



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Standing for 2 hours a day reduces heart disease by 10% Just standing!



Wealthy...

Watch your Small Expenses: Warren Buffett invests in businesses run by managers who obsess over the tiniest costs. Exercising vigilance over every expense can increase your profits — and make your paycheck — go much further.

...and Wise

In medieval times, sundials were in common use. There are 40 "moment marks" in an hour on a sundial, so a "moment" in time lasts 90 seconds.



What is Encryption and Why Do We Need to Care?

Encryption is the process of encoding a message or information so that only authorized parties can read it. In our industry we handle Personal Health Information (PHI) which is protected under the HIPAA-HITECH laws, and also credit card information. We are required to protect the messages we send to be delivered via the internet (texting, e-mailing, etc.) so they can't be read without the encryption key. In a simplified form this is what happens when a message is encrypted.

We type words into a message template and press "send". The message is encrypted (encoded, scrambled) and sent out to the receiving computer. A conversation called a "handshake" takes place between the two computers. The sending computer says "I have a message for you that's been encrypted." The receiving computer says, "Great, I can decode it so the receiving party can read it – go ahead and send it to me." Bingo – the message is sent.

However, if the receiving computer does NOT have the ability to read the encryption, the "conversation" changes. When the sending computer reaches out for the handshake, the receiving computer says, "Sorry, I don't have the ability to read your code."

Our responsibility is to make sure the message leaves our equipment in a safe, protected, encrypted format. Our customers should be able to safely receive our messages.

A Closer Look at HIPAA

In 1996 Congress passed the Health Insurance Portability and Accountability Act. The purpose was in part to protect our personal health information (PHI) and to ensure equal access to health and human services. Over time there have been additions to HIPAA; all of which strengthened the privacy protection for our citizens. It has now established national standards to protect medical records and also set up standards for future electronic health care transactions and records. We have all heard of HIPAA breaches that have devastated insurance companies and other handlers of medical information. The Telephone Answering Industry has only a very small part in processing personal health information – but we must still do our part in protecting it.

We want you to know that our employees have completed the HIPAA Training for the Teleservices Industry – written expressly for our industry and administered by the Association of TeleServices International (ATSI). Our staff recertifies every year. Our HIPAA Officers have completed several training sessions and have assured us that our company is HIPAA compliant. Our platform manufacturer, Startel Corporation, is the only equipment vendor in this industry to complete the vigorous testing to become certified for HIPAA compliance. Finally, every message that leaves our platform is encrypted. We wanted you to know that we take our HIPAA responsibilities very seriously and go out of our way to protect your personal health information.



Our Services Include

- Answering Service
- Appointment Scheduling
- Attendance Line
- Call Overflow
- Call Screening
- Customer Service/Help Desk
- Dealer Locate
- Emergency Service Dispatch
- Inbound Surveys
- Membership Renewal
- Product Orders/Service Orders
- Remote Receptionist
- Voice Mail
- Website Orders

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Refer a new client and receive a Base Rate Credit



The President's Letter

Dear Friends,

There is an old saying that goes, "If all of our troubles were hung on a line – You would take yours and I would take mine." Imagine being blind; people who are blind generally depend on their hearing to help them communicate. We paint pictures for the blind with our voices, describing their surroundings. Imagine not being able to hear; now think about how the deaf depend upon their eyes to help them "hear"; lip reading, signing, just smiling all tell the hearing impaired all is well in their world.



Now imagine being blind and deaf --- Imagine it happening as a toddler with little understanding of the world around you before it virtually disappeared; and you were living in a dark and silent world. As a result of a high fever Helen Keller became deaf and blind when she was only 19 months old; yet she graduated from Radcliff College at the age of 24 with a Bachelor of Arts degree. She became a lecturer, an author, and a political activist, working for woman's rights, better working conditions and social responsibility. Imagine her determination! She considered herself fortunate to have known presidents and celebrities and considered them friends. Jimmy Carter designated June 28 as a tribute to Helen Keller. It is also a day to count our blessings.

Sincerely,

Herb Chinowski

Vacations – Long Weekends – Get-Aways

Summer is upon us; our mood changes and we begin thinking about playing hooky from work. That's okay, indulge yourself a little; you've earned it. Whether you are going on a trip, or just swinging the golf clubs for an afternoon, we will be here to take care of business. To assure that you have the best service possible for your customers, be sure you use this check list when you turn your lines over to us.

- ◆ Give us the times, as well as the days, you will leave and return
- ◆ Let us know if you have someone on-call for your customers
- ◆ Let us know how to reach you, or who to call, if there is a true emergency
- ◆ Do we need a 'script'; telling callers when you will get back to them?

For security purposes it may not be a good idea to tell people you are away on vacation – unless your home and place of business will still be occupied as normal.

Finally, please send that information to us in writing, or if you need to call, please try to let us know prior to 3:30 PM on a weekday. That is when we have programmers available to change the information in your account profile. It helps us to help you! Enjoy!



Life in 25 Words or Less

Treat the earth well, it was not given to you by your parents, It was loaned to you by your children.

-Native American

Gotta' Giggle

“Children really brighten up a household. They never turn the lights off.”

-Ralph Bus