



It's 9 PM on a Sunday. A family is searching for care for a parent.

Can they get **REAL ANSWERS** from your website — or do they have to wait until **Monday** to call?

CRMP widgets let families ask questions in plain language and get instant, accurate answers from your community's website — **any hour, any day.**

- Care levels, costs, amenities, visiting — answered instantly
- Pulled only from information in your approved documents
- No clicking through pages or hunting for the right link
- No voicemail, no waiting for a callback on Monday

Answers at 9 PM, not 9 AM

Families research care after work and on weekends. Your website answers them the moment they ask, not the next business day.

Only what you approve

Answers come only from your organization's own content: services, policies, and pricing you sign off on. No open internet, ever.

Live in days, not months

Add it to your existing website with no IT project or custom development. Your content goes in, a working widget comes out.

Questions families ask after hours

- "What's the difference between assisted living and memory care?"
- "Do you accept long-term care insurance or Medicaid?"
- "Can Dad bring his cat? Are there visiting hours?"
- "Do you have availability, and how do we schedule a tour?"

What you get

- A widget on your website, answering in your community's voice
- A private repository that never touches the open internet or mixes with anyone else's data
- Usage insights showing what families are really asking and worrying about
- No long-term commitment required to start

Also available as a private internal tool — giving staff instant answers from SOPs, policies, and training manuals. Ideal for onboarding new caregivers.

Let's make sure no family has to wait until Monday.

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