Selling Sound Masking Solutions to Hospitals & Healthcare Providers

A How-to Guide for Partners
9 Steps to Successfully Selling Sound Masking into Hospitals

This sales guide, in addition to our end user brochure, *Sound Masking Solutions in Hospital Environments* will help you demonstrate how sound masking provides hospitals with a cost-effective solution that increases patient satisfaction and improves speech privacy and confidentiality.

1 **Identify the hospital’s decision makers**
   Determine who is responsible for handling Medicare funding, privacy issues, patient satisfaction, or acoustic issues. Possibilities include:
   - Director of Patient Satisfaction
   - VP of Technology and Innovation
   - Chief Experience Officer
   - VP of Operations
   - Head of Facilities or Engineering

2 **Learn how the hospital stacks up against the competition**
   Look up your hospital’s HCAHPS survey results and compare with other local hospitals on hospitalcompare.hhs.gov

3 **Formulate probing questions**
   When meeting with a decision maker, questions like the ones below illustrate that you’re someone who understands (and can solve) hospital noise concerns.
   - Can conversations in examination rooms be overheard in hallways, reception or waiting areas?
   - Can conversations be overheard from adjacent exam rooms?
   - Is patient sleep being interrupted by distracting noises at night?
   - Is sensitive patient information being shared at an information desk near a waiting area?
   - Are pharmacy counters near waiting or administrative areas?
   - Do patients complain about noise or privacy issues?
   - Do discharged patients report low satisfaction scores?

4 **Speak the language**
   These terms may come up in your client meeting. Make sure you know what they mean.

   **HCAHPS**, which stands for the Hospital Consumer Assessment of Healthcare Providers and Systems, is the first national, standardized, publicly reported patient survey regarding hospital care. It was designed by the federal government and measures a patient’s perception of care on 10 dimensions, ranging from nurse communication to quietness of the hospital environment. Hospitals need to obtain at least a 50th percentile in each dimension to receive achievement points for full Medicare funding.

   **VBP**, or Value Based Purchasing, is an initiative mandated by the Patient Protection and Affordable Care Act that rewards hospitals for the quality of care they provide to Medicare and Medicaid patients. The VBP program, administered by the Centers for Medicare and Medicaid Services (CMS), reimburses hospitals across the country for inpatient acute care services based on quality of care as well the quality of services provided. As a result, patient satisfaction, and thus quietness of the hospital environment, is a component of a hospital’s overall VBP score, which helps determine that hospital’s Medicare funding.

   **HIPAA**, The Health Insurance Portability and Accountability Act, mandates how a healthcare provider is able to collect, store and use patients’ personal health information and requires providers to implement safeguards to protect patient privacy. Hospitals not only have a legal obligation to ensure patient privacy but an obligation to help their patients feel more confident in their privacy.

5 **Use your sales tools**
   Contact marketing@cambridgesound.com to get any of the materials below.
   - Sound Masking in Hospital Environments brochure
   - Healthcare case studies
   - Healthcare PowerPoint presentation
   - Patient Privacy Demo kit
   - Links to government sites
   - Library of healthcare research and studies regarding sound masking, sleep, patient satisfaction, VBP, and HCAHPS

6 **Share customer names**
   Many hospitals and healthcare providers utilize Cambridge Sound Management’s sound masking systems. A partial list can be found on the back page of this document.

7 **Suggest a pilot installation**
   CSM provides free 30-day trials. Longer trials are available upon request. Contact your CSM rep for details.

8 **Obtain hospital’s Reflected Ceiling Plan (RCP)**
   Provide CSM with your customer’s RCP, ceiling height, ceiling type, and areas of coverage. You can upload all of this information at http://cambridgesound.com/quote. CSM will provide you with a layout and budgetary quote.

9 **Draft your project proposal**
   Include content from the Sound Masking Text for Hospital Proposals (see next page).
Below please find a brief description of the Cambridge Sound Management sound masking system that you can cut and paste into your proposal.

Cambridge Sound Management can provide you with a sound masking system that is ideal for your hospital environment. Designed by acoustical experts our sound masking solutions can help hospitals safeguard speech privacy as required by HIPAA, improve patient satisfaction, enhance quality of care, and ultimately raise key HCAHPS metrics that impact Medicare funding.

Managing distracting noise continues to be an ongoing acoustical challenge in hospitals. National HCAHPS data reveals patients are dissatisfied with noise levels near their rooms at night and consequently hospitals across the board are receiving the lowest of all HCAHPS scores on this key measure. Patients find sound masking provides a comfortable acoustic environment that promotes sleep and contributes to improved medical outcomes.

At the core our sound masking systems are a series of speakers that are installed into or above the ceiling. The speakers distribute an unobtrusive background sound (much like the sound of airflow) that serves to mask the impact of distracting noise and reduces the intelligibility of confidential conversations. A diverse variety of speaker options, software control, and integrated paging and music options make Cambridge Sound Management the most flexible and cost effective sound masking system.

Installed in hundreds of hospitals across the nation, Cambridge Sound Management is the logical choice for hospitals committed to providing patients with an acoustic environment that enhances the effectiveness of caregivers and delivers the highest level of patient satisfaction.
List of Healthcare Customers Using CSM Sound Masking

AC Skinner Cancer Center
Adventist Health Systems
Agrace Hospice Care
Ahuja Medical Center
Airrosti Rehab Centers
Algoma Public Health
Allscripts
Alta View Hospital
AltaMed Medical Group
American Specialty Health
Arch Health Partners
Arthrex
Beaufort Memorial Hospital
Benco Dental
Boston Children's Hospital
Blue Cross Blue Shield
Brigham and Women's Hospital
Brooks Rehabilitation Hospital
Bulk Orthotic
Cadence Health
Cambridge Health Alliance
Canadian Cancer Society
Canadian Mental Health Association
Cancer Treatment Centers of America
Cares Community Health
Carolina Healthcare System
Center for Medicare and Medicaid Services
CentraCare Health System
Champlain Valley Physicians Hospital
CHG Healthcare
Children's Hospital of Atlanta
Children's Hospital and Clinics of Minnesota
Children's Hospital Central California
City of Hope - Antelope Valley Cancer Center
Civitan Regional Blood Center
Classen Urgent Care
Cognitive Behavioral Consulting
Connecticut Health Insurance Exchange
Complete Women's Healthcare
Crossover Health
CSL Behring
Diversified Medical Staffing
Eagan Clinic
Emblem Health
Emergency & Health Services Commission
Emergency Care Research Institute
Emory University Hospital
Essentia Health
Ethicon
ETSU Family Medical Associates
Euclid Medical Center
Finger Lakes Health System Agency
First Choice Dental
Florida Blue
Florida Hospital Tampa
Fresenius Medical Center
Geisinger
Gentle Dental
Grace Medical Systems
Gwinnett Hospital System
Harvard Drug Group
Hawaii Medical Service Association
Health & Safety Institute
Health Alliance Hospital
Health Fitness Corporation
Health to You
HealthSouth
Healthsun Health Plan
Holland Hospital
Holy Cross Hospital Healthplex
Home Instead Senior Care
Horizon Healthcare
Hospice of the Valley
Hospital Corporation of America
Hospital Sisters Health System
Humana
Intermountain Healthcare
IPC Healthcare
Jackson Healthcare
Kennedy Dental Office
Kernan Hospital
Kimberly-Clark Corporation
Lakeview OB/GYN Clinic
Laser Spine Institute
Lehigh Valley Hospital
Lentz Public Health Center
Lifepoint Hospitals
Lifeways
Loydminter Primary Care
Martin's Point Health Care
Maryland Sports Medicine
Massachusetts General Hospital
McKesson Specialty Health
MedFusion
Memorial Sloan-Kettering Cancer Center
Mercy Health
MetroHealth
Metrowest Medical Center
Michigan Dental Association
Mission Point Health Partners
Nassau University Medical Center
Nebraska Methodist Hospital
New Mexico Health Connections
New Mexico Heart & Vascular
Northeast Georgia Medical Center
Northwest Hospital
Northwestern Memorial Hospital
Novo Nordisk
NYU Hospital Center
Oncology Hematology Care, Inc.
Palmetto Health Baptist
Palo Alto Medical Foundation
Park Dental Eden Prairie
Partners Healthcare
Penn Presbyterian Medical Center
Pine Rest Christian Mental Health Services
Portland Plastic Surgery Center
Premier Family Physicians
ProCura
Quantum Health
Quest Diagnostics
Redwood Clinic
RTI Surgical
Saint Mary's Healthcare
Sault Area Hospital
Seaview Orthopedics
Sinai Hospital
South Jordan Health Center
South Miami Hospital
South Nassau Communities Hospital
Southcentral Foundation
St. Cloud Hospital
St. John's Hospital
St. Joseph's Hospital
St. Tammany Parish Hospital
Stanford University Medical Center
Summa Health System
Sutter Maternity and Sugery Center
Taos Health Systems
TennCare
Total Care Clinics
Tri-City Medical Center
Trinity Medical Associates
UC Irvine Health
UCLA Healthcare
UF Health Family Medicine - Jonesville
UNC Lineberger Comprehensive Cancer Center
UnityPoint Health - St. Luke's
University of Iowa Hospitals and Clinics
University of Maryland Medical Center
University of Michigan Health Systems
University of Tennessee Hospital
University of Texas Medical Center
University of Utah Community Clinic
Veterans Health Administration
Virtua Hospital
Washington University School of Medicine
Westfields Hospital
Woburn Pediatrics Associates