

# Centaurus Marketing/Referral

Today's healthcare consumer continually seeks out information for themselves and/or their families.

With LVM Systems' Centaurus Marketing/Referral software, you can transform your call center into a relationship/revenue building communication center.

Whether it's helping your



customers find the right doctor or providing them with the health information they need to lead a healthier lifestyle, Centaurus is the tool that gives you a competitive advantage.

Centaurus Marketing/Referral software allows you to not only provide information, but also to gather critical information about your customers.



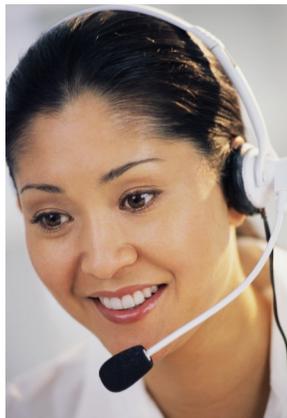
## The Centaurus Marketing/Referral Advantage

In today's competitive healthcare marketplace, your call center is often tasked with customer communication and relationship management. Now, more than ever, it is critical that your call center have the tools and processes to keep all your callers happy and well-informed.

LVM Systems is the partner you can count on to create customized software solutions that enhance your ability to best communicate with your customers. You know your community better than anyone. To that end, LVM Systems will work with you to develop software solutions that meet your unique needs.

With LVM Systems' Centaurus software, you can customize modules that include:

- Physician referral and appointments
- Physician-to-physician consult
- Service referral
- Class screening registration
- Health information
- Surveys
- Contact management
- Literature/brochure fulfillment
- Speakers bureau
- Answering service
- Membership registry
- Complaint/suggestion tracking
- Admissions/revenue reconciliation



### Why Choose Centaurus Marketing/Referral Software?

- *Customization to Optimize your Call Process* – Centaurus screens and data fields can be moved, added, deleted and renamed to provide your call center with precisely the call flow and data capture capabilities desired.
- *Custom Reports* – You can provide executive leadership the information they need to make crucial, operational decisions. Based on the number of licensed workstations you purchase, you can use allotted service time to create meaningful reports.
- *Individual Relationships* – Centaurus segments the database by customer type: Consumer/Patient, Physician On Staff, Referring Physician, Business/Industry, Facility, and Insurer/Managed Care. The profiles capture the unique information and attributes your organization needs to effectively communicate and manage relationships.
- *Reporting & Data Management* – Centaurus provides more than 2,000 standard reports, including call center metrics, caller profile analysis, unmet needs, and market opportunities.
- *Inter-Module Search* – The *Cross Reference* function provides a system-wide view of the resources available to your customers, using title and keyword triggers. This allows staff to review all resources that are currently available across all modules.