

MGMA

Medical Group
Management
Association

"We were looking for on-hold messaging for our organization and I found On-Hold Marketing. I reached out to the company and from our first conversation I knew I wasn't going to look any further. I have found them to be honest, professional, personable and knowledgeable."

Roberta Voloshin
Corporate Director of Sales and Marketing
United Methodist Homes of NJ



On Hold Messaging
Association, Int'l

Don't let silence, an illegal CD, or
radio station determine your image.

Your custom designed music and
message program will create the right
image...a professional and caring
image that earns trust.



"28 Years of Excellence"



www.CareAndComfortOnHold.com

...is a marketing service of



On Hold Marketing
2727 Enterprise Parkway, Suite 108
Richmond, VA 23294

Phones: 800-342-0098
804-273-6900

www.onholdmarketinginc.com



*Customized Music and Message
On-Hold Programs plus Overhead
Music for Dining and Lobby*

...the original On Hold Marketing

When your patient's family members are on hold, you've momentarily lost control of your image as a premier healthcare provider.

Callers can become im-patient
...hanging on in increasing frustration
...or hanging up.

Your customized "Care and Comfort On HoldSM" program will engage callers, making the wait time seem shorter
... assuring family members that their loved one is receiving caring and professional healthcare.

The Difference

- We do all the work
- 70 years telecom, VoIP, audio production & marketing experience
- In-house writers, voice talent, studios & music libraries
- Programs lengths longer than the industry average
- Male and Female voice talents
- Consultation on what does and doesn't work
- Three years International HOLDIE Award winners for creativity

In-House Creative Media Productions



**The process is
easy for you
because we do it all...**

- Script Writing
- Audio Production
- Talent and Music Selection
- Periodic Reminders to Refresh Your Program Content

Benefits

- Reduce Abandoned Calls
- Give Family Callers a "Caring and Comforting" Feeling
- Promote Your Full Range of Services and Amenities
- Emphasize Recreational Activities
- Assure Callers of Cooperation with Insurance Plans
- Showcase Therapy Offerings
- Ease the Anxiety of Transition from Home to a Community Setting
- Promote Medical Staff & Services

Other Services

- Overhead Music for Dining and Lobby Areas



L-R: Brian, Allen, Dan, Rich, Karen