



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Before you make your appointment ask if the doctor is “In Network” for your insurance plan. Check that he or she is In Network and has a “current contract” with your insurer. Don’t ask if he or she “takes your insurance.” Out of network doctors may file your insurance for you, take your what insurance pays and then bill you for the rest. Also ask if the doctor you are going to see works for a hospital and if so – will you be billed for any facility fees.

Wealthy...

Need lab work? Ask if the analysis will be done at a lab in your insurance network. You might be better off asking for a blood work prescription then get the test done at a lab that accepts your insurance. Bloodwork done out of network can cost from \$150 to \$2000 and will be much less expense In Network.

...and Wise

It may take you a little more time making calls but making sure all your doctor appointments are scheduled In Network can save you thousand of dollars and a lot of head aches with dealing with out of network billing.

How to Make Search Engine Optimization (SEO) Work for You

You might have the most beautiful website in the world, but if prospective clients can’t track it down, you’ve wasted a lot of time, money and effort for nothing.

Search Engine Optimization (SEO) enhances your website and boosts its chances of landing in the top spots of Search Engine Results Pages (SERPs) like Google, Yahoo and Bing. It is a delicate blend of focus keywords, page titles, descriptions, and more – all of which are carefully calibrated to promote your site and improve its ranking.

Keywords are the driving force behind SEO. These are the words and phrases threaded through your web content that make it possible for people to find your site via search query. The more articulated a query, the more accurate and pertinent the returned results will be. The key is determining what keyword phrases prospects could enter into a search box to locate your services, and ultimately making an educated guess as to what the motives behind that particular search are.

In fact, user intent has never been more important when it comes to your website’s findability. Put simply, you must know your audience, understand their needs, and create original, SEO-driven content (such as blogs) that satisfies their interest.

Sounds easy, doesn’t it? No worries. SEO is a broad and complicated topic. Fortunately, web developers do this for a living. Find the right one and they can help customers find you.

Duane Carey, President of IMPACT Marketing



I Need Help

I don’t care if I never answer my phone again!” The frustration in his voice came through loud and clear. “I told my customer I would have his deck finished today. When he came home from work, half the deck boards still had to go down, and the railing had to go up. I thought I’d never get done. If my phone rang once it must have rung 25 times, and nothing was urgent!” Shaking his head, he asked, “What can you do to help me?”

We’ve heard that story before in various forms. It takes more than a smart phone and an answering machine to run a small business. Keep the smart phone, it is invaluable, but trade in that answering machine for an answering service – ours to be exact! With our agents fielding your calls, you can work without interruption. You can be confident that we’ll call or text you with anything you need to know about now, and answer questions or take messages for things that can wait.

When a call comes in that we know you need to take, we’ll call you. If you don’t answer, we’ll immediately text the message to your phone. You can even ask us to call the client back for you. Let us act as your administrative assistant; tell us what to tell your callers and we can keep them up to date. We can even work with your calendars and schedule calls and appointments for you. Talk to us; we can do a LOT to keep you working without interruptions!



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,

September 11, 2001 was not only a day of tragedy, it was a day of communications chaos, as people tried to reach loved ones and emergency personnel tried to communicate with one another. Within days, our nation's first responders, politicians and citizens were demanding a better communications system. Eleven-years later, FirstNet (First Responder Network Authority) was created under the Middle-Class Tax Relief and Job Creation Act of 2012, as an independent authority within the National

Telecommunications and Information Administration (NTIA). In March 2017 FirstNet selected AT&T to build and manage the broadband network.

Each State Governor must decide whether to join FirstNet or build their own structure. Six states, Virginia, Wyoming, Arkansas, Kentucky, Iowa and New Jersey joined the organization in July of this year. FirstNet is touted as the next-generation solution for our public safety community. Progress is slowly being made; however, there is not, at this time, an estimate for when the \$46.5-billion project will be operational.

I understand, perhaps better than most, how quickly telecommunications are changing. In just the last decade our own knowledge and equipment has undergone huge changes. Perhaps, rather than FirstNet driving technology, the reverse will happen and FirstNet will get a boost from changes we don't even see coming yet.

Sincerely,

Herb Chinowski



Privacy and Social Media

“Why on EARTH would anyone post THAT on social media?” It's something we've all thought at one time or another. It is amazing that we see off-color words and such ridiculous and embarrassing comments posted for the whole world to see. Obviously, there are times when that little voice says, “Maybe I should think about this before I push send”, doesn't whisper loud enough! Employers now check Facebook, Instagram and other sites. Are the things you post things you want just anyone to see?

All kinds of posts get connected and suddenly things that you thought were private are popping up everywhere, through tagging or sharing. Unless you carefully create your sites so that most things are kept private, what you post can become “public domain.” Imagine that adorable photo of your child playing with a puppy suddenly appearing on a site for child models. A mean or untrue remark credited to you on a political site. When things like this happen, there isn't much you can really do. So, it's best to be careful to begin with.

Before you post on a social media site, read all that boring small print in the user agreement. That way you will be aware if the site now has “worldwide license to use any IP (intellectual property) content you post...”. Don't give away your rights, your property, or your photos, without understanding exactly what the company can do with them. For your own protection – read the fine print.

Life in 25 Words or Less

“Jobs fill your pockets, but adventures fill your soul.”

-Jamie Lynn

Gotta' Giggle

My dog used to chase people on a bike a lot.

It got so bad, finally I had to take his bike away.

