

# CenterSite.net

syndication service for behavioral treatment programs

## Behavioral Health News and Information for Your Website

Many community behavioral health centers understand their mission to include more than simply providing direct care to community members in need. There is an educational mission as well as a treatment mission. To best serve the community, centers need to be able to educate and inform their community members concerning issues and ideas in mental health.

A center's website can be an ideal vehicle for fulfilling that educational mission. However, creating the appropriate content necessary to give the website an educational capability is difficult, time intensive and expensive. CenterSite's unique Syndication Service solves this problem by enabling centers to quickly and easily add thousands of pages of high quality educational information to their existing websites.

Think of the Syndication Service as an affordable outsourced editorial bureau which creates and maintains articles and documents for your existing site. The same idea has existed in the newspaper industry for years where businesses like Universal Press Syndicate, "deliver features and partner with newspapers to reach common goals: bring new readers to your pages, and keep existing readers reading everyday."

Our Syndication Service enables you to transform your existing website from a simple electronic bulletin board into an effective and vibrant means of community outreach. Your expanded website serves your community with up-to-date educational content, constantly changing behavioral health news articles, links to other resources and much more.



### From Our Clients:

When the Mental Health Center of Denver re-designed the web site last year, we added the goal of providing comprehensive and reliable mental health education for the public. After researching our options, we chose to work with CenterSite for this information. Your contribution to MHCD.org is excellent. The content is just what we wanted, your functions are easy and efficient, and your customer service is outstanding. Thank you very much.

Jean Symons  
IT Specialist  
Mental Health Center of Denver



Left: client's original page, Below: content on the Centersite hosted page matches the existing website.



## From Our Clients:

*EPMHMR is consumer-centered. We believe in the empowerment of people with disabilities and we know education is key to empowerment. Our website is an important and cost effective means of community outreach. We wanted it to provide more than just a description of our services. EPMHMR provides leadership within our community on mental health, mental retardation, and substance addiction questions. We want to be the resource that consumers, their families or their caregivers turn to again and again for answers. CenterSite's outstanding and authoritative content library gave us the materials we need to meet these educational goals. CenterSite's staff customized the library pages to look exactly like our existing website. Our staff spent very little time integrating the materials. Another of our core values is the responsible use of resources. CenterSite is a unique combination of high quality educational material at an unbeatable price point. It fit easily into our mission, our website and our budget.*

**Gary Larcenaire, CEO  
El Paso MHMR**

## Become Your Community's Trusted Behavioral Health Information Source

Adding CenterSite's syndicated content to your existing website benefits your center in numerous ways:

### Educate and Inform Your Community

There is no shortage of information available today. The question is no longer "where is the information?"; but rather "what information can be trusted?" People want and need trusted health leaders who can separate fact from fiction on their behalf. When possible, people also want to put their trust in local health leadership as well, for no one understands local needs like local experts.

Adding CenterSite's educational content library to your existing website enables you to provide your community with a rich, authoritative source of information on behavioral health issues which is important to consumers, family members, caregivers and to those whose lives are touched by mental health issues.

### Be Recognized as the Local Behavioral Health Authority

As a CenterSite customer, your website will feature thousands of pages of consumer-oriented behavioral health educational materials covering topics like Depression, Anxiety, ADHD, Schizophrenia, Mental Retardation and many more. All of this information will appear in the pages of your website, under your brand. Readers will connect your name with the information and will see your center as the local source for reliable and accurate behavioral health information and services.

### Retain Your Existing Look and Feel

CenterSite syndication websites are configured to match the appearance of your existing website. This enables you to add the CenterSite content library without impacting or sacrificing your established design. Colors, logos, graphics, design elements, URLs and even content — all

the hallmarks of your identity — are easily incorporated into your CenterSite syndication website. This customization means that your readers will identify your center as the source of the information they are consuming.

### Bring More Traffic to Your Site

CenterSite's up-to-date educational content makes your site interesting and helps establish your center as a local behavioral health services leader. As a result, your site is accessed more frequently. Community members returning to your site will also have the opportunity to read any center-specific announcements concerning programs and events you may have posted.

### Heighten Your Fund-Raising and Public Relations Profile

Making your website appeal to local consumers benefits your center beyond simply fulfilling your educational mission. Your consumer-oriented website becomes an important part of your public relations and fund-raising strategies as well. The more active and visible your center becomes, the more likely it is to be supported by its community.

### Improve Your Job Recruiting

Recruiting is an important activity at most centers. Recognizing this need, CenterSite offers a built-in, web-enabled jobs database. You can set up a special password combination enabling HR staff to create and publish job listings on your site. Unless you indicate otherwise, all posted job listings will also automatically appear in the oldest and largest source of mental health information on the web, Mental Help Net ([www.mentalhelp.net](http://www.mentalhelp.net)), for free.

### Update Your Site

CenterSite has a service to replace your website. We will host the resulting site. You get a new look, all of our content and an easy-to-use Content Manager to add and update pages. Contact us for details.

## Our Unique Service Makes it Easy

### Quick Setup

Our unique Syndication Service is easy to set up and creates no burden on your existing staff. CenterSite essentially creates a secondary content website (fully hosted and maintained by CenterSite) which mimics the look and feel of your existing pages. This secondary content website is customized and personalized with your colors, branding, logos, web domains and images during setup, and is then placed on the Web adjacent to your existing website. A round of small edits to your existing website (to link it into the CenterSite content website) completes the work. Once finished, your existing website and content offerings are vastly expanded even though you have not had to do any substantial work! The process can occur quickly, as well. Your expanded website can be up and running in as little as one week.

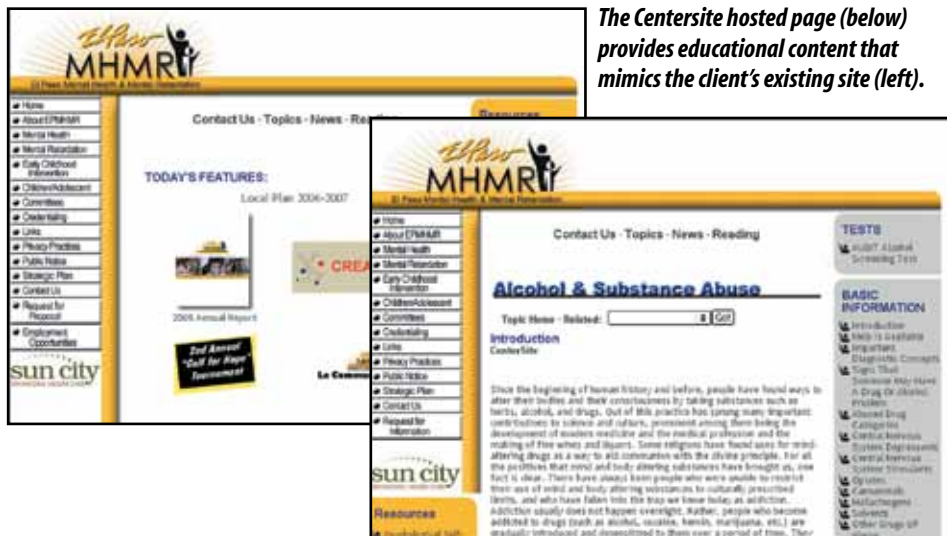
### No Burden on Your Staff

Including the CenterSite content library in your existing website does not create any additional burden or responsibility for your already-busy IT staff. CenterSite handles site setup and hosting, keeps the content up to date and designs new content on an ongoing basis, and publishes news articles to your site every day. Your IT staff can intervene if they wish, but it is never necessary.

The only work required from your IT staff will be to link your existing site to the educational library. Additionally, and optionally, a small "javascript" can be added to your home page which will automatically pull current news headlines in every time that page is accessed. These are one-time setup events that require minimal time to accomplish. Choosing to add a news feed to your existing home page is a good idea, as it gives your readers a recurring reason to come back to your site. More site visits means that your own announcements and messages about programs and events are more likely to be read.

### External Hosting Keeps Your Operations Data Protected and Secure

Because your CenterSite content website is hosted outside your organization, your IT team can lock your firewall with maximum security, keeping your sensitive internal operations data protected. This level of security is not possible with an internally hosted website solution. Your CenterSite website is externally hosted at our secure and state-of-the-art data center, backed up every night, and watched over vigilantly by knowledgeable network engineers.



The Centersite hosted page (below) provides educational content that mimics the client's existing site (left).

### From Our Clients:

*I did nothing but brag about our fabulous website when I was on a recent business trip and it's all because of CenterSite. Working with the site is so easy—I've been able to do several things that before were almost impossible. Everyone is in 'shock and awe' at the great look and feel of the new website! The more that I learn about the operation of the website, the more comfortable I am making it dynamic. You have been such a wonderful help to me in learning all about the way the site can be designed and be refreshed from day to day. Thanks for your attention to detail and for taking good care of our site!*

**Mary A. L. Tufts**  
**Information Technology, Anasazi Support**  
**MHMR Services For The Concho Valley**



## 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 Community Deserves*

## CenterSite.net

### **Advanced Features**

#### ***Password Protected Areas on Your Site***

Create passwords on sections of your site where information can be published that should only be accessible to members of your board, your staff, or your provider network. Only users who know the passwords you assign will be able to access the protected content.

#### ***Feedback or Comments Form***

Each CenterSite website includes a feedback form that can be completed by your readers. The contents of this form are emailed to the address of your choice each time a reader makes a comment.

#### ***RSS feed***

The news feed from each CenterSite website automatically generates an RSS feed. RSS is a recent Internet technology that allows your readers to literally subscribe to your news feed from their personal home pages on Google, Yahoo,

MSN, AOL or other services. Once subscribed, readers no longer need to expend the energy to visit your website to see what you have to offer. Instead, they can scan teasers of your website's latest news articles inside their homepage. They are immediately transferred to your website to read the full stories when they click on an interesting article's teaser.

#### ***Free Job Listings on Our National Network***

Job announcements posted by your HR staff to your CenterSite website can (optionally) automatically appear on Mental Help Net where they may be viewed by the more than 50,000 clinicians who visit each month. There is no additional charge for this service.

#### ***Web-enabled Content Management System***

CenterSite's Web-based Content Management tools make it easy for non-technical staff members to add or edit information on your CenterSite website. A simple

form-based interface enables staff to add news, job listings, and other content to your CenterSite-hosted pages directly without needing technical staff to publish it for them. Enabling the staff members who actually generate your communications materials to publish it directly is highly empowering, as well as efficient.

### **Tremendous Value**

CenterSite offers tremendous value and flexibility. We offer a complete package for a low monthly fee starting at a tiered rate of \$199 per month (based on annual revenue and center size). You can pay month by month, or sign a term contract — it's up to you. Hosting, technical maintenance, training, support and high-quality, "PhD-reviewed" content are all included.

Make your site more than just an electronic billboard. Make it an extension of your educational mission. Call us today to arrange a demonstration.