



Product Overview ..... Page 2

E-Centaurus Modules ..... Page 4

Sample Health Information Topics ..... Page 9



4262 E. Florian Avenue – Mesa, Arizona 85206  
Phone (480) 633-8200  
[info@lvmsystems.com](mailto:info@lvmsystems.com)

# E-Centaurus - Marketing Referral

## Product Overview

In the competitive environment that healthcare organizations now face, survival often depends on attracting and retaining a sufficiently large share of your market. LVM's marketing and referral software, E-Centaurus, is designed to position the call center as the hub of communication and relationship management with your organization's key constituents.

**E-Centaurus Marketing/Referral modules include:**

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| ✚ Physician Referral and Appointments | ✚ Literature/Brochure Fulfillment     |
| ✚ Physician to Physician Consult      | ✚ Speakers Bureau                     |
| ✚ Service Referral                    | ✚ Answering Service                   |
| ✚ Class & Screening Registration      | ✚ Behavioral Health Intake            |
| ✚ Health Information                  | ✚ Membership Registry                 |
| ✚ Surveys                             | ✚ Complaint/Suggestion Tracking       |
| ✚ Contact Management                  | ✚ Admissions / Revenue Reconciliation |

### “Why do so many call centers switch to E-Centaurus software?”

**Customization to Optimize your Call Process** LVM distinguishes itself in the marketplace by *encouraging* customization to meet your individual business needs. E-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 for “ideal” operations. LVM's commitment to customization is also evidenced by custom reporting. During implementation, the LVM team creates any reports and custom documents you require – followed by a generous monthly allotment of custom reports available to you at no charge.

**Individual Relationships** Relationship Management is all about understanding the unique attributes of your customers and meeting their individual needs. E-Centaurus establishes the framework for segmentation from the start, by supporting separate profiles (databases) 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 with and manage each constituent type.

**Mature, Comprehensive Software:** LVM provides a broader array of software functions than other call center vendor. The E-Centaurus software can scale to suit your organization's needs whether you're implementing a physician referral program, need more functionality than your current call center software can provide, or are undertaking a multi-service contact center. E-Centaurus is tested and reliable. It has evolved over 18 years with input from client partners (from community hospitals, large academic settings, managed care

organizations, PBMs, government operations and for-profit call centers), front-line users and changes in the healthcare industry and technology. It leverages its powerful MS SQL database structure to achieve scalability and superior reporting and analysis, while allowing for maximal ease of use and flexibility.

**Reporting and Data Management** are essential for identifying opportunities and managing quality, performance, and efficiency. Standard performance statistics are important, but the ability to produce custom reports is key in managing your call center operation. LVM understands this and has “raised the bar” by defining reports for caller profile analysis, unmet needs, and market opportunities. E-Centaurus provides more than 2,000 standard reports and LVM provides custom reports at no charge. The number of free custom reports allotted monthly is based upon the number of licensed workstations.

Fulfillment materials, such as class, referral and appointment confirmations, directions, and information topics are also integral to your operation. E-Centaurus can easily facilitate multiple versions and formats of these documents, customizing them to the needs of your constituents, and also transmit the information in the preferred format of the customer (print, fax, e-mail, export).

The E-Centaurus file structures are an open standard that allow for the exporting / importing of data. The Import / Export functionality allows for adding or extracting information to and from other sources, such as mailing lists, other databases, and mainframe downloads. Data may be imported / exported to and from ASCII SDF, ASCII Delimited, DIF, Paradox, DBASE, Lotus Symphony, and Microsoft Excel formats. You may also choose to export data to a standard report writer, such as Crystal Reports, or use the graphing functionality available in Excel.

**Across-Module Search** The E-Centaurus **Cross Reference** function provides a system-wide view of the resources available to your customers. Using title and keyword triggers, this capability supports your staff in identifying and marketing other appropriate services to callers based on an identified area of interest. Example: A search on "HEART" would bring all physicians, classes, services, health information and brochures that were cross-referenced with the word “HEART.” This allows the counselor to review all resources that are currently available across the databases.

**Companion Products** Although we refer to them as “call centers,” most operations are pursuing other channels of communication. LVM also provides an **IVR (Interactive Voice Response)** telephony solution to offload inquiries for health information via touch-tone phone. And through the **WebLink product**, LVM allows your organization to establish an Internet-based, self-service area where consumers can perform physician selections, request appointments, take surveys and register and pay for classes online as well as obtain health and self-care information.

# E-Centaurus Modules



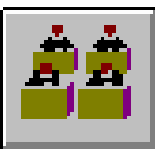
## Physician Referral and Appointments

Successfully matching callers to physicians is a mainstay for many healthcare call centers. E-Centaurus matches consumer preferences and health plan mandates with the Physicians On Staff database to drive the referral, or appointment-scheduling, process. The software has 47 standard and 10 user-defined selection criteria upon which to match. Features include safe harbor tracking, ability to designate attributes as “exact match only,” ability to easily set follow-up (reminder) calls, and the “Can’t Fill” function for tracking criteria combinations which cannot be satisfied by the physician database. The physician appointment feature supports appointment-setting at the time of the call. The reporting is designed to provide comprehensive call statistics as well as analysis of caller preferences and unmet needs.



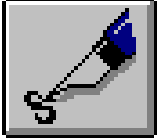
## Physician-to-Physician Consult

Unlike consumer-to-physician referrals, physician-to-physician consults require satisfying the needs of three stakeholders: referring (primary care) physicians, specialists, and the patient(s) they share. LVM has addressed the unique challenges of this service by tracking *referring physicians* and their associated requests in a separate database, treating them differently than consumer referrals. The second physician database within E-Centaurus allows for superior tracking and coordination of the three-way relationship between patient, referring physician and specialist. This communication link is also enhanced by the physician paging functionality of the software.



## Class & Screening Registration

LVM’s class and screening registration module provides many time- and effort-saving advantages to make life easier for the user and program administrator. The class set-up process captures important parameters, such as enrollment criteria, date, time, location, cost, number of available openings, waiting list, instructor and other elements necessary for the registration process. Class set-up is expedited by the ability to re-use and modify course templates – saving staff time and data errors. Confirmation letters and e-mails may be sent to attendees, as well as class rosters and status reports to instructors. Accounting items such as payment amount and methods and attendance are also recorded.



## **Service Referral**

Linking consumers with hospital-based and community resources is another core function of the community call center. The database of service profiles supports the counselor in giving consistent and accurate information to the callers. An application of the Service Referral function is also being used to implement 2-1-1 call centers. This is an emerging national initiative to establish regional (sometimes state-wide) databases and referral systems for local health and human services. Several LVM customers have expanded the scope of their referral service to encompass 2-1-1.



## **Health Information**

The health information files in E-Centaurus may be reviewed with the consumer during a call and/or printed, faxed or e-mailed as a follow-up action. The library includes content from three sources: 1) Barton Schmitt, MD, practicing pediatrician and well-known expert in pediatric telephone triage, 2) American Academy of Family Physicians (AAFP), and 3) the National Institutes of Health / National Library of Medicine.

### **Parent Advice Messages (Schmitt)**

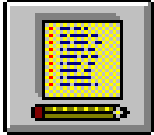
This Advice set was initially developed to address the most common inquiries received by pediatric practices. Approximately 85 topics cover acute childhood illnesses and care management instructions for parents. The remaining 190 address common behavioral health and developmental issues, from newborns to adolescents. The behavioral health topics are especially helpful to parents – assisting them to identify “normal” from problematic behaviors that may need professional attention.

### **Family Doctor by American Academy of Family Physicians (AAFP)**

The AAFP developed this library of 650 topics as a robust collection of patient handouts for their member physicians to use in their practices. It was written and reviewed by physicians and patient education professionals and is available within the E-Centaurus software and WebLink products. The content set also includes links to an additional 150 health organizations and resources.

### **MedlinePlus Health Topics (NIH / National Library of Medicine)**

E-Centaurus links directly to MedlinePlus Health Topics, an online library covering more than 700 diseases and conditions, from Alzheimer’s to West Nile Virus. MedlinePlus organizes the publications produced by Federal Government organizations into easily navigable pages, providing a resource for health professionals as well as consumers. Their information is current or a “last update” date is included and it’s reviewed and quality-filtered for accuracy of content. Documentation and reporting on use of MedlinePlus Health Topics is automated as with any other LVM info file.



## Surveys / HRA

Nationally, call centers are becoming more involved in surveys and data gathering for their sponsoring organization. Patient and member satisfaction, outbound calls to discharged patients, and health risk assessments all rely on a solid survey tool. This type of data gathering is also a key activity in any disease management program.

The E-Centaurus survey module has the flexibility to support a spectrum of data-gathering needs, from simple surveys to complex assessments based upon branching logic and intricate business rules. Additionally, the surveys can be displayed one question at a time or in a multi-question format, well-suited for repetitive surveys or data entry from mailings. (see screen captures) E-Centaurus is furnished with several health risk and standard survey templates (SF-12, HRA, Zung and CESD depression screens, etc.). Additionally, LVM will customize / create surveys for your organization, or train your staff how to “build your own.”

Survey Taken

Survey For SMITH, ANDREW J JR TH 00000001  
Srv Id 0SAS1202 # 1 Date 03/12/2003 Facility TR 00000035 #Recs 1

Survey Fulfillment | 1 User Defined Fields | 2

1. How are you feeling today? circle one.

1 - better  
2 - same  
3 - worse

Next Question  
Previous Question  
Auto Question

Score 0.00 Rank Sub Group  
Follow-Up 7/7 Time By FY/Status Attempts

Record: 1/1 Exclusive 11:16:24

Clinidata - COACH Survey

Caller BROWN, CAROL #Recs 1 TH 00000001 Score 0.00  
Srv Id COACH # 1 Date 02/21/2003 HS Id 05 TR 00000032 Rank

Process / Clinical Thinking Critical Thinking / Data Accuracy Communication

Clinidata - COACH Survey

Process / Clinical Thinking

Difficulty following process SEQUENTIALLY  
Difficulty following process CONSISTANTLY  
Issue of dwelling in certain areas (assessment especially). (This can mean lack of confidence in protocol).  
Doing a complete medical history versus focused symptom assessment.  
Issue of checking past call history or any indicator that takes an extra step.

Critical Thinking / Data Accuracy

Difficulty choosing the right protocol.  
Knowledge of what protocols are available.  
Knowledge of what is in each protocol.  
Use of overrides.  
Difficulty choosing the most acute symptom / main symptom.  
Issue of determining if symptoms are present (versus info call).  
Difficulty determining if symptoms are of equal importance.

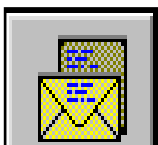
Record: 1/1 Exclusive NUM 14:23:44



## Speakers Bureau

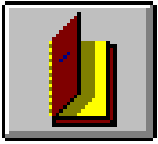
This module allows your call center to coordinate a speaker's bureau for your in-house or affiliated “experts.” Presentation topics and categories, along with associated keywords are stored in order to match requests to appropriate speakers.

Tracking includes: name, logistics, presentation format, time, honorarium, etc.



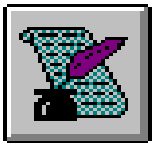
## Answering Service

Many call centers elect to serve as an answering service for physicians. E-Centaurus supports this function by capturing pertinent caller information and their message, which can be placed in queue or transmitted via e-mail, pager, or fax, to physicians via their preferred mode of communication. This function leverages the follow-up capabilities of E-Centaurus, by easily tracking messages, appropriately classifying them, and allowing timely follow-up. The Answering Service module also works with on-call physician calendars to ensure the appropriate physician is being contacted.



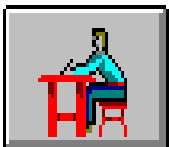
### **Literature/Brochure Fulfillment**

Call centers are routinely promoted as the organization’s “call to action” in advertisements and marketing campaigns. E-Centaurus records any request for literature or brochures, and as each request is fulfilled, automatically reduces the tracked number of brochures “on-hand”. Additionally, the module helps manage your printed inventory and re-order process, capturing brochure name, producer, address, phone number, re-order amount, production costs, location kept, etc.



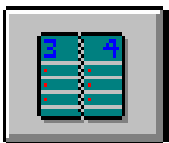
### **Membership Registry**

Managing mailing lists and program memberships across an organization can lead to redundant, overlapping databases and less-than-coordinated communication to important customers. The Membership Registry in E-Centaurus identifies the customer (which could be a consumer, physician, business, etc.) as a unique, single record, while using group codes to identify the multiple memberships with which each customer may be associated. By centralizing membership tracking, letters, labels, and management reports can be generated without duplication of effort or expense.



### **Complaint/Suggestion Tracking**

Once a complaint / suggestion is received by the call center, E-Centaurus supports the process so that appropriate actions are taken toward a resolution. Using the information captured, your organization can analyze trends, querying the “what, who, where, when and why” relating to complaints and suggestions. These concerns can be aggregated by subject or department, enabling each area to better understand and manage the needs of its customers.



### **Contact Management**

Whether you actively sell your call center’s services to other entities, or serve other departments within your organization, managing your customer contacts is important. E-Centaurus can record visits or contact activity with any of the target customers, documenting contact date and time, contact, purpose, and response. Entering “next steps” for each activity will create To Do lists to insure timely follow-up to all customers. Contact histories can be viewed or printed.



## **Behavioral Health Intake**

Tracking behavioral health referrals requires more data capture than other disciplines. E-Centaurus records the intake specifics, such as counselor, referral source, patient demographics, reason for call, disposition, financial status, previous treatment (and associated data), clinical data codes and descriptions, referrals out, assessment data and diagnostic, response data, notes, follow-up, admission information, transfers, estimated LOS, provider information (physician, therapist, case manager), and guarantor / financial Information.

# Health Information Samples

## **TIME-OUT: WHEN IT DOESN'T WORK** (Schmitt – Parent Advice Message)

When disciplining a 2- to 5-year-old child, time-out is your trump card. There isn't some better, magical approach. If you use time-out repeatedly, consistently, and correctly, your child will eventually improve. It's much more effective than yelling, or spanking. If it's not working for you, re-think the following points:

**FIRST:** Give your child more physical affection each day. Be sure your child receives 3 "time-ins" for every time-out each day. A time-in is a brief, positive, human interaction, such as a hug. Try to restore the positive side of your relationship with your child. Catch her being good.

**SECOND:** Use time-out every time your child engages in the behavior you are trying to stop. For the first two or three days, you may need to use time-out 20 or more times a day to get a defiant toddler's attention. Brief time-outs are harmless, and there is no upper limit on how many times you can use them as long as you offset them with positive interactions.

**THIRD:** Use a variety of consequences for misbehavior besides time-out. Don't forget to ignore harmless behaviors. Also, use techniques such as distraction for bad habits and logical consequences, including the removal of toys or other possessions, when appropriate.

**FOURTH:** Really use time-out, don't just threaten to use it. For aggressive behaviors, give no warnings, just put your child in time-out. For other behavior, remind your child of the rule, count to three, and if she doesn't stop immediately, put her in time-out.

**FIFTH:** Put your child in time-out earlier. Don't wait until his behavior escalates. He is more likely to accept a time-out calmly if he's corrected promptly. If you wait too long, your child is more likely to scream in defiance. Also, putting him in early means you will be more in control. Try to send him to time-out before you become angry.

**SIXTH:** Ignore tantrums in time-out. Don't insist that your child remain quiet during time-out because it makes a completed time-out harder to accomplish. If he's spending lots of extra time there because of not being quiet, change your expectations. Many children under age 3 won't be quiet in time-out but that doesn't mean it wasn't helpful.

**SEVENTH:** Give your child the option of coming out of time-out as soon as he is under control. Allow him to come out when he feels ready rather than taking the specified number of minutes. This can help some children who feel overly controlled.

**FINALLY:** Praise your child when she takes a good time-out. Forgive her completely when you release her from time-out. Don't lecture her or insist that she apologize. Give her a clean slate. And don't have your spouse rehash the time-out when he comes home, what's done is done.

If you have any questions about time-out, consult your healthcare provider.

**Do children get headaches?**

Yes. About four out of five children sometimes have a headache. The most common cause is a viral infection such as a cold or the flu. Children and adolescents can also get tension-type headaches and migraine headaches. Brain tumors can cause headaches, but these tumors are very rare. In addition to a headache, brain tumors almost always cause problems with coordination, balance, speech, sight and walking.

**What is a migraine headache?**

A migraine is usually an intense pounding headache with nausea that occurs from time to time. The pounding or pulsing pain usually begins in the forehead, the side of the head or around the eyes. The headache gradually gets worse. Just about any movement or activity seems to make it hurt more. Nausea and vomiting are common. Bright lights or loud noises make the headache worse. The headache can last for two hours or even up to two or three days.

Some people see a pattern of lines or shadows in front of their eyes as the headache is beginning. This is called a "warning aura." Most people with migraine do not have this.

**Do many children get migraine headaches?**

As many as 5 percent of children in grade school have migraine headaches. During the high school years, about 20 percent of adolescents get migraine headaches. These headaches are more common in girls than in boys. Boys who get migraines have them more often when they are about 10 to 12 years old. It is not unusual for them to have two to three migraine headaches a week.

**How do children describe their migraine headaches?**

- "It feels like my heart is pounding in my head."
- "All I want to do is throw up."
- "It is like being inside a big bass drum."
- "I just want to go into a dark room and lie down."

**How is migraine diagnosed?**

Your doctor can diagnose migraines on the basis of the symptoms your child describes. This is called the medical history. After taking the medical history, your doctor will perform a physical exam to be sure that there are no other causes for the headache.

## **What can help a headache?**

When a migraine headache happens, your child should go to a cool, dark place and lie down with a wet cloth across his or her forehead. If the doctor has given your child a medicine for migraines, your child should take it as soon as he or she knows a headache is starting. Don't wait! If your child feels nausea, the doctor can also prescribe a medicine for that.

## **How can my child keep from having migraine headaches?**

While there are no sure ways to keep from having migraine headaches, here are some things that may help:

- Eat regularly and do not skip meals.
- Keep a regular sleep schedule.
- Exercise regularly.
- Look for things that might trigger an attack, like certain foods, stress, too much exercise or physical activity, certain activities or stress. Sometimes, life stresses are a trigger. Many psychologists can teach stress management and/or biofeedback to help your child manage stress.
- Look for foods that might trigger an attack, like cheese, processed meats, chocolate, caffeine, MSG (a preservative in many foods, including Asian foods), nuts or pickles. About one third of people with migraine can identify food triggers. Your child only needs to avoid eating these foods if one of them triggers headaches.

If your child has frequent migraine headaches, your doctor may prescribe a daily preventive medicine to try to make the headaches less frequent and less severe.

## **Source**

American Academy of Family Physicians

[Headaches in Children and Adolescents](http://www.aafp.org/afp/20020215/625.html) (*American Family Physician* February 15, 2002, <http://www.aafp.org/afp/20020215/625.html>)

# MedlinePlus Health Topics (NIH / National Library of Medicine)

MedlinePlus: Health Topics - Mozilla Firefox

http://www.nlm.nih.gov/medlineplus/healthtopics.html

**MedlinePlus**  
Trusted Health Information for You

A service of the U.S. NATIONAL LIBRARY OF MEDICINE  
and the NATIONAL INSTITUTES OF HEALTH

Search MedlinePlus

About MedlinePlus | Site Map | FAQs | Contact Us

Home | Health Topics | Drug Information | Encyclopedia | Dictionary | News | Directories | Other Resources

español

### Health Topics

Find your topic by first letter:

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	XYZ

Find your topic by broad group:

**Disorders and Conditions - Body Location/Systems**

- Blood/Lymphatic System
- Bones, Joints and Muscles
- Brain and Nervous System
- Cancers
- Digestive System
- Ear, Nose, and Throat
- Endocrine System (Hormones)
- Eyes and Vision
- Genetics/Birth Defects
- Heart and Circulation
- Immune System/AIDS
- Infections
- Injuries and Wounds

**Procedures**

- Complementary and Alternative Therapies
- Procedures and Therapies
- Symptoms and Manifestations

**Demographic Groups**

- Child and Teen Health
- Men's Health
- Population Groups
- Seniors' Health
- Women's Health

**Health and Wellness**

- Food, Nutrition and Metabolism
- Health System

**Interactive Health Tutorials**  
Learn from over 165 slideshows with sound and pictures

**Easy-to-Read**  
Health information in plain language

**Especially for low vision users**

**Frequently Requested Topics:**

- Anemia
- Back Pain
- COPD (Chronic Obstructive Pulmonary Disease)
- Diabetes
- Dizziness and Vertigo
- Fibromyalgia
- Genetic Disorders

MedlinePlus: Abdominal Pain - Mozilla Firefox

http://www.nlm.nih.gov/medlineplus/abdominalpain.html

### Abdominal Pain

Printer-friendly version | E-mail to a friend

**Contents of this page:**

- Diagnosis/Symptoms
- Clinical Trials
- Organizations
- Women
- Children
- Information from the Medical Encyclopedia

Search MEDLINE/PubMed for recent research articles on Abdominal Pain:

- Abdominal pain
- Acute abdomen
- Colic

You may also be interested in these MedlinePlus related pages:

- Pain
- Digestive System
- Symptoms and Manifestations

**Diagnosis/Symptoms**

- Abdominal Pain, Long-Term (American Academy of Family Physicians)
- Abdominal Pain, Short-Term (American Academy of Family Physicians)
- Computed Tomography (CT) - Abdomen (Radiological Society of North America)
- Flexible Sigmoidoscopy (National Digestive Diseases Information Clearinghouse)
- Laparoscopy **Interactive Tutorial** (Patient Education Institute) - requires Flash plug-in
- Also available in: [Spanish](#)
- Ultrasound-Abdomen (American College of Radiology, Radiological Society of North America)

**Clinical Trials**

- ClinicalTrials.gov: [Abdominal Pain](#) (National Institutes of Health)

**Organizations**

- American Pain Foundation
- National Institute of Diabetes and Digestive and Kidney Diseases

**Women**

- Mittelschmerz (Mayo Foundation for Medical Education and Research)

**Children**

- Abdominal Pain (Nemours Foundation)
- Colic: Learning How to Deal with Your Baby's Crying (American Academy of Family Physicians)
- Also available in: [Spanish](#)
- Common Causes of Abdominal Pain in Infants (American Academy of Pediatrics)
- Pediatric Abdominal Ultrasound Imaging (American College of Radiology, Radiological Society of North America)

**Information from the Medical Encyclopedia**

- Abdominal Pain

**Interactive Tutorial**  
View slideshow on: [Laparoscopy](#)

**Go Local**  
Health services in: [Missouri](#) [North Carolina](#)

[Other states coming - learn more](#)

Health Topics | Drug Information | Encyclopedia | Dictionary | News | Directories | Other Resources | Home

Copyright | Privacy | Accessibility | Selection Guidelines  
U.S. National Library of Medicine | National Institutes of Health

v 04/28/2006