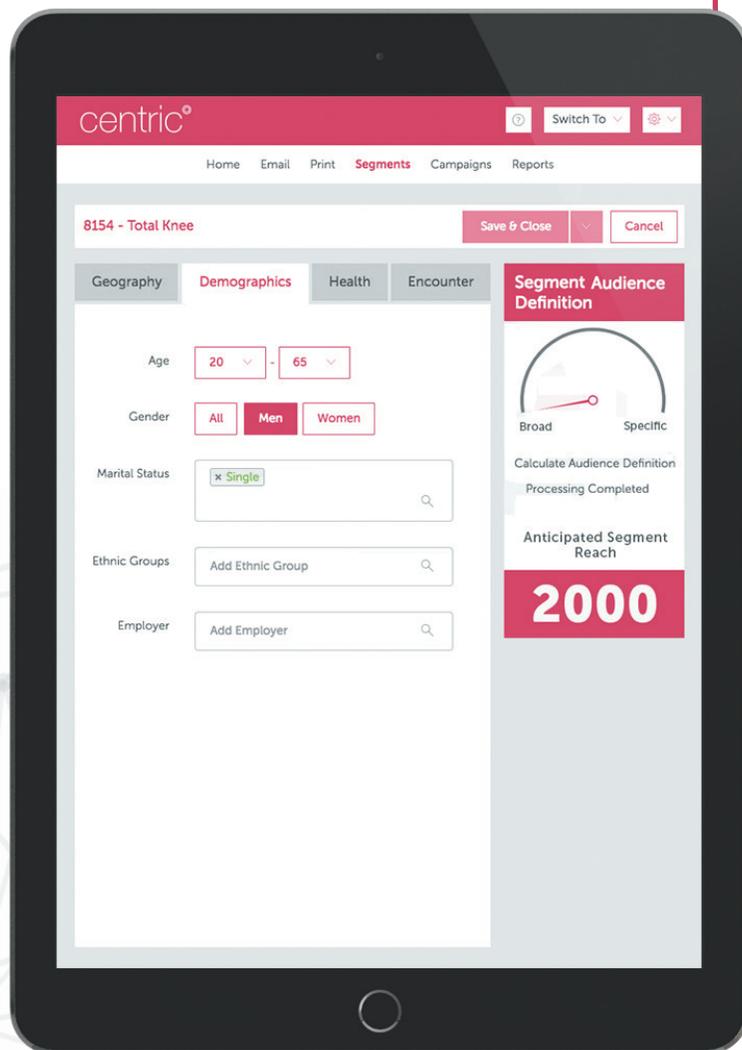




Physician & Patient Marketing Targeting Communication for Optimal Response

Centric is a robust marketing tool that allows you to engage your target audiences, track reach and trend the results using customizable email and pre-loaded direct mail designs. Take advantage of digital automation to create multiple comprehensive campaigns, or develop a series of targeted and dynamic activities within a single campaign. You can import, save and manage physician and patient lists with our web-based platform, and use advanced list segmentation to ensure that the right message is delivered at the right time. Most importantly, you can evaluate the success of outreach with access to relevant metrics, including email open and click rates, collateral deliverability and estimated ROI.



Use Centric to:

Manage Segments

Ensure communications reach receptive audiences with our system's segment builder

Execute Campaigns

Take advantage of digital automation to create a series of comprehensive, targeted messages and campaigns

Create Awareness

Enhance patient and provider engagement with direct mail & email

Track Progress

Evaluate and repeat campaigns that effectively demonstrate ROI

Experience Seamless Integration

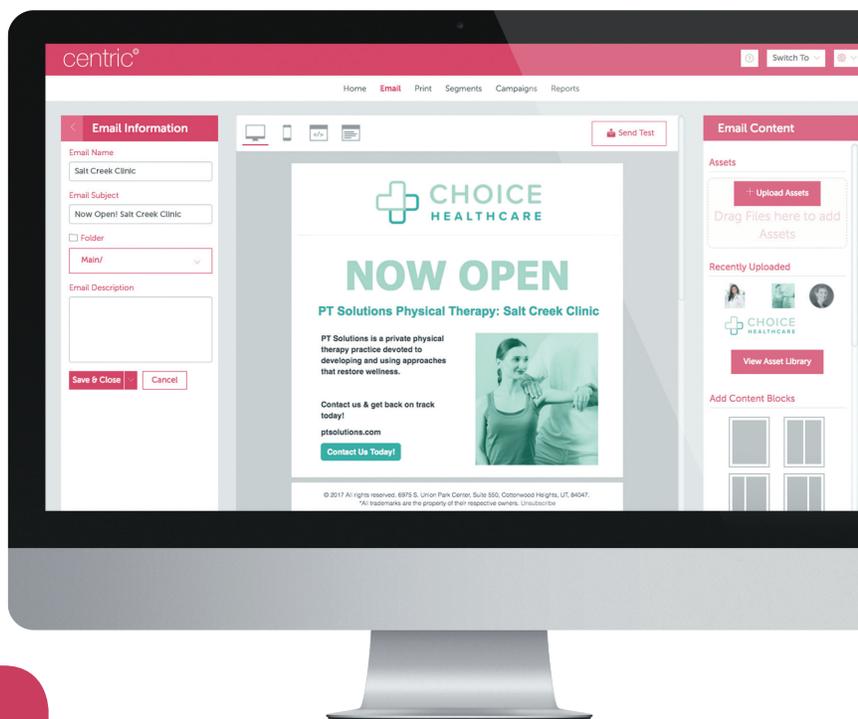
Access the power of connectivity with our product Growth Suite

Marketing collateral that delivers results.

Centric is an effective tool for engaging your audience.

Team members, from liaisons and marketing leaders to onboarding specialists, can undertake key marketing projects, such as:

- Executing provider email and direct mail
- Filtering consumer, patient and targeted prospect lists
- Producing relevant content for multiple audiences
- Customizing marketing materials that reinforce branding and define services
- ROI reporting and email analytics for leadership buy-in



Centric Use Case ↑

Communicating Effectively with Engaging Content

A regional medical center in Vermont was looking for a timely and more effective way to communicate with referring providers & practice managers. Centric's user-friendly marketing templates, along with training and support from the Centric Project team, has enabled the organization to create appealing, professional email messages and campaigns. They can also track when messages are delivered, opened and clicked, and then use data analytics and visualization to demonstrate value to leadership.

“With the ever-increasing time constraints of our referring providers & practice managers, we were looking for a way to effectively communicate important and relevant information. Centric has allowed us to create professional email messages without needing a creative designer, and the feedback from our practice managers has been very positive.”

Specialist, Medical Practice Relations