



# 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](http://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](mailto: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).

# Sound Masking Text for Hospital Proposals

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  
Bulow Orthotic  
Cadence Health  
Cambridge Health Alliance  
Canadian Cancer Society  
Canadian Mental Health Association  
Cancer Treatment Centers of America  
Cares Community Health  
Carolinas 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  
Lloydminster Primary Care  
Martin's Point Health Care  
Massland 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 Surgery 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