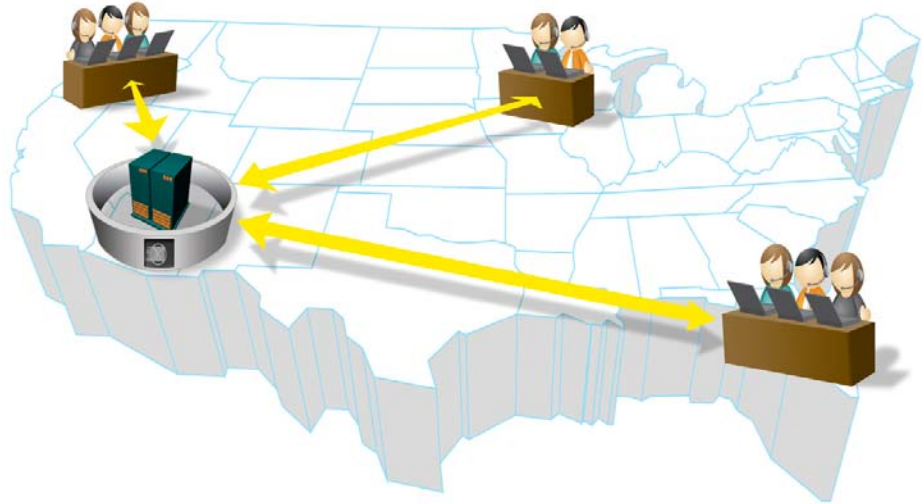


Virtual Call Center

LVM Systems has been a long time leader in *installed* call center software for marketing and referral, telephone triage, disease management and physician relations. We proudly announce a new option for using our robust software solutions: Virtual Call Center (VCC) hosted solution.

What is VCC? Traditionally, LVM's Centaurus software has been installed on the client's own servers. Using Virtual Call Center, the software resides on servers hosted in Arizona and accessed by clients via the Internet, with the similar performance as though it was on a local server.

How does it work? Virtual Call Center is accessed from your desktop via a high-speed Internet connection using Windows Remote Desktop. You and your staff log-in through the secure encrypted connection and access the Centaurus application. Your data, as well as custom screens and reports can be seen and accessed by your staff with appropriate user credentials. If you have remote staff, they can also access Centaurus through Windows Remote Desktop in exactly the same way.



Security, reliability, and levels of redundancy. If your organization has a history of managing its software systems locally, this change may trigger a series of questions. LVM Systems recognizes the need to offer assurances of the highest caliber. For that reason, we have chosen I/O Data Centers as our hosting partner (www.iodatacenters.com). I/O offers preeminent hosting services, including a high level of Internet bandwidth, back-up power supply, security and privacy. All this translates to a guarantee of top performance and uptime. LVM can also provide an optional second level of redundancy if needed, that is, the arrangement offers a secondary, fail-over site should a natural disaster strike or disable the primary site.

What are the benefits? The challenges of today's healthcare environment create the perfect opportunity to explore a hosted solution. Beyond the assurances of performance, security and very high level uptime, additional benefits include:

- ◆ Less demand on IT resources
- ◆ Less time spent in implementation
- ◆ Staffing flexibility
- ◆ Remote workforce opportunities
- ◆ Scalability - small and large
- ◆ Decentralized operations options
- ◆ Alternatives to capital budget
- ◆ Predictable operational expense
- ◆ Peace of mind
 - ◆ uninterrupted power supply
 - ◆ daily offsite backups
 - ◆ the security of 128 bit encryption
 - ◆ back-up servers on-hand, if needed



Virtual Call Center Benefits

1. Less demand on your (local) IT personnel

With the push to implement EMRs and other enterprise-wide software systems, your own I.T. resources may be consumed by other projects. Implementing the Virtual Call Center lets your organization omit several steps which are usually IT-dependent, such as:

- ◆ ordering and preparing servers
- ◆ installing base software and ongoing updates
- ◆ establishing software and data back-up routines

Regardless of your IT resource situation, the by-product of implementing VCC is a shorter implementation interval and faster support from LVM.

2. Staffing flexibility

Using Virtual Call Center supports a spectrum of staffing options. *Remote workforce* alternatives have received much notice in recent years, both as an employee satisfier and also a means of broadening your potential talent pool. The ability to engage workers for "on-call" situations, sometimes with little lead time, can also be an advantage. Leveraging VCC to support remote staff paves the way toward managing spikes in call volume or recruiting last minute substitutes for absent staff.

3. Scalability and Roll-over coverage

A growing trend in our industry is the formation of Super Call Centers, often with *decentralized operations*. LVM Systems has several clients who deploy Centaurus across several work groups: marketing, physician relations, after-hours triage and multiple disease management specialties. The single software helps standardize processes. And a unified database provides users with a view of the 'whole patient,' even if that patient is seen or contacted at a variety of touch-points. With VCC, concerns over LAN, WAN and server locations become irrelevant. All staff simply access the software and data from whichever location is most convenient - even laptops with Internet access.

The other opportunity with virtualization is roll-over coverage. Small call centers with just 1, 2 or 3 concurrent staff are challenged by peak hours, absences and vacations. With VCC, your calls can be managed by trained staff in another location, leveraging job-sharing opportunities safely and securely.

4. Alternative to capital budget requests

Many health systems have responded to the economy by 'freezing' capital budgets, eliminating the hope for licensing new software or hardware. LVM Systems offers an option to license the Virtual Call Center on a monthly payment plan, if needed, to avoid requesting capital dollars. Therefore, software fees can be covered through an operational budget, at less expense than outsourcing.

This same strategy of using operational dollars can be applied to changing software packages within the course of a budget year. If your current software has been sunset unexpectedly, choosing VCC on a payment plan may help 'keep you running' during a difficult year of change.

5. Disaster Recovery Option

The hosting solution that supports our Virtual Call Center can also be used as a disaster recovery plan (often called business continuity) for your call center operation. You can maintain your 'normal' installed solution and use our data center as a redundant, back-up site, should your server or power source be interrupted or destroyed.

Or, switch your operations to Virtual Call Center and select our disaster recovery solution for the assurance of a second physical location. This redundant set-up offers a mirror image of your server and software which stays ready in a "cold" state. In the event that you need to use the back-up, LVM can turn it on and have you operational in as little as four hours time.

With Virtual Call Center, every operational detail is designed and managed to support high performance and provide the highest quality security for your data.

For more information about **Virtual Call Center** today, contact
LVM Systems at 480.633.8200, ext 223 or visit
www.lvmsystems.com/prod05_vcc.php