



FOR IMMEDIATE RELEASE

## Vocantas Vamps Up Its Team to Meet Increased Demand for Innovative Speech Technology Tools

*Automated Calls Extend Care, Increase Efficiency, and Improve Customer Satisfaction*

OTTAWA, ON, CANADA - August 11, 2008 - Vocantas Inc., a leader in interactive voice response systems (IVRS), welcomes Carole Laporte as marketing communications specialist. Her experience in copywriting and public relations will provide a unique advantage as the company faces growing interest in the application of its speech technology in healthcare and other markets.

Vocantas maintains a very strong focus on the healthcare sector and works with top healthcare providers and organizations to optimize communication processes using IVR systems.

Pressures are mounting as hospitals and clinics face new requirements for post discharge follow-up. CallAssure - an IVRS developed in collaboration with an award-winning scientist - creates a safety net for newly released patients. The system collects valuable data about the patient's healthcare experience, delivers reinforcing messages, and, if necessary, schedules a follow-up call by a healthcare provider.

The rapidly increasing rate of chronic disease is perhaps the 21st century's greatest healthcare challenge. Healthcare providers are seeking ways to reach more individuals more effectively. CallAssure CDM (chronic disease management) provides efficient, automated outreach to those living with one or more chronic conditions. The technology, which generates thousands of automated follow-up calls every day, has a 100% success rate in delivering time-critical information to patients: to inform and remind them of appointments, test results, and medication requirements.

Vocantas continues to deliver to the utilities market, where it first established its roots almost ten years ago. Its lead product, Utilities OnCall, automates inbound account inquiries, responses to outage questions, meter reading reports and other routine requests. With 24/7 access, customers are able to pay bills and access account information at their convenience, as well as receive power outage notifications. This results in a reduction calls to live agents and a significant improvement in receivables.

CallAssure and Utilities OnCall are registered trademarks of Vocantas Inc. The names of other companies or products mentioned herein may be the trademarks of their respective owners.

### About Vocantas

Vocantas is a developer of interactive voice response systems (IVRS) that use advanced computer telephony and speech technology to provide its customers with cost-effective customer outreach solutions. The company's easy-to-use, turn-key solutions



offer customizable core features and optional enhancements that integrate seamlessly with existing systems. Its products have particular application in the healthcare, education, utilities and customer service environments where they have been proven to increase efficiencies while minimizing operational costs. For more information, please visit [www.vocantas.com](http://www.vocantas.com).

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