

Business Calls



A newsletter for the customers of MedConnectUSA

Healthy...

No matter how old you are there are usually yearly medical examinations that you should be having. In order to remember when you need to go back for that yearly physical, give it to yourself as a birthday gift. Schedule all routine visits for the



month prior to your birthday and you will have the gift of knowing they are all taken care of for another year when your birthday actually rolls around.

Wealthy...

Don't let your airline miles expire. If you are not really a frequent flyer create other activity on your account, like shopping at the airlines online shopping mall; or check your airline's website for dining programs and enroll your existing card to earn and preserve those miles while you eat at participating restaurants.

...and Wise

This is the time of year that we begin having business meetings and gatherings that include meals. If you are worried about taking someone else's bread plate or wine glass, remember this simple trick, Make circles with your thumb and forefinger while holding the rest of your fingers straight. Your left hand will form a lower case "b" and your right hand will form a lower case "d". Your bread (b) is on your left and your drink (d) is on your right.

Emergency Planning for Your Business

We have become dependent on electronics for our business and personal record keeping, so much so that without a Disaster Plan we could lose a great deal of valuable information in the blink of an eye. This is a good time, before any possible winter weather situations, to be sure we have a comprehensive plan in effect. The National Small Business Telecommunication Association suggests you keep a notebook handy with the following information. Duplicate this information at home and perhaps in one or two other locations away from your workplace.

One great place to keep this information is on file with your answering service! We are available 24/7 and having this information stored in your account profile gives you easy access. There is a nominal fee for this service, but it gives great peace of mind.

Telephone equipment identification

- ✓ Alarm vendor
- ✓ Building maintenance information
- ✓ Data circuit and equipment vendor
- ✓ Local telephone-company and long-distance carrier information
- ✓ Mobile phone service vendor
- ✓ Personal computer service name and number
- ✓ Web site and e-mail provider information
- ✓ Message Center number and account information

From *How to Keep Your Business Surviving in an Emergency*

National Small Business Telecommunications Association

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Cell Phone Tracking

If you carry a cell phone then your carrier, be it Sprint, Verizon AT&T or someone else, knows more about you – and remembers it – then you might think! It is necessary for these companies to know where you are, so they can get your calls to you.



BUT, did you know that a Freedom of Information Act (FOIA) request by ACLU of North Carolina has revealed a Department of Justice memo showing that well known and respected providers keep this **tracking data** up to a "year or more" and some companies retain the **content** of your text messages for days, weeks and even months

Law enforcement has used these records to reduce the time needed to solve crimes. Location information is especially useful when tracking criminals – or simply, suspected criminals. Currently such data is available as long as the information being sought is likely to be part of an ongoing criminal investigation. "Likely to be part of an ongoing criminal investigation" seems like a rather loose definition. Cell phone users need to be cognizant of the fact that this information is fairly easily available and that it can be used against them. It is time to take a hard look at our communications privacy laws and perhaps tighten our policies.

Our Services Include

24/7 Telephone Answering Service

Daytime Telephone Receptionist

Call Overflow Management

Help Desk

Disaster Standby / Recovery

Appointment Desk

Appointment Reminder / Confirmation Service

Billing Remittance Address

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The Director's Letter

Dear Friends,

As we move into the holiday season, let me thank you for your continuing business. November is a time to count our blessings and we are thankful for you. We are grateful that you trust your business to ours; and we will do all in our power to help you grow. I thank you for all the times you have shared our name with others to help us grow, (and to help them increase their business, too).

We know that our service makes you available to your customers every minute of every day. That is so important to your current and *potential* clients, and we do our best to give them the kind of customer service that will keep them coming back. Perhaps this is a good time to review what we do for you to see if there are other ways we can assist you. If you need help with anything that has to do with answering your phones and obtaining of giving information, we can probably do it.

This has been a dismal time for small business, but I am encouraged by the way we help one another. We all recognize that our nation's growth happens on the backs of our small individual companies, and nothing makes me feel better than seeing the way we stick together and reach out to help one another, in spite of the economy. I love our entrepreneurial spirit!

From all of us to all of you, Happy Thanksgiving!

Sincerely,

Kurt Duncan

Better Messages for the Time of Day

When your office closes for the day and you transfer your lines to us, you may want us to handle your calls far differently than when you want coverage over the lunch hour. And paging instructions for weekend messages may be different than those for weekday evenings. Physicians often ask us to hold their messages for the office staff when



they return from their lunch, but want us to call the on-call doctor immediately after the office closes for the day. Service providers such as plumbers and electricians prefer to have their messages sent to their cell phones during the day and paged to the on-call technician in the evening.

We are here to serve you at your convenience. If it would help improve the service you give your clients, talk to us about having different message

templates for different times of day, or days of the week. Together we can use our technology to customize your service so it's exactly the way you want it to be. Talk to us!

Life in 25 Words or Less

"Never give up, for that is just the place and time that the tide will turn."
—Harriet Beecher Stow



Gotta' Giggle

I was always taught to respect my elders, but it keeps getting harder to find one.