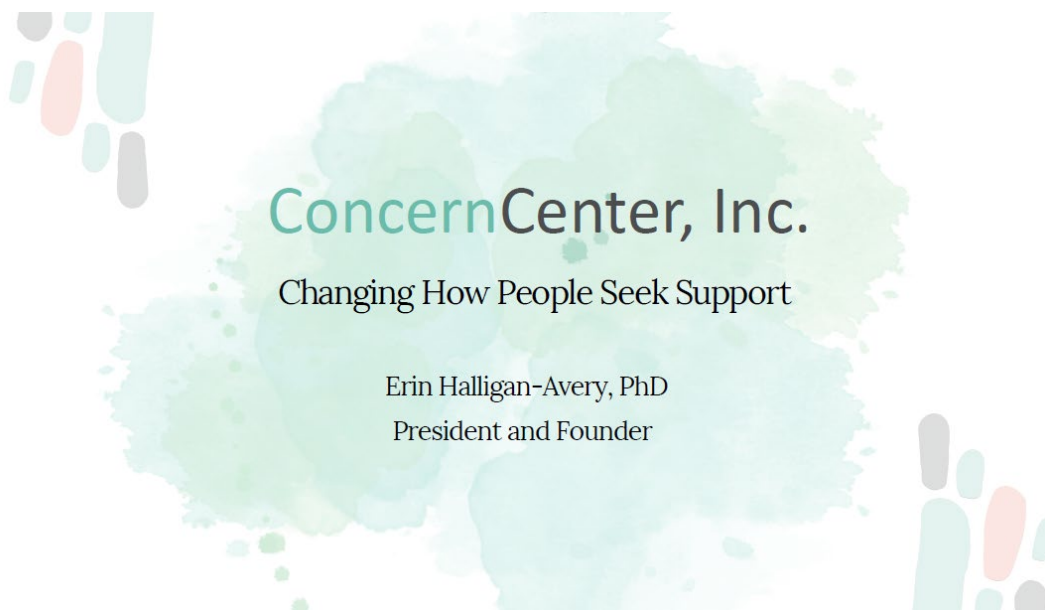# Start with ConcernCenter Presentation
Addressing Pain Points, Concerns, and Customization

ConcernCenter, Inc.

Changing How People Seek Support

Erin Halligan-Avery, PhD
President and Founder

ConcernCenter, Inc.

Changing How People Seek Support

Erin Halligan-Avery, PhD

President and Founder

About Erin

- Higher Education professional for 18 years
- PhD in Mental Health Counseling and Supervision
- Details + Empathy

Woman Owned Business

ConcernCenter
Connecting Concerns with Solutions

Dr. Erin Halligan-Avery
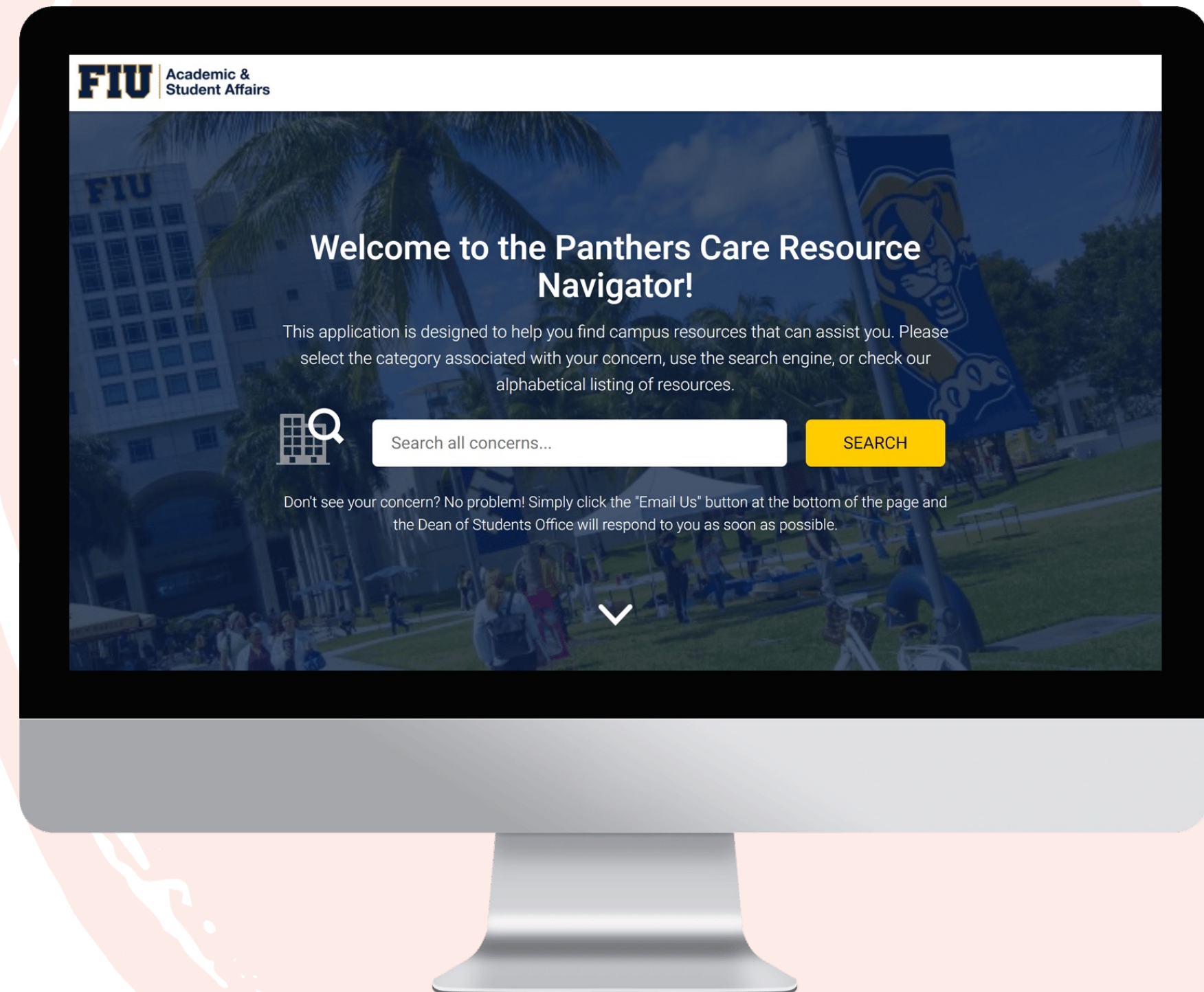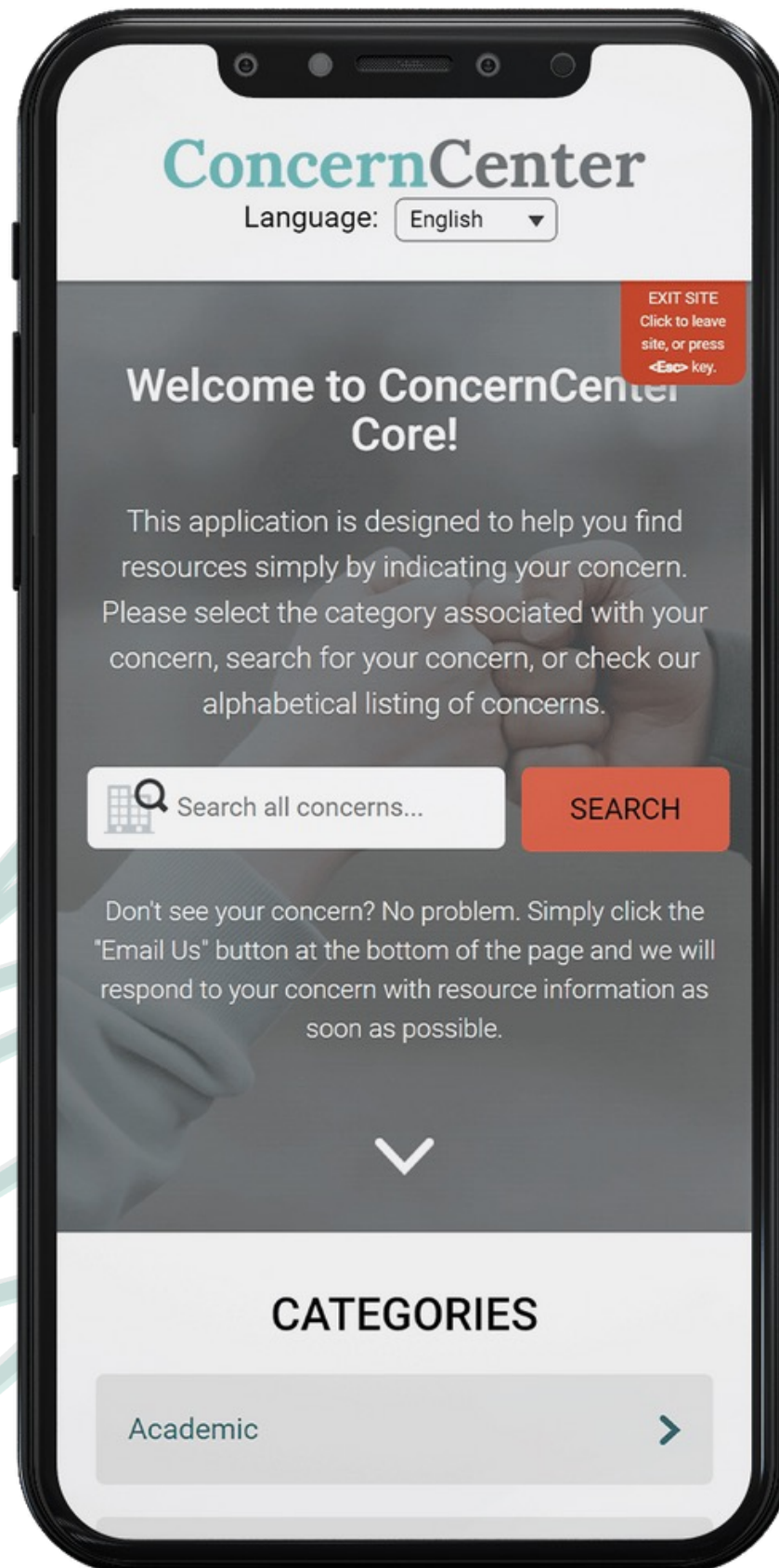President and Founder
ConcernCenter

Pain Points

- Websites aren't easy to navigate

- Student expect quick and easy access to the information they seek, especially when they need help

- College retention
- K12 parent ease of access to information

Trusted Organization + Common Concerns + Resources

Trusted Organization

Resource Options
- People
- Offices
- Forms
- Self-help videos
- Apps
- Text lines
- Webinars

Common Concerns
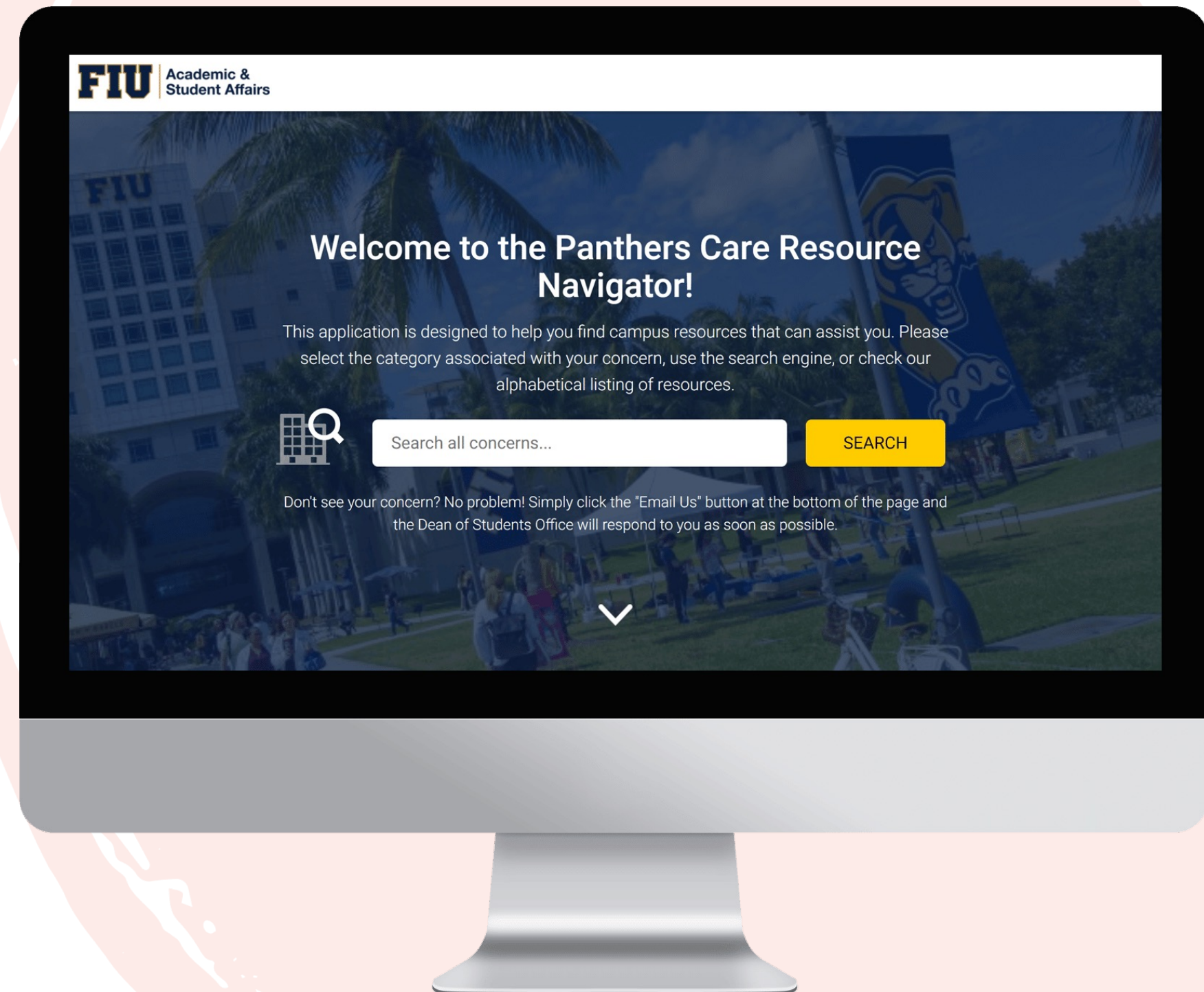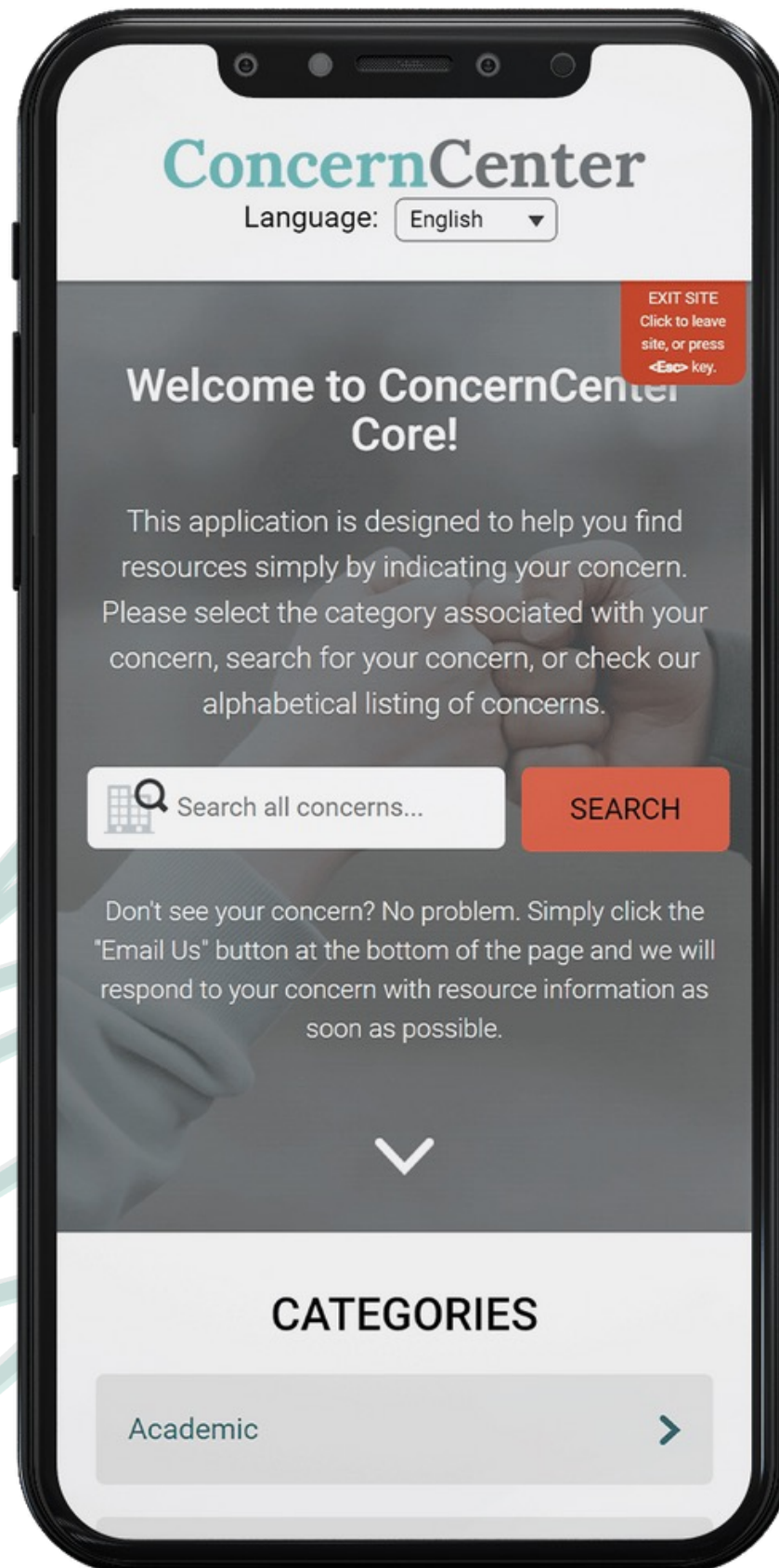
K12 Students/ Parents
- Bullying
- Stop vaping
- Rejection
- Depression
- ADHD accommodations

College Students
- Trouble making friends
- Drink too much
- Want to drop a class
- Roommate issues
- Want to be more involved

Trusted Organization + Common Concerns + Resources

Platform Options

ConcernCenter
Core Platform
One Location. Many Helpful Resources.

ConcernCenter Core is ideal for use at a single site such as a college campus, small business, or other centralized organization. Use it to help connect individuals with the support resources they need simply by indicating their concern.

Customize Resource Information by Site

- Customize ConcernCenter with your logo and brand colors
- Give the people you serve the ability to suggest changes to your resources
- Show resources at a glance using customized category "stickers"

ADA Web Compliant

ConcernCenter is easy to use and is in full compliance with Section 508 and the Americans With Disabilities Act (ADA) Levels A/AA.

Translates to 100+ languages

Make your resources accessible to those who feel most comfortable reading a language other than English.

ConcernCenter
ZIP Code Platform
Resources Spanning Multiple ZIP Codes

ConcernCenter ZIP Code is ideal for use in large regional, state, or national organizations with widespread resources and the individuals who need them. Use it to help connect individuals with the support resources they need, in the area they need it, simply by indicating their concern.

Ability to Search by ZIP Code

Establish specific resources based on ZIP code, so the people you serve can find local resources to address their concerns.

Filter Resource Information

Powerful filtering capabilities give the people you serve the power to find the perfect resource based on their current situation.

Quick Escape Button

Immediately and completely exit the site at the push of a button for safety or personal reasons.

ConcernCenter
Multi-Site Platform
Various Sites. One Platform to Address Concerns.

ConcernCenter Multi-Site is ideal for use in organizations with multiple locations, such as a multi-campus university, a chain of businesses, or a widespread organization. Each location can have its own list of resources to meet the specific needs of the people who study or work there.

Add Multiple Locations

Establish individual ConcernCenters with separate sets of resources in multiple locations to meet the differing needs of the people you serve.

Customize Resource Information by Site

- Customize ConcernCenter with your logo and brand colors
- Give the people you serve the ability to suggest changes to your resources
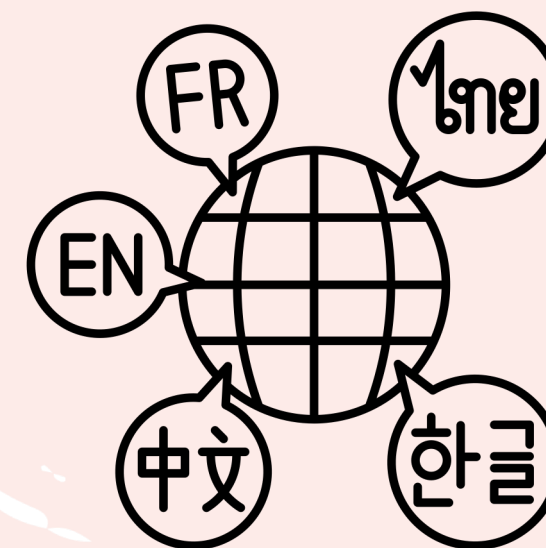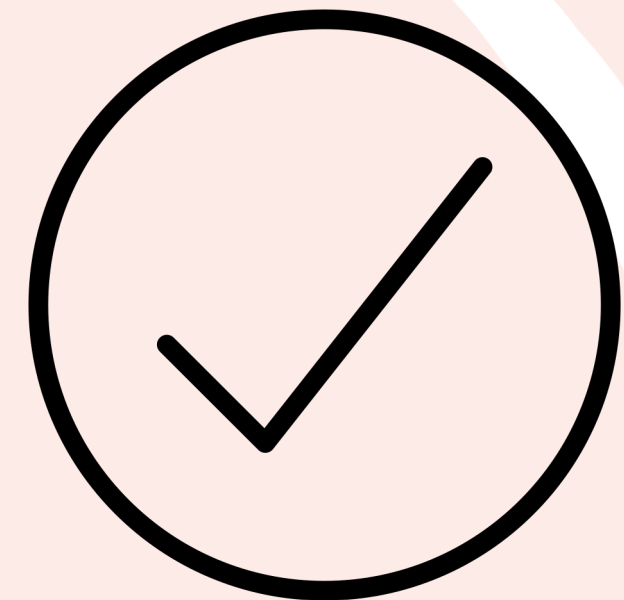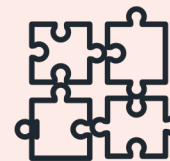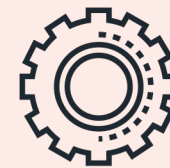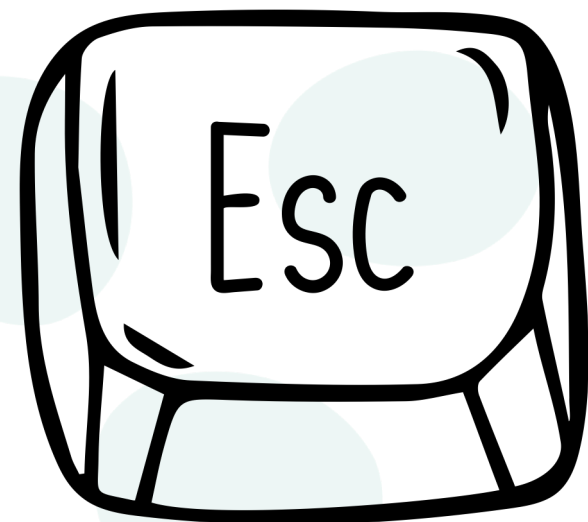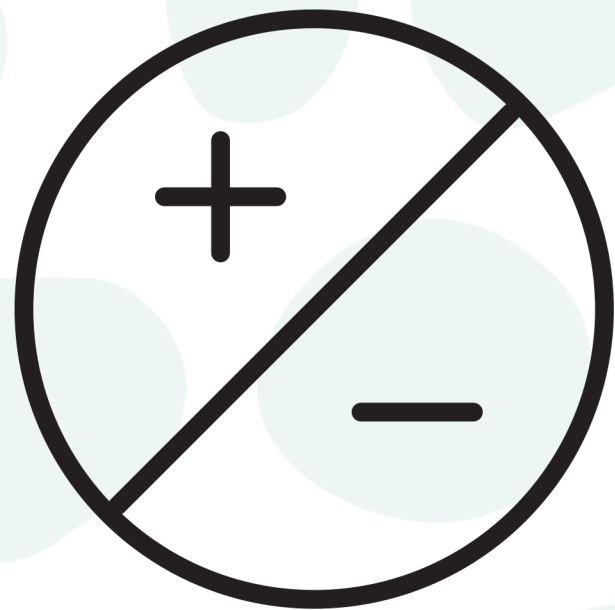- Show resources at a glance using customized category "stickers"

Monthly Google Analytic Results

See which concerns people are expressing, and what resources are used most, by accessing Google Analytics for each specific site.

Further Customization

The Rest is in the Details

- ConcernCenter is fully hosted and maintained using AWS
- Created by a former case manager
- Offers monthly [data analytics](#)
- Solves college and K12 pain points
  - Information overload
  - Trouble navigating websites
  - Retention
  - Resource efficiency
  - Increase in case loads
  - Increase in mental health concerns
  - Backs up stated wellness initiatives

Need from AMs

- Connections to colleges and K12s who have expressed these pain points

- Confidence that our solution can meet their needs

- Tell us what you need to be successful
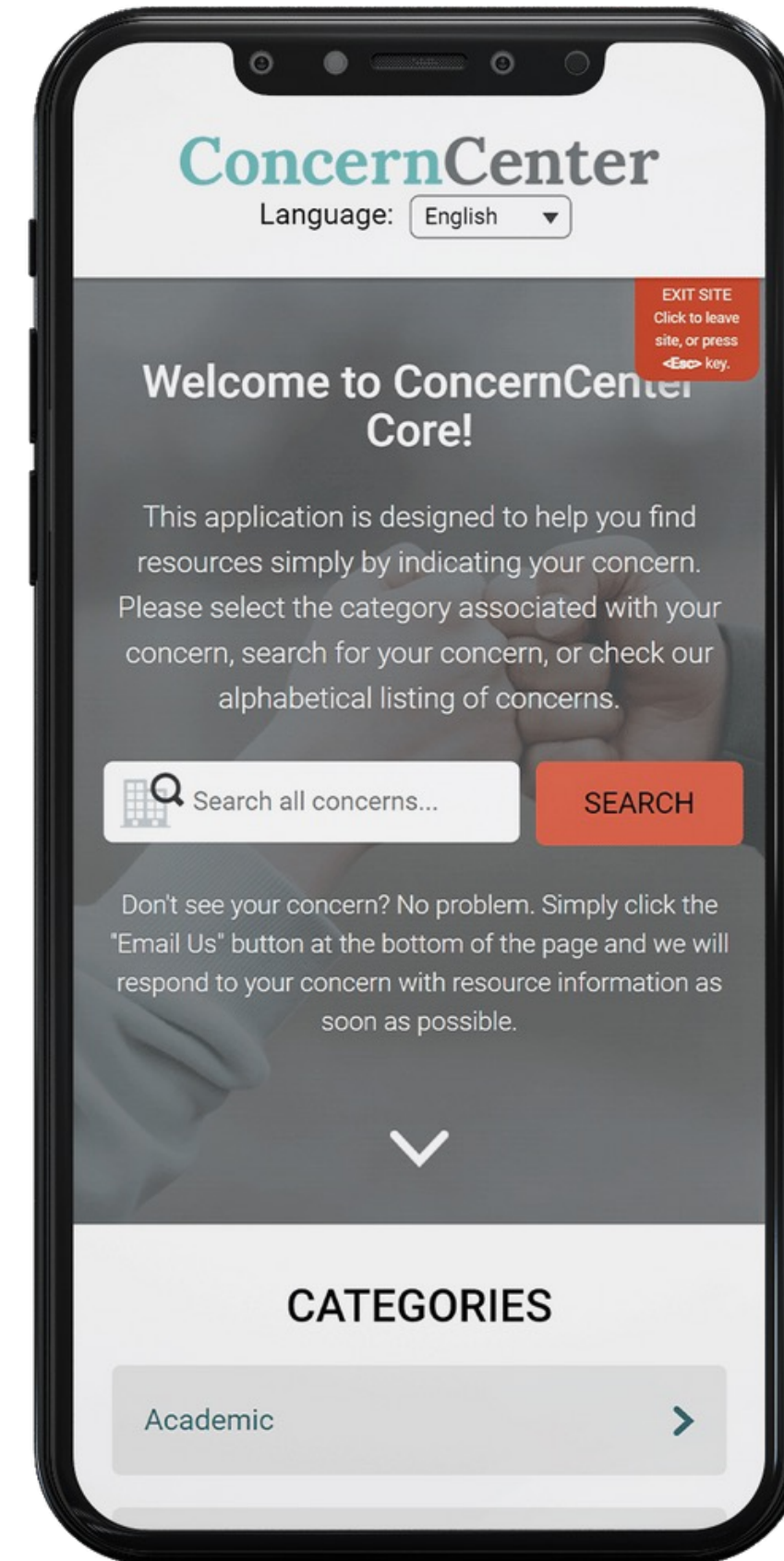
How we Support AMs

- Template emails
- Keyword considerations
- ConcernCenter demo video
- Compatibility statement
- Related articles
- Alexa skill demo video
- About Erin clips
- Case studies/testimonials
- ACE

Primary Contacts

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