

CenterSite.net

for behavioral treatment programs

Become Your Community's Behavioral Health Source

These days, there is no shortage of available information. The question is: which information can we trust? The public wants a voice that will lend credence and support to the available information and that will separate fact from fiction. In this situation, people want to turn to a local source, one with ties to the community. With the help of CenterSite's award-winning information and easy-to-follow Internet interface, your agency has the opportunity to be the source of reliable and accurate information that consumers will depend on for years to come.

CenterSite can deliver a vibrant, second-generation behavioral health Web site for your agency. With our web solution, you will be able to serve your clients, their families, your staff and your board by delivering:

- thousands of pages of educational content
- a content management system
- private, password-protected areas for board, staff or providers
- prices starting at only \$199 per month

You already provide excellent quality behavioral health services to people in need. But how can you best communicate this fact so that the community thinks highly of your work? The answer is via a consumer-oriented Internet Web site.

A publicly accessible consumer-oriented Web site is an important and expected part of public relations and fund raising strategies. Your organization's Web site can provide your community with useful information and timely news on behavioral health topics and up-to-date details on services and special events — all delivered under your brand. It can be expensive to maintain such a Web site however, and this simple fact prevents many centers from creating such a resource. These constraints need not stop your center because CenterSite offers CMHCs an easy, inexpensive, and secure turn-key solution.

CenterSite Web sites are private-labeled under your identity, and come complete with thousands of pages of award-winning behavioral health content and news feeds. Our unique Web-based administration tool makes it easy for even non-technical staff to add and edit information on your Web site. We're confident you won't find a better total value anywhere.



From Our Clients:

"We are absolutely thrilled with the CenterSite service! Not only is it easier to maintain better quality for less than what we used to pay a staff Web designer, but the Web site is also remotely accessible to our site content contributors.

Organizations can submit their articles right into the site and we can edit and upload with the click of the mouse. You don't have to be a technical person at all to learn maintenance of the site. Our previously self maintained Web site was not nearly as comprehensive as the site CenterSite has helped us achieve. Training is easy and the professional look of the site gives us a bigger and more powerful presence both locally and online than we ever had before; for less!

Mickey Quattlebaum
Center for youth & Family, Arkansas

From Our Clients:

We wanted to communicate with other providers and agencies as well as the public about the services available at Woodland, so we decided to implement a Web site to reach the community in a different way... We struggle with a number of barriers in our community, including lack of technology, but we focus more on serving children and families, using the Web as a tool is important...our site has generated positive feedback from clients, staff, and members of the community.

**David Tener, Executive Director
Woodland Centers, Inc., Ohio**

In addition to treating the client, educating family members and caregivers is a key part of our total customer approach for community wellness. We really feel we have a strong presence out there now and that people can look to us for answers and trust the information we provide through CenterSite.

**Dan Cobbs, Chief Executive Officer
Bridgeway Center, Florida**

Quick Setup

CenterSite Web sites are constructed from flexible, “prebuilt” templates which set up quickly and allow for a great deal of personalization. You get a custom Web site fast, without having to pay for a custom design. In most cases, we can import your existing Web site into your new CenterSite Web site as part of our normal setup and it can be up and running in as little as one week.

External Hosting Protects Your Operations Data

Your CenterSite Web site will be hosted outside your organization at our secure data center. This allows your IT team to lock your firewall with maximum security keeping your sensitive internal data protected. This level of security is not possible with an internally hosted Web site. We back up your Web site every night, and watch over it 24/7 with our knowledgeable network technicians.

Easily Maintained with Web-Based Content

CenterSite eliminates the need for your IT department to help staff with Web tasks. Our Web-based Content Manager makes publishing documents, news articles, links, job listings and other information as easy as filling out a form and clicking a button. Even your non-technically oriented staff members can learn to do this after a single training session, which is included as part of our normal setup package.

Password Protected Areas

CenterSite allows you to use passwords for sections of your site, publishing information that will only be accessible to members of your board, staff or provider network.

Award Winning Behavioral Health and Wellness Content Standard

Every CenterSite Web site is delivered with thousands of pages of behavioral health and wellness content from the pages of Mental Help Net, the Forbes.com

“Favorite” in the behavioral health category. A news feed is also provided featuring relevant articles from wire feeds and newspapers. CenterSite customers are free to choose the amount of content they wish to feature. In addition to our own information, we provide thousands of links to other Web sites, categorized by topic. Customers can also add their own topics and content.

Free Job Listings on our National Network

Job announcements posted by your HR staff to your CenterSite Web site can (optionally) automatically appear on Mental Help Net where they will be viewed by more than 50,000 clinicians who visit each month. There is no additional charge for this service, which otherwise could cost your organization \$30 or more per job listing per month.

Content Syndication Service

Some customers wish to include CenterSite content in their existing site. Our Content Syndication Service makes this easy and inexpensive. Please contact us for details.

Tremendous Value

We offer a complete package for a low monthly fee starting at only \$199 per month, based on 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.

Discover All the Benefits CenterSite Can Offer

Keep Your Community Up-to-Date

Your center's message changes over time but many Web sites do not reflect these changes because they are seldom updated. And there are too few people in the organization with the technical skills to do the updating.

CenterSite's sophisticated but easy to use Content Management System (CMS) solves this problem. Using the CMS, even nontechnical staff members can easily change content on the Web site. Because all the editing is done through the Web, updating can take place from office or home. And since CSM makes our sites easy to update, it happens more regularly.

Lower the Cost of Maintaining Your Site

CenterSite makes it simple for most staff members to learn how to maintain your Web site. An assistant to the executive directors handles the site updates at one of our small clients. More often the development and marketing staff share the maintenance responsibilities.

Enabling your own staff to maintain your site makes sense. It saves money and aggravation, and increases operational efficiency. Technical staff members not doing web maintenance are then free to pay more attention to the vital MIS and IT projects they were hired to do. Nontechnical staff members — the people who actually generate your communications — are empowered to directly publish their material on the Web site. To the extent that nontechnical employees cost less than technical ones, you also save money by making it possible for lower-cost employees to handle the Web publishing duties.

Recognition of Your Center as a Behavioral Health Authority

As a CenterSite customer, your Web site will feature thousands of pages of consumer-oriented educational materials on topics such as Depression, Anxiety, ADHD and many more. The updated content makes the site interesting and establishes your center as a behavioral health services leader. As a result, your site is accessed more frequently.

Community members returning to your site will also see news and information specific to your center and its programs. For example, you can post a featured article describing an upcoming fund raising event, or new program, right in the middle of your home page where every visitor will see it.

Retain Your Existing Look and Feel

CenterSite Web sites can be configured to match the appearance of existing sites. This flexibility allows you to shift to CenterSite without sacrificing existing design features. Colors, logos, graphics, design elements and content are all easy to more. We can customize a CenterSite Web site with all the hallmarks of your identity.

Improve Your Job Recruiting

Recruiting is an important activity at most centers. Recognizing this need, CenterSite offers built-in job database functionality. 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 popular Mental Help Net public Web site for free (www.mentalhelp.net).

From Our Clients:

We are a mid-sized agency. We have the sophistication and skill sets, but not enough financial freedom to create and host our own dynamic Web site. We don't have the time or money to dedicate to such a demanding endeavor. But through CenterSite, we have a very professional looking site and all the benefits that go along with it, without the financial or time restrictions we would have to deal with otherwise. It's a tremendous idea and it will be very successful.

**Larry Mundy, Systems Manager
Bridgeway Center, Florida**



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.

Visit our Web site at www.centersite.net.



CenterSite.net
CONNECTING YOU TO YOUR COMMUNITY

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Deliver the Web Site Your Community Deserves

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CenterSite Makes Creating Dynamic 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. Once new copy is entered and uploaded with the click of a button, it appears immediately on the designed Web site. 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 resizes 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 their server, ready to be used by everyone who views the site.

