



9 STEPS

for Successfully Selling Sound Masking in Hospitals

This sales guide is designed to 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, and/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 on hcahpsonline.org and compare with others in the area.

3. Formulate probing questions

When meeting with a decision maker, questions like the ones below demonstrate you're someone who understands hospital noise concerns.

- Can examination room conversations 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 located 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:

HCAHPS, or Hospital Consumer Assessment of Healthcare Providers and Systems, is the first national, standardized, publicly reported patient survey regarding hospital care. Designed by the federal government, HCAHPS measures a patient's perception of care in 10 areas, ranging from nurse communication to sound levels within the environment. Hospitals must achieve at least a 50th percentile position in each area 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 care quality provided to Medicare and Medicaid patients. The VBP program, administered by the Centers for Medicare and Medicaid Services (CMS), reimburses hospitals nationwide for inpatient acute care services based on both quality of care and services provided. As a result, overall patient satisfaction (including sound levels within a hospital's environment), is a component of the VBP score, and helps determine Medicare funding.

HIPAA, The Health Insurance Portability and Accountability Act, mandates how a healthcare provider, collects, stores, and uses a patient's personal health information. In order to maintain HIPAA compliance, hospitals are required to implement strict safeguards for maintaining and protecting patient privacy.



5. Utilize available sales tools

Contact your Biamp regional sales manager or visit our Partner Resources library at cambridgesound.com/partners to access a wide variety of healthcare industry sound masking sales tools.

6. Share customer names

Many hospitals and healthcare providers utilize our sound masking systems. Be sure to mention some prominent examples.

7. Suggest a pilot installation

Biamp provides free 30-day trials. Longer trials are available upon request. Contact your Biamp rep for details.

8. Obtain hospital's Reflected Ceiling Plan (RCP)

Provide Biamp with your customer's RCP, ceiling height, ceiling type, and areas of coverage. This information can be uploaded at cambridgesound.com/quote. Biamp will provide you with a layout and budgetary quote.

9. Draft your project proposal

Include content from the Sound Masking Text for Hospital Proposals.

Sound Masking Text for Hospital Proposals

Below is a brief description of the Cambridge sound masking system that can be cut and pasted into your proposal.

Cambridge sound masking solutions from Biamp provide an ideal system for your hospital environment. Designed by acoustical experts, our solutions help hospitals safeguard speech privacy as required by HIPAA, improve patient satisfaction, enhance quality of care, and ultimately raise key HCAHPS metrics impacting Medicare funding.

Managing distracting noise is an ongoing acoustical challenge within hospitals, with national HCAHPS data revealing deep patient dissatisfaction with nighttime noise levels near their rooms; consequently, hospitals are receiving the lowest HCAHPS scores on this key measure across the board. Research has shown patients find that sound masking provides a comfortable acoustic environment that promotes sleep and contributes to improved medical outcomes.

At their core, our sound masking systems are a series of speakers installed in or above a ceiling that distribute an un-obtrusive background sound (much like that of airflow), serving to lessen the impact of distracting noise and the intelligibility of confidential conversations. A diverse selection of speaker options, software controls, and integrated paging and music options make Biamp's Cambridge products the most flexible and cost-effective sound masking devices on the market.

Installed in hundreds of hospitals across the country, Cambridge sound masking solutions from Biamp are the logical choice for hospitals committed to providing patients with acoustic environments that enhance the effectiveness of care, delivering optimal patient satisfaction.

Visit www.biamp.com/healthcare/soundmasking to learn more about the benefits our sound masking solutions deliver to healthcare facilities of all sizes.