



Our Customer Spotlight - Columbia Industries

In April, we talked to **Kay Hamilton**, the Director of Programs at **Columbia Industries** in Washington state, about her work at their not-for-profit vocational rehabilitation organization.

Vertex Systems: Tell us about yourself

Kay: I am the Director of Program Operations for Columbia Industries. I went to

CI is located in Kennewick, Washington,

school at Eastern Washington State University where I majored in Education.

In 1999, I moved back to the Tri-Cities to be near my parents who were getting older. I did an informational interview with CI and when a position as an Employment Specialist opened up I applied and got the job. I have advanced from an Employment Specialist to the Director of Program Operations in the last 11 years.

My previous work background was providing programs and training for low-income individuals through federal programs, my involvement with (Cont. on Page 2)

Our Upcoming Webinars

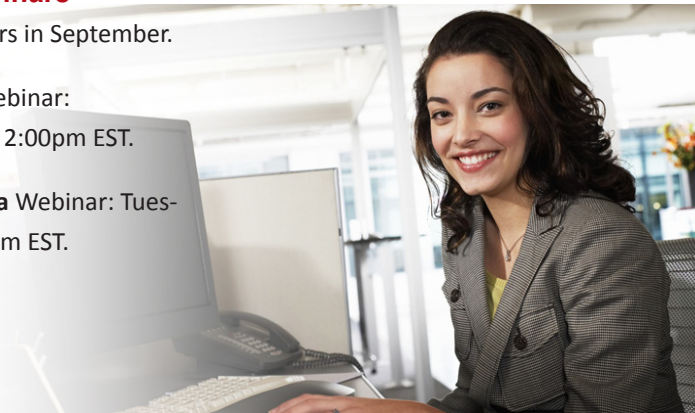
We have several webinars in September.

Intuition on the iPad Webinar:

Thursday, Sept. 22nd, at 2:00pm EST.

Service Billing in Virginia Webinar: Tues-

day, Sept. 27th, at 2:00pm EST.



*What Sharmean Heffernan, of Lane Specialized Services, said after a recent webinar:
"Our jaws are on the floor!"*

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What's New at Vertex?

We have released our Intuition time and documentation software as application for the iPad called **Intuition Touch!**

This system eliminates the need to manually enter times or piece rates from a paper time sheet -- all the data is automatically uploaded from an iPad to the payroll or billing department. And it *can't* be submitted unless it's complete and correct..

Check out an upcoming September webinar for Intuition Touch - on Thursday 9/8 or Thursday 9/22 - to see this state-of-the art application in action!



Video Testimonials

Recently, we visited with some of our customers in upstate New York to shoot video testimonials. We want to thank The Center for Disability Services and Director of IT Elliott Wilson in Albany. And we want to thank Schoharie County ARC in Schoharie and their program secretary Ashley DiPace - Puding. Both appeared on camera to provide testimonials for Vertex Systems and we truly appreciate their fearlessness!

As a current customer, if you'd like to appear on a video testimonial, don't hesitate to contact us. We'll make sure you're ready for your close-up!

You can see the videos on our website today. And more will be coming soon.

Guest Blog Contributions

If you have a story you'd like to tell about your social services agency and want your voice heard - consider a guest post on our blog, the SocialPath (vertex-systems.com/blog). Hundreds visit our blog every day and it could provide you with the attention you need. Contact tclark@VertexSystems.com

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Our Customer Spotlight (cont.)

training of people with disabilities has occurred in the last 8 years. This type of work has become my passion and truly a mission for me.

VS: Tell us about Columbia Industries

Key: CI helps people with disabilities and other barriers to employment achieve their highest employment potential. This allows them to achieve self-sufficiency and contribute to the productivity of our community.

VS: The most amazing part of your day?

Key: I am always amazed at the progress of people with disabilities. So many times people are written off as not being able to do things that non-disabled people can accomplish. And yet, every day I see amazing growth and potential in these individuals. The training they receive, the care and professionalism of the staff and the will to succeed by both staff and clients amaze me on a daily basis.

VS: The worst part of your day?

Key: Anytime that I have to deal with staffing issues, or clients that are not following through on their plans is a hard day for me personally. I don't mind doing the reports that are needed as long as I have access to all the information I need.



Billing Process Slowing You Down?

Vertex Systems can help. We recently introduced our **Intuition - Service Billing** application which is a simple-to-learn, easy-to-use, HIPAA-compliant billing solution for agencies that serve those with disabilities.

This powerful module is the perfect tool for organizations looking to accurately maximize units-of-service billing for programs they provide. We make sure your data flows seamlessly into the proper format. From there, you will use the **Intuition - Service Billing** to create claims to be paid by your state Medicaid program or other payers via Electronic Data Interchange (EDI) transactions.

So far, our new billing solution has been helping our customers reduce by 50% the amount of time their staff spends each month to timely submit valid claims.

“The training they receive, the care and professionalism of the staff and the will to succeed by both staff and clients amaze me on a daily basis.”

How does **Intuition - Service Billing** actually produce these benefits? The answer: task re-allocation, automation, and interoperability between your systems.

Our system establishes a direct relationship between services and billing activities. Because both accounting staff and DSPs rely on a single system for billing information, there are fewer chances for errors in communication and less time and energy wasted on reporting.

Many of our customers and prospects told us their billing and program staff was spending too much time collecting service hours, verifying them, data entering them, and checking for errors. They were always

(Continued on Page 3)

Billing Process Slowing You Down? (Cont.)



(Cont. from Pg. 2) entering that data into multiple spreadsheets or systems - only then to get claim rejections (which led them to have to fix the errors that caused claims to reject!) And they were wasting time comparing actual units of service to find over or under utilization of authorized units. Finally,

they were spending a lot of time determining if clients had expired authorizations and then applying for re-authorizations.

All of this meant their people were working on administrative tasks instead of serving clients.

With our billing solution, we gave their organizations relief from those “time wasters” and freed up staff time so they could work on more productive projects.

When our customers implemented **Intuition – Service Billing** they were easily able to reduce or eliminate claim rejections, claim correction time, time spent on determining authorization balances and hours used for re-authorizations, as well as reduce the time spent by automating 75% of the entire billing process.

If you’d like some more information about our state approved, HIPAA-certified billing solution so that you can streamline your billing procedure and bill for the maximum services provided, then contact Vertex Systems today: **866-981-2600** (toll free) or e-mail at Info@VertexSystems.com.



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Intuition - Service Billing

5 Social Media Myths

Are you contemplating a jump into the world of social media? If you are, we bet you have a few myths that need busting:

Myth 1 - Set it and Forget it:

Many believe all you must do is set up your account and you’re halfway done. Maybe do a few quick posts asking people for donations or volunteers and you can kick back and wait for the phone to ring. It’s not true. You do need to work at it to make it a real communication tool between you and the outside world. You don’t need to spend hours a day, and you really don’t need to put out a message every single day, but you must certainly be active. Social media is about being having that conversation with your fans. And having it often.

Myth 2 - Social Media Takes

Too Much Time: On the opposite end of myth 1, a lot of people think they must spend 6 hours a day - time they don’t have - on social media activities to make it work. Some actually try to do this and give up. Or they never start. Honestly, you can have 1 to 3 accounts (a blog, Facebook, Twitter, for example) and spend about 15 to 20 minutes a day (or every other day) and still be effective. Link up your blog posts so they automatically go to Twitter, then set up your Facebook account to post everything that appears on Twitter. (Cont. on Page 4)



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Social Media Myths (Cont. from Page 3)

With one blog post, you've talked with all three groups of "friends" or followers at once.

Myth 3 - Social Media is Just People Talking to Hear Themselves Talk: While it's true some people spend all day complaining about an achy back or what they had for lunch, social media can be a powerful tool. You can use it to talk about a new program at your agency, to highlight one of your clients and how they have overcome their disability, to provide tips on how you're handling a budget cut, to give advice on a successful nonprofit merger, and to announce upcoming fundraising events. Find and follow influencers. Become friends with peers and prospects. Offer quality comments on their blogs. Retweet their posts. Give links to a great website or resource. Write great content. And you will see great results.

Myth 4 - Social Media Should Be Your Online Presence: Wrong. Your website should be your major online focus. You should have your blog on your website and not hosted by the blogging platform (WordPress, Blogger, etc.) You should provide links on your Facebook, LinkedIn, Google+ and Twitter accounts that drive people back to your website. You should have a site and it should be your home base. You can use the site to brand your agency, to generate donations, to find volunteers, to tell your story, to bring in new contracts for your vocational facility, and so much more. Social media allows you to get your messages out there, but you should own your content on your own site and control your brand.



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Vertex provides a complete enterprise-wide information solution that supports the Community Rehabilitation industry in both financial and program operations. We take pride in offering our customers software that 1) is easy to use, 2) simplifies day-to-day activities, and 3) provides users at all levels with the information, outcomes, and analysis required to better serve all stakeholders. We deal with the technology so you can focus on your business issues.

Myth 5 - Anyone Can Succeed at Social Media: This one is simply not true. While anyone can use social media, it doesn't mean they'll do it well. Sometimes your social media presence should be run by someone within (or outside) your agency who is mature, smart, even-tempered, and knows how to tell a story. We don't mean to scare you off but you should have someone in charge of your social media campaigns that will represent your agency well, will be able to find those resources mentioned, and be able to craft messages that will do these 3 things - be funny, be interesting, or be informative. That's what will keep people paying attention to your social media campaigns, returning to you to read more, and eventually becoming more involved with your agency.

Social media can and does work for many social services agencies. It requires some time and some effort, but it will give you good results.

"A lot of people think they must spend 6 hours a day - time they don't have - on social media activities to make it work. Some actually try to do this and give up. Or they never start. Honestly, you can have 1 to 3 accounts (a blog, Facebook, Twitter, for example) and spend about 15 to 20 minutes a day (or every other day) and still be effective. "