



## From Our Clients:

We had recently lost an account to competitor who offered a content-rich website as an employee benefit and felt we needed a similar solution to stay competitive. We considered either building it ourselves or buying from one of several vendors and decided that our core competence was in providing employee assistance, NOT in building and maintaining websites. We needed a partner not only with the skills to build and maintain a robust EAP-oriented site but one who also understood the business of employee assistance services.

CenterSite's package was very appealing and quickly became the obvious solution. It offered us many EAP-specific features including: utilization tracking, the ability to co-brand the site with our client's logos, as well as thousands of pages of educational content. All of this was offered at a very reasonable price. We were demonstrating our site to potential clients within a week of signing the agreement! Now our bases are covered when sales presentations turn to technology options. Clients and prospects have been impressed and our conversion rate on sales prospects has been improved.

**David O'Brien,**  
CEO, Wellspring Group, Seattle

## Ensure That Your Website Works to Your Advantage

In today's competitive environment you need to provide better benefits to your EAP clients and do so cost effectively. Service and price factor into competitive advantage. CenterSite gives you an additional employee benefit that allows you to deliver thousands of pages of educational material to your clients' employees. You can easily add your materials, or materials licensed by others, to your CenterSite website. Printing costs drop dramatically while access is improved; service is enhanced; price is reduced; and a competitive advantage is gained.

Websites have evolved into a prominent (if not dominant) interface between you and your customers. Your customer's impressions of the quality of your services will be heavily influenced by their interactions with your website (or noticeable lack thereof). The best EAP business sites have transcended "electronic brochure" status to become valuable information and communication resources that benefit both executive decision-makers, and employees. Do your current websites offer your covered employees 24/7 access to branded health and wellness educational materials as well as information about your services? Do they offer you an attractive platform for sharing product information with executives, receiving customer feedback, and accessing utilization reporting? Do they provide these benefits to your business in a highly cost-effective manner? CenterSite websites do all of these and far more.

CenterSite provides a complete, interactive, and hosted, website service designed to aid EAPs with marketing and public relations; employee health, wellness and work/life education; requests for service; and feedback communication. With CenterSite you have high quality, educational, private-labeled information available to your employees, substantially increasing their access, saving you money in printing costs, and enabling accurate utilization reporting. You also gain control over the process of publishing your promotional materials online so that it becomes easy for you to inform and educate prospective customers about what you do. Our system is designed to make it easy for non-technical people to achieve great looking results. Let us demo for you. You'll want CenterSite for your EAP website after seeing us in action.

### A Site Your Customers Can Use

**CenterSite will work with you to create a multi-faceted website that delivers the information and services EAP customers need in a clear and attractive manner.**



## From Our Clients:

*We have been pleased with Centersite as a website for our company. It has been easy to alter and adapt the site to reflect our company's specific services. For example, the Centersite staff helped us highlight our financial counseling services. They worked with us and our financial affiliate to incorporate financial tools and calculators from our affiliate's website onto ours. Now, in addition to the wide range of mental health related topics provided by Centersite, our financial services are featured as well.*

— Nancy A. Grunnet  
First Sun EAP Alliance, Inc.  
<http://firstsuneap.centersite.org>

*We provide employee assistance services to almost 90 companies with 45,000 employees and we have to keep the lines of communication open at all times. Everyone has different needs and it can be overwhelming and time-consuming to keep up, requiring real patience on both ours and our clients' parts. With CenterSite, information is readily available on our website. People can get what they need to know when they need it – no waiting. It's easy to access and easy to use. I'm not a technical person, but working with the CenterSite staff really helped me learn the skills I needed to develop and maintain our site. They are very patient and helpful. Customer service like that made learning very easy.*

— Angela Steliga  
LifeWatch EAP, Rhode Island  
[www.lifewatch-eap.com](http://www.lifewatch-eap.com)

## Quick Setup

Why pay to reinvent the wheel? CenterSite websites are template-based. They set up quickly, are highly configurable, easy to personalize, and simple to maintain. You get a custom website fast, without having to pay for a custom design. In most cases, we will import your existing website into your new CenterSite website as part of normal setup. Your new website can be up and running in less than one week

## Experience-Informed Design

CenterSite has developed websites for many EAPs and has the experience necessary to properly address your design questions. Are you wondering how to balance the need to restrict access to your website (so that only covered employees can visit it) while also ensuring sure that they can easily get what they need? Maybe you're wondering how best to collect utilization statistics for each of your covered companies. CenterSite has addressed these questions and has numerous options already constructed and available for your use. We're happy to discuss the various options with you and customize your site to best meet your needs.

## A Benefits and a Sales Site

An EAP's websites must address the needs of both current and potential customers. CenterSite meets these needs by offering: 1) a password protected benefits area complete with thousands of pages of consumer information, and 2) a publicly accessible sales area where you can put marketing materials. You can have as many pages as you like in both areas.

## Web-Based Publishing

CenterSite eliminates the need to hire expensive web consultants or to ask your IT department to take over web responsibilities. Our web-based Content Manager tools make publishing information as easy as filling out a form and clicking a button. Non-technically oriented staff members are typically able to publish documents to the website with only an hour's training that is provided as part of the normal

setup package. Is your content currently in Microsoft's Word™ format? CenterSite provides "wizards" to convert your Word documents into web-accessible HTML documents while retaining layout and formatting. CenterSite also works with PDF documents which can be moved to your site and viewed as is.

## Web-Based Administration

Our web-based Content Manager puts you in total control of your site. Need to publish a document? It's easy, just compose your document in Microsoft Word, or in the built-in "what you see is what you get" document editor, click a button or two and your new document is published on your home page. What about changing your logo? You can load an updated logo graphic from your desktop to your CenterSite website and have it appear on every page of your site in less than a minute. How about if you sign a new customer or need to delete an old staff administrative account? No problem at all. Creating or modifying customer and administrative accounts is quick and easy. You can delete or edit old accounts and create new ones as the need arises, all from within Center-Site's web-based Content Manager.

## Award-Winning Content

Every CenterSite website is delivered with thousands of pages of behavioral health and wellness content drawn from the pages of Mental Help Net ([www.mentalhelp.net](http://www.mentalhelp.net)), the Forbes.com "favorite" website for mental health. A daily-updated news feed is also provided, featuring articles drawn from wire feeds and newspapers. All content is sorted into relevant topic centers by our editors under the supervision of a licensed psychologist. Filters allow you to determine the news which will appear on your website. You choose as much or as little of the content as fits your needs. You can also use the Content Manager to add your own content, or to seamlessly integrate content purchased from other vendors.

## Content Syndication Services

CenterSite content can be integrated with existing websites, if the customer so chooses. Contact us for details.

## Password Protection and Reporting

CenterSite websites can be password-protected so only covered employees are allowed access. Covered employees log in using a company-wide password, and view a version of your website optionally personalized with your logo and unique information. You also have access to detailed utilization reports showing how many times people in each contracted company view different areas of your site.

## Unsurpassed Support

Though CenterSite websites are easy to use and manage, there are times when you will want to discuss a new idea or get advice. CenterSite is staffed in both eastern and pacific time zones, enabling you to reach us by telephone between 8 a.m. and 8 p.m.

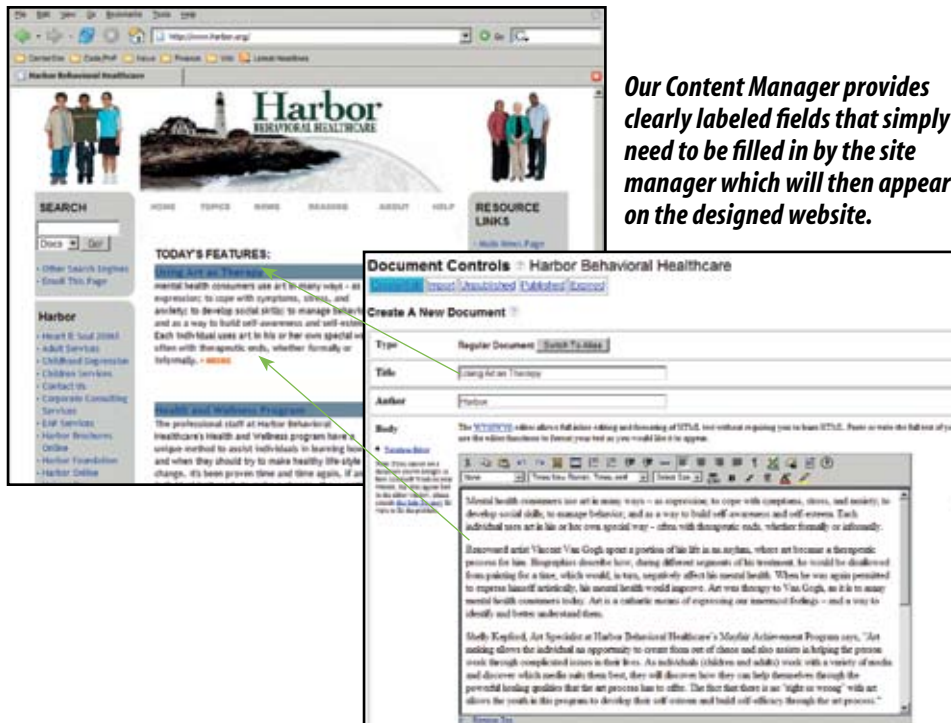
Eastern (5 a.m. and 5 p.m. Pacific) every working day. CenterSite also offers monthly "Academy" training classes (live web seminars free for all interested customers), and responsive email feedback. On-demand video training is also available.

## Value-Priced and Affordable

CenterSite offers high-quality website services at value prices. Our complete package (hosting, support, behind-the-scenes technical maintenance and backup, award-winning content, access to publishing tools, etc.) is available for an affordable flat monthly fee starting at \$300 for up to 20,000 covered lives. Businesses requiring access for more than 20,000 employees pay a low per-member-per-month tiered fee on top of the flat fee. You can pay month by month, or sign a contract to lock in your rate — it's up to you. Compare our price and quality to what our competitors offer and we're confident you'll want to do business with us.

## CenterSite Makes Creating Web Pages Easy

*With CenterSite's Content Manager, creating a web page is as easy as typing. The web-based form provides clearly labeled fields that simply need to be populated by the site manager. To add photos and other artwork, the user only needs to click and choose the desired file from their computer's hard drive. The Content Manager automatically re-sizes the image to fit the page template. When the content is complete, the user clicks one more button and the new page is sent to the server, ready to be used by anyone viewing the site.*



**Our Content Manager provides clearly labeled fields that simply need to be filled in by the site manager which will then appear on the designed website.**



## Contact us for More Information

Please call or write to us to schedule a demonstration. Contact CenterSite at 614-448-4055 or via e-mail at [info@centersite.net](mailto:info@centersite.net).

Visit our website at [www.centersite.net](http://www.centersite.net).



**CenterSite.net**  
CONNECTING YOU TO YOUR COMMUNITY

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*Deliver the Website Your Customers Deserve*

**CenterSite.net**

## ***Discover What CenterSite Can Do***

**C**enterSite is an innovative website service that EAPs and CMHCs use to build customer-facing websites. CenterSite websites are private-labeled under your brand, and come complete with thousands of pages of award-winning behavioral health and wellness content and news feeds. A unique web-based administration tool makes it very easy for even non-technical staff to add content and stories to your website.

CenterSite websites are constructed from flexible “pre-built” templates designed to come together quickly, offer many opportunities for customization (to offer you a unique look and feel most appropriate to your brand), and are very easy to maintain. Hosting of your website, as well as all technical maintenance, is included in the low monthly fee.

With CenterSite, any EAP or community mental health center — regardless of size or budget — can offer an attractive, informative, and cost-efficient website.