

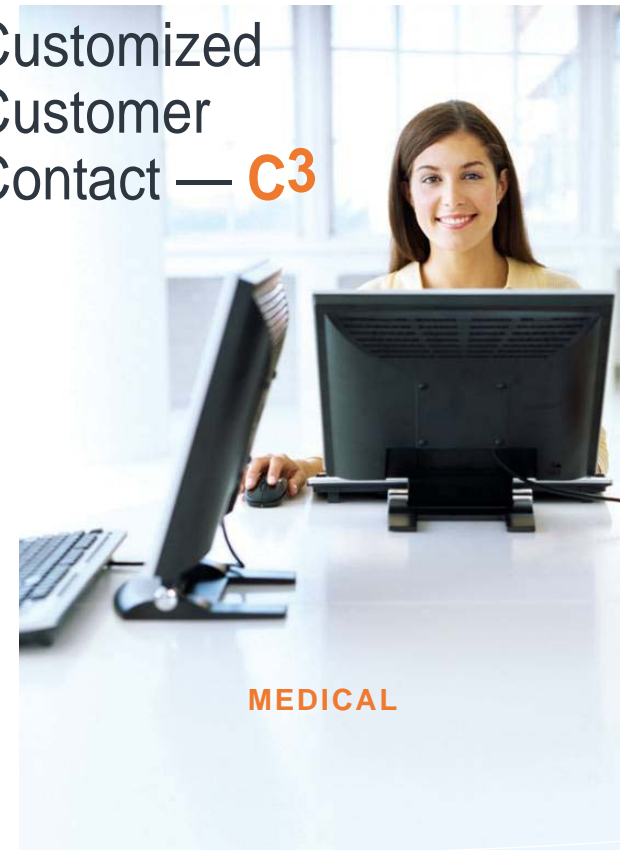


## Our Services

Customized solutions to fit your needs and your budget.

- Data Collection & Processing
- Telephony - Interactive Voice Response
- Customized Customer Contact — C<sup>3</sup>
  - Automotive; Education; Medical
- Incentive Tracking
- Recognition Administration
- Event Registration and Planning
- Lead Management
- ERM - Direct Mail and Email Campaigns
- Mystery Shopping & Consumer Research
- Customer Satisfaction Measurements
- Coupon Redemption & Rebate Claims
- Training Validation

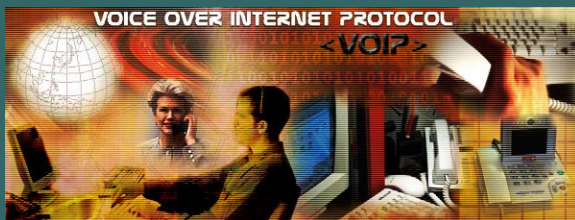
## Customized Customer Contact — C<sup>3</sup>



## Our Organization...

The scope of our capabilities is matched only by our level of commitment to our customer.

- 19 year history with voice technology applications
- 99.8% standard quality record
- 30+ years serving automotive clients
- Extensive data analysis / marketing experience
- On-site programming staff



## The Bridge Between You and Your Patients

C<sup>3</sup> makes timely outgoing phone calls to your patients. The calls can be informational (don't forget you have an appointment on...), motivational (please make sure you are taking your medication...) or promotional (we are celebrating our 10<sup>th</sup> anniversary with an open house on Saturday...). You choose the message and when to call...then we will build the Bridge.

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## Customized Customer Contact

### THE BRIDGE...

C<sup>3</sup> — Key support mechanisms:

- Efficient and Effective Communications
- User-friendly — Easy to Use
- Effective Data Management and Analysis

### THE BUILDING BLOCKS...

C<sup>3</sup> — The ability to customize every contact

- Contact patients in the method you or they prefer
- Deliver the right message to the right patients
- Deliver the right message on time

### THE BUILDERS...

C<sup>3</sup> — Powered by CRT

- CRT's solution empowers you to consistently and personally communicate through multiple channels
- Our solution works with your system — no hardware or software to install or maintain
- Create customized messages
- Select appropriate delivery method —
  - Telephone
  - Email
  - Text Message
  - All of the above

### THE DESIGN...

C<sup>3</sup> — Customized Communications

- It's easy as using voicemail
- Decide who is the most appropriate person to initiate the message
- Customize your message

### THE REPORTS...

C<sup>3</sup> — Customized Information

- Contact Ratios
- Contact Recap by Type
- Contact Recap by Message
- Bad Phone Number Alerts

### THE COSTS...

C<sup>3</sup> — Better Service and a Better Value

- It is unlike any off-the-shelf phone solution in the marketplace
- It is an ASP application that is maintained at CRT
- No software application or license to purchase annually
- No annual per patient charge
- Pay only an initial set-up fee the first year and an operational fee each year thereafter



### Our Philosophy...

CRT is firmly committed to the concepts of the on-time, on-budget, verified accuracy of our generated information and delivered services.