

## Telephone On Hold Medical Case Study Centra Southside Community Hospital, Farmville, VA

TelephoneOnHold.com  
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### About Telephone On Hold

Telephone On Hold, operated by Professional Audio Studios, is a leading national provider of custom service. Telephone On Hold provides script writing, voice, and background music and finished music on hold audio production. Telephone On Hold is known for dedication to detail, affordable prices, and high-quality work.

### The Importance of Medical Music On Hold by Telephone On Hold

As medical professionals, you understand the value of phone calls. Your telephone is the lifeline of your business – appointments are set, inquiries made, and appointments are confirmed or shifted. Over 70% of callers to medical professionals are placed on-hold. The average hold time is over 40-seconds, making this a perfect opportunity to communicate, educate and impress your patients with a Telephone On Hold music and messaging on-hold solution. A properly created Telephone On Hold campaign will complement all your office's external marketing efforts; from radio and TV to print and social media, it will all come together with a timely, impressive program written just for your medical office and updated on your schedule. Whether they are calling for an appointment or an initial inquiry, you can “wow” callers on hold with an amazing on-hold experience. Reinforce the benefits of regular exams, available cosmetic options, doctor training, and much more!

### About Centra Southside Community Hospital

As an affiliate of Centra, a regional nonprofit healthcare system based in Lynchburg, VA Southside Community Hospital is a full-service acute care facility with a state-of-the-art birth center, serving as a medical hub for an eight-county region. Each year Southside has approximately 4,000 admissions and sees more than 20,000 patients through its emergency department.



### The Telephone On Hold Solution for Centra Southside Community Hospital

For Centra Southside Community Hospital, the telephone is vital to patient communication. Through frequent updates from Telephone On Hold, they ensure patients are kept up to date on services offered through the hospital and their affiliations. Centra Southside Community Hospital also uses hold time to calm anxious patients and their families.

### Telephone On Hold Testimonial by Centra Southside Community Hospital

“I have found you on the Internet, and we have signed a contract for a year, and I have gotten so many good responses from the on-hold messaging and it really has bumped our professionalism up a notch. Justin – that I’ve worked with has been very responsive – I email him and he emails me right back. I’ve just been completely thrilled with your service – particularly, your customer service. So, I appreciate and thanks a lot!” - Kerry Mossler



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