that are used to broadcast events, emergencies, and more.
- The above hospitals, as well as **Community Medical Center** and **Metropolitan Hospital**, will celebrate the birth of a baby by playing Brahms Lullaby through the overhead system.
- **Mountainside Hospital** uses Holdcom equipment to set up an emergency alarm for newborn babies to provide additional security and alert personnel when a baby has been removed from the unit without being properly discharged.



Audio/Video Greeting Cards

Audio/video Greeting cards allow you to reach out to your patients and employees at special times of the year, letting them know they are valuable to your practice.

- Keep a database of patient birthdays, anniversaries, and medical milestones to send them special greetings throughout the year.
- **Delta Dental of New Jersey** distributed holiday audio greeting cards to their employees.
- Announce important hospital developments—consolidations, expansions, or mergers, for example—with a warm, personal touch.

Audio Logos

An audio logo, or a certain sound that is associated with a brand, can be a powerful way to promote a healthcare center. **Newark Beth Israel, Community Medical Center, and Kimball Medical Center** incorporates audio logos into their messaging. An audio logo can be a sound, music clip, or a spoken slogan.

Audio Logos can be included:

- In Message On Hold Programming
- When overhead music is interrupted for an announcement
- In the elevator
- At the beginning of an audio tweet
- To start off a YouTube video
- To greet callers
- Any time you are using audio programming

Video

Creating videos to share online is a highly effective way to reach your patients and prospects. From simple interviews to complex storylines, video is just *different*. Today, many facilities are trying to

make viral videos, which are great – but remember, a video doesn't need to be viewed by millions to positively affect your establishment. In fact, some of the simplest videos about your facility can be the most powerful marketing collateral, helping you transform website visitors, social media followers, and other online prospects into real patient opportunities.

“About Us” Videos

Videos about your facility are some of the easiest to conceptualize. They should be straightforward and informative, while remaining interesting and engaging. There are some basic videos about your facility that you shouldn't be without. Videos about friendly staff and how you handle patients might not go viral, but they're a great way to show off the great work you do, and they're an excellent brand-building opportunity.

Virtual Tours

Virtual Tour companies, like RealTour Vision, can render real photographs to create a three dimensional digital model of your hospital or healthcare facility. RealTour Vision's Ben Knorr says, "I always like to add professional quality audio clips to virtual tours. By incorporating audio, a tour becomes more personal and informative, for a greater return on investment." By adding audio to a 3D model, it simulates an in-person tour. These tours familiarize new employees and guide first time patients. For maximum educational impact and customer service, a professional voice over allows the ability to describe activities, convey departmental information, and give a personal touch as the viewer progresses through each room.

Virtual tours can be accessed through your portal website, and can include a Greeting Video, which is a two to three minute "introduction" showcasing key physicians, statistics, testimonials, and more.

[Click here for an example of a virtual tour of Ivy Hill Assisted Living, with audio provided by Holdcom](#)

Digital Signage

Digital Signage is one of the best ways to keep patients in the waiting room entertained. Healthcare facilities can broadcast advertising or multimedia content to grab people's attention in the waiting room and throughout the facility. Similar to traditional printed signage, digital signage enables the facility to reach audiences more effectively and in real time. Unlike traditional printed signage, advertising and multimedia can be updated remotely in order to display fresh content frequently. The information can be displayed in static text, crawling text, still photos, graphics, flash files, video that's prerecorded and video that's streamed live. In-house staff can create the information or it can be outsourced to an agency. The information can be uploaded via the "cloud" using various formats.

In-Facility Patient Assessment Surveys

One of the best times to assess patient satisfaction is while they are in your facility. Several Holdcom clients, including Saint Barnabas Hospital, are utilizing audio to measure patient satisfaction *while patients are still in the hospital*. After a given time, typically 2 days, the Care Ensure system triggers an automatic courtesy call, prompting the patient to respond to a survey about their visit. In the Care-Ensure System, the patients are warmly greeted by the Hospital President, who explains the survey process. The survey itself is administrated by a professionally recorded voice. If the patient gives any negative answers, an alert is immediately sent to the appropriate staff member via email, page, text message, or phone call, allowing service recovery to begin immediately. This system:

- Allows patients to hear directly from the facility's President, the "voice" of the hospital.
- Performs while the patient is still in the Hospital, under the care of the hospital staff.
- Produces real-time, in the hospital patient satisfaction data
- Gives the hospital complete creative control over the Care-Ensure content.
- Is flexible: it allows different units and departments unique calling intervals, question content and alert recipients.

- Provides both real-time and static reporting:
 - The user can select a date range, and then view the patients' responses
 - A user can see patient satisfaction levels per question and per unit.
 - Grateful Patient Report provides the Hospital Foundation with a list of grateful patients that can be prospected and cultivated into financial donors.

“Our technology, enhanced by Holdcom’s professional voice talent capabilities and their ability to capture and enhance voice recordings from hospital administrators, provides a flawless and patient-friendly system,” Dave Penrod, President of CareOne Solutions, explained. “The combination of the familiar but authoritative hospital President, and the friendly but professional voices from Holdcom’s voice talent roster, has helped us to achieve maximum patient response,” he added.

Audio and Social Media

Hospitals and healthcare facilities are integrating social media into daily operations faster than any other industry. According to a survey of 250 hospitals by Edward Bennett of the University of Maryland Medical System, “160 use Twitter, 131 upload, and search for, original content on YouTube, 94 use Facebook, and 24 maintain blogs on a frequent basis.” His findings show that micro-blogging giant Twitter and video-conglomerate Youtube have the fastest acceptance among hospitals.

Out of 250 Hospitals Surveyed:

160 *Tweet*

131 *use YouTube*

94 *are on Facebook*

Supporters of social media claim that the “word of mouth” phenomenon is crucial for exchanging trustworthy information, managing large volumes of patients, and establishing a centralized community. These platforms utilize visual resources exceptionally well, disseminating text, images, and video. With all of this visual stimulation, the inclusion of audio is often forgotten.

Audio is the intermediary between one-on-one engagement and mass communication. The claim can be made that the “message gets lost” in the social media buzz. Using audio allows direction interaction and genuine communication with a patient. It is versatile, direct, and guarantees that a

patient not only reads or sees your information, but hears and *listens* to it: a confident, articulate, and professional voice gives your facility a physical presence in a virtual world.

Here are some ways to incorporate professional audio into your social media initiatives:

E-Training (eLearning)

Also known as eLearning, this is a form of media – either a podcast or short video – used for teaching purposes. Your facility can use professional voice talent to record on-site training for interns and orderlies, as well as “How-To” and Educational videos for the general public.

The Pew Internet and American Life Project found that, in 2008, 75 – 80 percent of internet users seek health care information. This goes beyond a simple “Google,” as YouTube is the second most frequently used search engine on the internet. Capitalizing on the YouTube phenomenon, The University of Maryland Medical Center has a YouTube Channel that is visited over 600 times a day, and over 1500 videos are watched directly from their website.

These videos will empower your patients to be “in control” of their health and increase your hospital’s reputation and online visibility. By directing more patients online through Message on Hold programs or advertising, your website will become a heavily trafficked go-to source for medical knowledge and a key tool in reducing patient anxiety.

Patients might be interested in:

- [Self-care videos for maintenance after surgery](#)
- [Teaching emergency maneuvers such as CPR](#)
- [Post videos to explain FAQs](#)

*75-80% of Internet users seek
healthcare information*

The Pew Internet and American Life
Project

Podcasts

According to Carolyn Girsko and Associates Inc., the Mayo Clinic and Johns Hopkins Medicine successfully use Podcasts to educate patients. Facilities can use podcasts to announce special

events, physician availability, fundraisers, and important medical reminders, such as getting a flu shot.

Blogs

Online, content is king. In order for your hospital to stay on top of the competition, you need to become the source for relevant, timely healthcare information. Here are strategies to engage your patients through blogging:

- **Patient Care Blogs**
 - Designated blogs for patients undergoing extensive surgery. The patient or the caretaker can post updates tracking the recovery period, sharing the experience with family and loved ones.
 - These can be in the form of audio recordings, pictures, or text.

- **Audio Blogs**
 - Provide timely information about vaccine availability, awards, or medical center expansion.
 - Either text to speech or professionally recorded, these are for people on the go.

- **Mobile Updates**
 - Send urgent, time-sensitive messages for extremely important information.
 - These blogs can be broadcast through text or the internet to mobile devices.

Conclusion

Your hospital or healthcare facility can use audio marketing to leverage traditional and online platforms to effectively communicate with your patients.

You can increase your visibility through the five “eyes”:

1. **Inform:** Your hospital can use audio marketing services such as Message on Hold to promote traffic to their website or Facebook Fan Page. You can broadcast emergencies to mobile phones with customized messages.
2. **Inspire:** Your hospital can use Message on hold as a call to social action. You can inform customers on new health initiatives and commemorations, such as acquiring a new vaccine. You can then efficiently direct callers to donate through friendly IVR announcements.
3. **Introduce:** While a customer is waiting on hold, share personal anecdotes or biographies about your staff. These messages establish a personal relationship between your hospital and the patient.
4. **Interact:** Patient Care blogs can incorporate audio. Personal cell phone messages facilitate relations between physician and patient.
5. **Involve:** Announce breaking news stories, milestones, and anniversaries.

In order to make the most use out of your telephony or online programs, it is important to update frequently. Holdcom’s professional voice talent is always on call, and we have access to native international voice talent with expertise in dozens of languages. Our services are designed for flexibility and frequent updates; your hospital will not have to worry about scrambling to create content, as we have a staff of professional scriptwriters.

Harness the power of the human voice to enhance your hospital or healthcare facility.

Learn more on our website, www.Holdcom.com, our blog, SoundCommunication.Holdcom.com, and by following us on [Twitter](#) and on [Facebook](#).