

Expansion of Services Increases Volumes

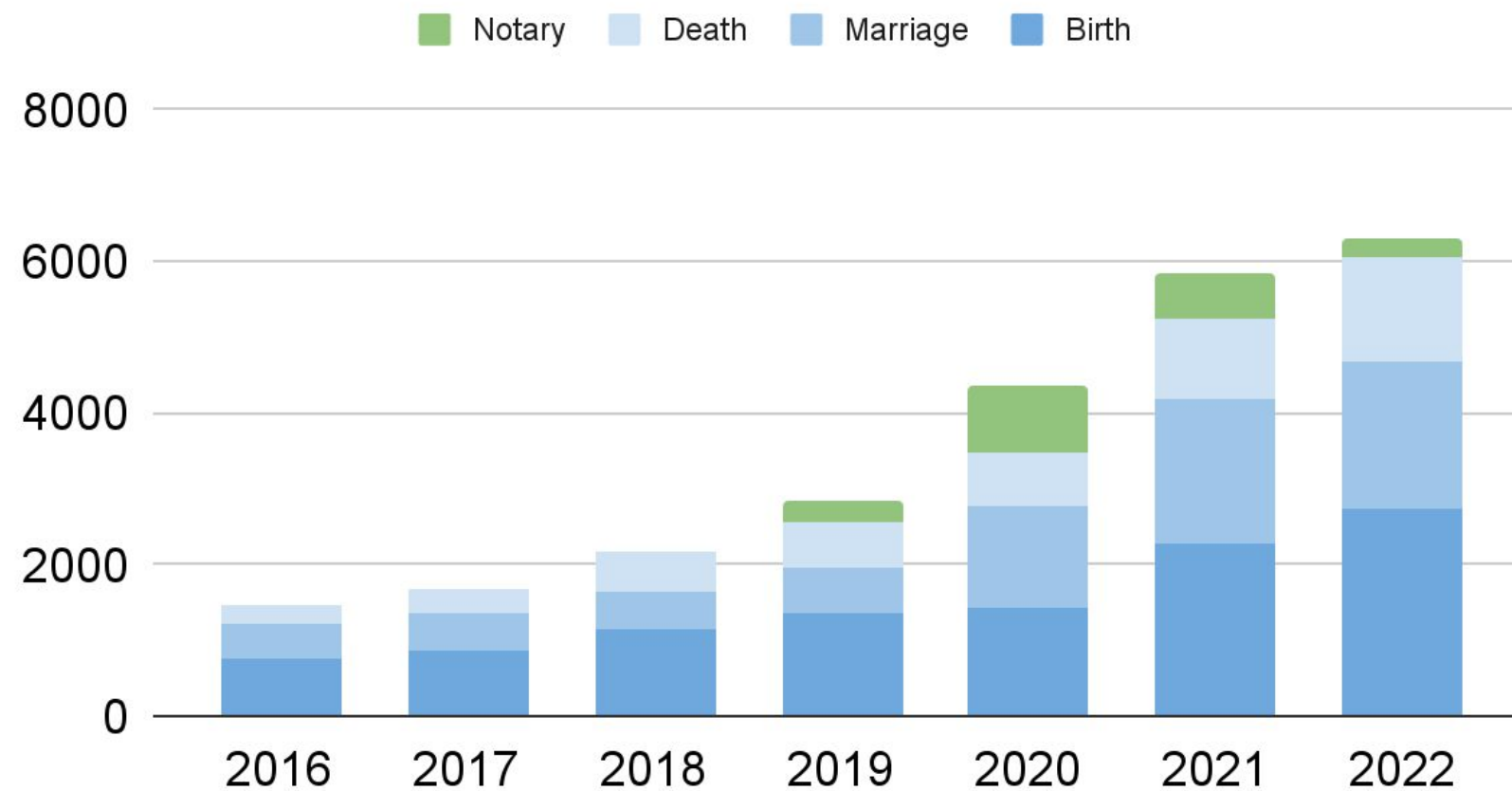


County Seat: Monroe, North Carolina

Population: 238,267

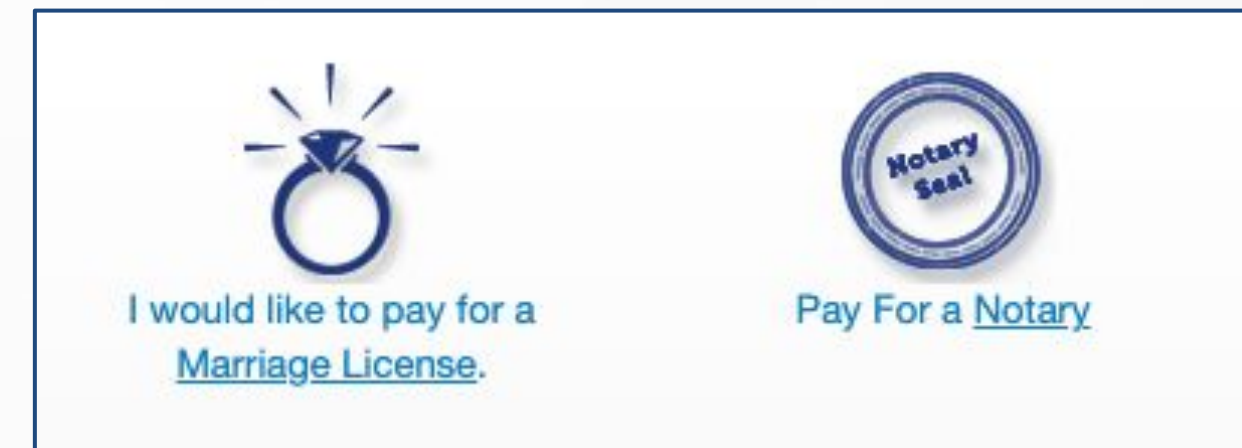
Customer since 2013

Birth, Marriage, Death and Notary Certificates



Evolution of VitalDirector Services in Union County

- **Spring 2019** - Notary License Payments (Kiosk)
- **Fall 2020** - 1st Hospital Launches Newborn Flyers
- **Summer 2021** - Marriage License Payments (Kiosk)
- **Spring 2022** - 2nd Hospital Launches Newborn Flyers

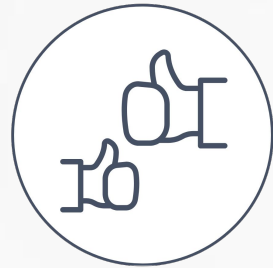


Promoting VitalDirector at Local Hospitals

Steps to Promote Hospital Birth Certificates



Register of Deeds connects with hospital administration to identify contact in the Women's Care Center



Reviews benefits of utilizing VitalDirector application with Director of the Women's Care Center



Sends Director flyers to include in their new mother packets



Follows up periodically to ensure hospital has most up to date version and have not run out of flyers






Atrium Health Union - Monroe, NC

182 bed hospital

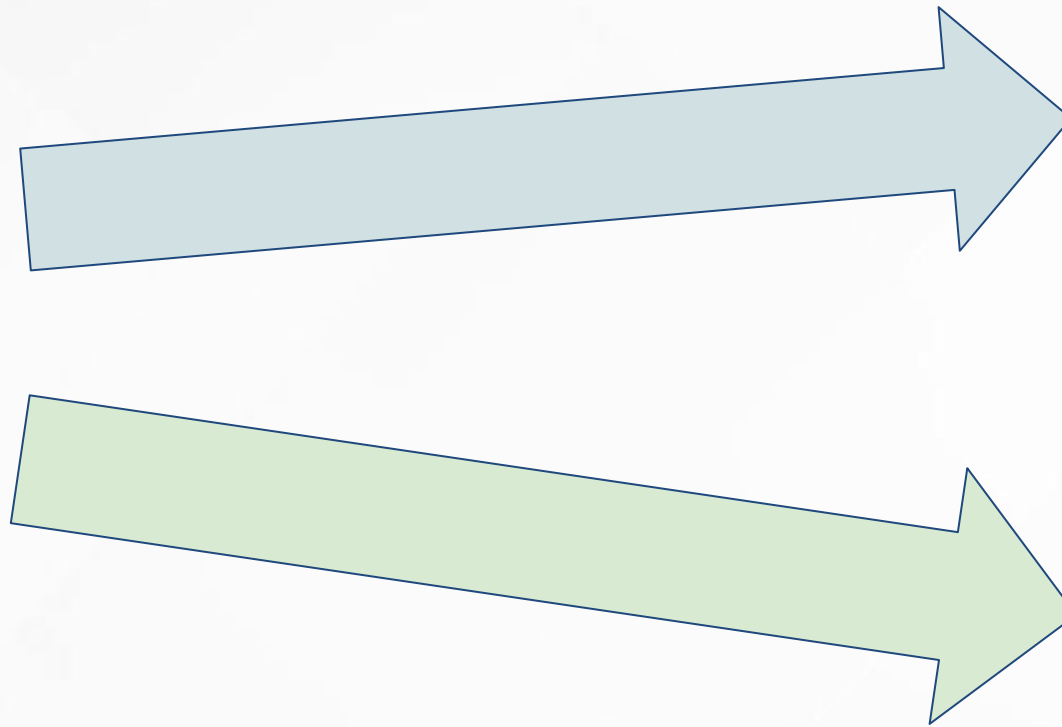
Atrium Health Union West - Matthews, NC

40 bed hospital - Opened in February 2022

		Order Type	Order Number	Applicant Name	Name on Certificate
1.	 	Birth Certificate	C70A4BHLM	test, test	test, test
2.		Birth Certificate	C7BSV7XLW	Boza, Linda	Boza, Analisa



County vs. State Newborn Certificate Process



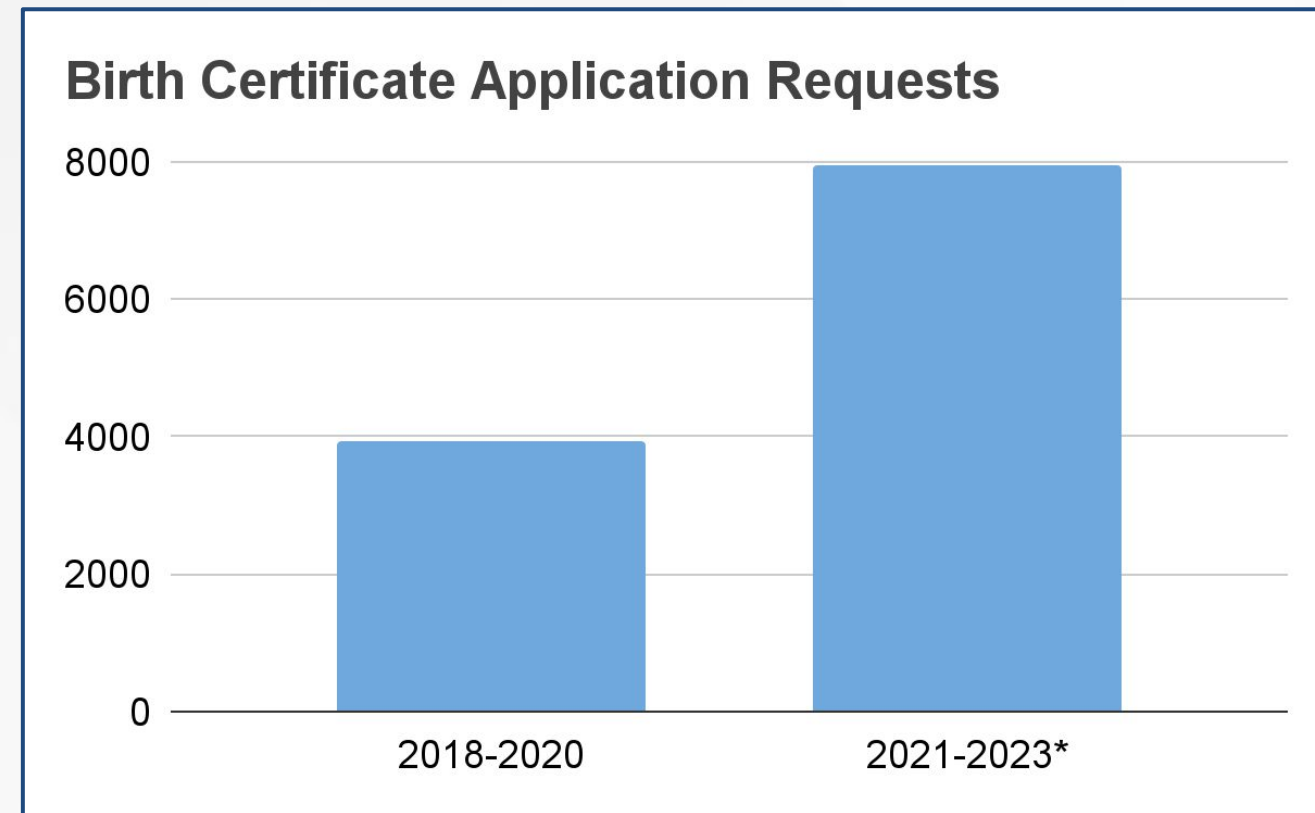
30 - 150 Days Birth Certificate Time to Delivery
\$37.95 Cost to New Mother



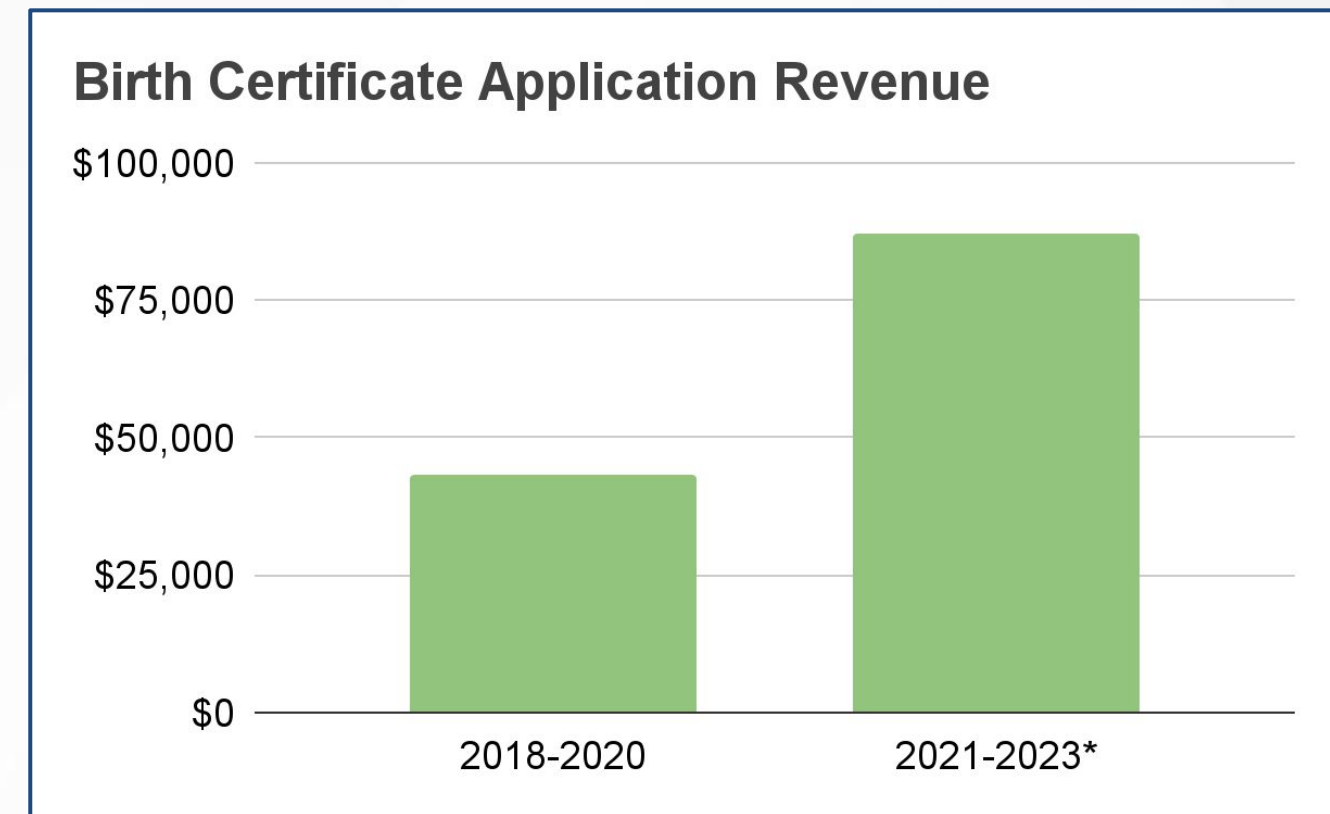
3 - 10 Days Birth Certificate Time to Delivery
\$13.68 Cost to New Mother



Hospital Collaboration Increases County Revenue



4,036 Increase in Birth Certificates



\$43,729 Increase in County Revenue

Accelerating Delivery of Newborn Certificates

“When mother’s request their newborn’s birth certificate through VitalDirector we all benefit because the mother receives the certificate faster, it’s less expensive, and our county receives the revenue rather than going to the state”

- Crystal Gilliard, Union County Register of Deeds

*Includes 2023 certificates and revenue through October

