

VitalDirector
BY PERMITIUM

Transforming Vital Records Access in Dallas County, TX

The Dallas County Birth Certificate
System Transformation



DALLAS
Texas



COUNTY
Est. 1846

Population: 2.601 million
Customer since: January 2023
Average # of birth certificate requests: ~6,300/year



LIMITATIONS BEFORE VITALDIRECTOR



Time Consuming Paper
Based Process



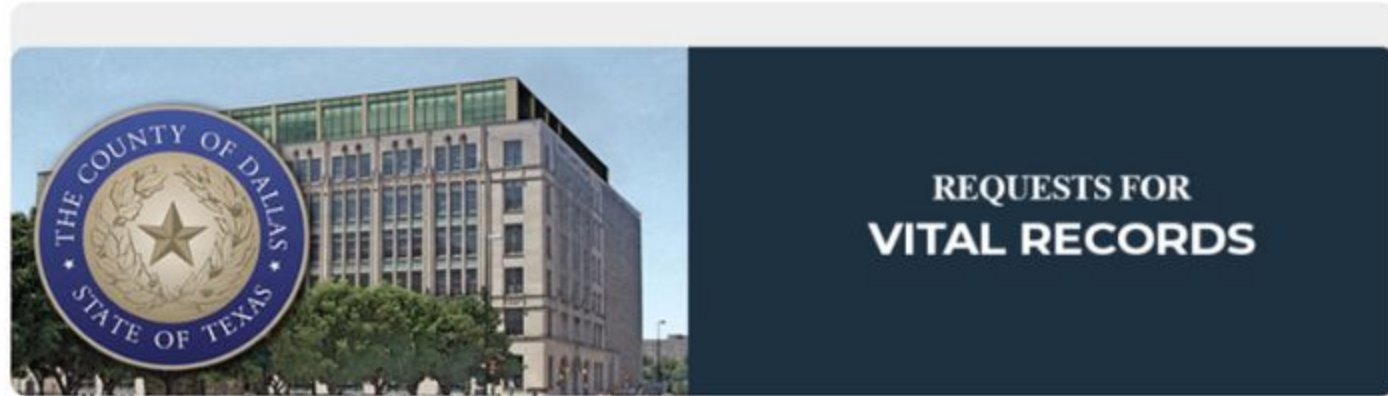
Office Hours challenging for
busy applicants



Geographic Barriers
Prevent Access



Absence of Order Tracking



Select To Get Started:



I am requesting a certified [Birth Certificate](#).



I am requesting a certified [Marriage Certificate](#).



I am requesting a certified [Death Certificate](#).

ORDER PROCESSING TIME



**“IF YOU BUILD IT,
THEY WILL COME”**

- John Warren, Dallas County Clerk



User friendly experience



Shared reports and dashboards



Online ordering for applicants



Real-time status updates

"Going with VitalDirector was all about improving delivery to our constituents, giving them more access, and a higher level of service"

PROMOTING THE NEW ONLINE OPTION



School Engagement

- Local school initiatives increased awareness and usage



Record Requests Achieved

- Dallas County saw unprecedented birth certificate requests through VitalDirector in its first year



Social Media Success

- Effective social media promotion boosted online requests

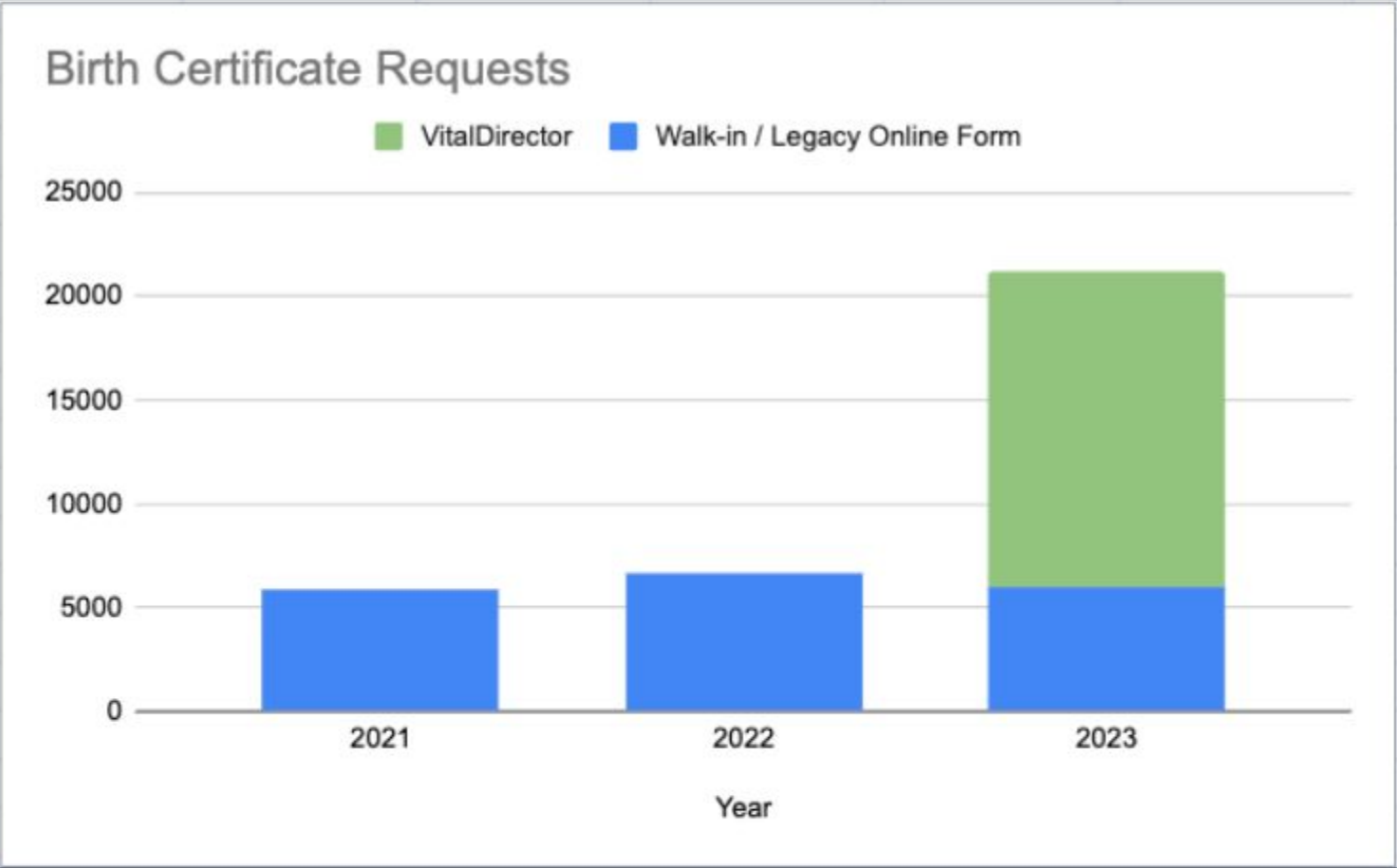


Streamlined Access

- Promoting VitalDirector made it easier for citizens to obtain vital records and track their order status

Financial Impact of Rising Birth Certificate Requests

BIRTH CERTIFICATE REQUESTS WENT UP BY OVER 14,000 AFTER GOING LIVE IN 2023



INCREASE OF \$184K OF REVENUE FROM BIRTH CERTIFICATES IN 2023

