

“DISCLOSURES”

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Special Points of Interest:

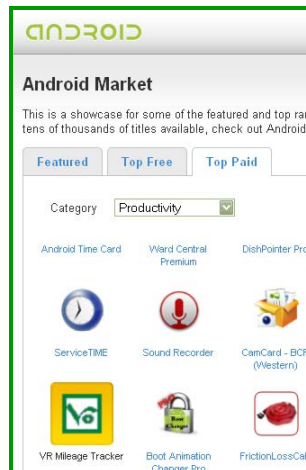
- VR Mobile Applications
- Consultant Tips
- Relationship Building in the Community

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Apps “R” Us

We are very happy to share some very good news regarding our first Android mobile application, VR Mileage Tracker! The app has reached the 500 to 1000 download mark and is one of the Top Paid applications under the Productivity category. With such momentum, it won't be long before it passes the 1000 active user mark.



Here are some of the positive reviews from our users:

Matt writes, *“Awesome freaking app! I have a Galaxy S phone. I needed tech help exporting data and Rebecca was great. You could tell she was smiling on the phone.”*

Allison writes, *“Great Application! Does exactly what I need it to do.”*

Sedona writes, *“Practical screen size, easy to use. I love the simplicity of the app to track the info I need! Just what I*

was looking for - thank you! “

Due to constructive feedback from our users, we have added a few new features to the latest version of VR Mileage Tracker such as a kilometers option (for our international users) and a duplicate option where users can duplicate an existing mileage entry.

Our second mobile application, VR Athlete Tracker is also doing well. VR Athlete Tracker was mentioned on our last e-newsletter, but we have since released a third mobile application, VR Health Diary, which tracks various details of you or your child's health status such as:

- Injuries / Illnesses
- Healing Progress / Status
- Treatment
- Pain Level

Users can also take a picture of themselves or their child and attach it to the diary entry. The picture and the health information / updates can then be emailed to your physician or other concerned party.

You can download all of our mobile applications for \$0.99 each at the Android Market. You can also go to our website (Products & Solutions / MobileApps) for more information.

Please stay tuned to find out what our next mobile application will be!

WHAT TO LOOK FOR IN A CONSULTANT



Being in the software industry for over 25 years has given us experience in consulting, product development and management. Here are some of our helpful tips on what you should be looking for:

1. Will the consultant fit your needs? It is crucial for you to specify what are the priorities for your project such as cost / budget, time frames / deadlines, functionality / project scope and to determine if the consultant will be a true fit.
2. Will the consultant offer you value relative to your goals? Your consultant should have experience working in various environments and different circumstances, which will make the consultant skilled in the tools you expect them to use and they will be able to offer well-informed solutions.
3. Does the consultant possess specific traits and goals? If they do, they will be able to identify and resolve issues as well as make recommendations that accomplish your goals. They should be able to manage a project from start to finish and when it is complete, the client should be able to easily support their own environment.
4. Does the consultant have a good track record? Check with their past clients for references and ask the difficult questions such as if they completed a project on time, were they responsive to your needs and did they stick to your budget.

We hope this helps you select a consultant that is right for you. As another reference point, we have also included the following article link, which identifies “*red flags*” when dealing with consultants: <http://blogs.techrepublic.com.com/10things/?p=1807&tag=nl.e042>.

TRICIA'S TRAVELS

Tricia Jackson, our Sales Manager, continues to build relationships in our community by working with several non-profit groups. She recently assisted [All From the Heart](#) at the Lake Elsinore Storm stadium on two occasions to help raise awareness about the group's mission to honor and support military families with special needs. In addition to raising funds for the upcoming Christmas celebration Support Our Troops 2010, the non-profit is looking for donations of motorized wheelchairs, which they refurbish and gift to veterans through the **Wheels for Warriors** program.



On September 20, Tricia volunteered at [Project T.O.U.C.H.](#)'s 2nd annual Celebrity Golf Classic held at the Journey golf course at Pechanga. Along with several celebrities, local golfers enjoyed a beautiful day on the links followed by an awards banquet including a live auction to raise funds for the non-profit. Project T.O.U.C.H. bridges individual and collective bodies of

faith within our communities together with civil and business organization to effectively overcome homelessness and establish effective methods of homeless prevention.

The [Temecula Valley ABWA Express Network](#) meets once a month at various local restaurants for lunch and the opportunity to network with other professional business women from the area. Tricia has enjoyed getting to know the members and appreciates their mission statement: “*To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership; education, networking support and national recognition.*”

Visual Records truly believes that relationship building is the key to establishing a network of referral sources and will continue to look for ways to support our friends and neighbors in the Temecula Valley.



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*“Developing Innovative Software
Products for Your Industry”*

QUOTE OF THE DAY

*“To succeed as a team is to hold all of
the members accountable for their
expertise.”*

*- Mitchell Caplan, CEO, E*Trade*

THE VISUAL RECORDS STORY

Visual Records specializes in developing innovative and high-quality software products and systems for all industries. By partnering with entrepreneurs and visionaries, we launch new and successful software products.

Headquartered in Murrieta, California, Visual Records combines research, experience and value with integrity and respect. For over 20 years, we have kept the following commitments:

1. **Vision:** Designing beyond what is considered "standard."
2. **Flexibility:** Working closely to deliver solutions in a timely and cost-effective manner.
3. **Integrity:** Making long-term partners through honesty, tenacity and consideration.
4. **Support:** Ensuring that our customers remain completely satisfied.

If you have any comments or suggestions about the VR newsletter, please e-mail Rebecca Phan at rebecca@visualrecords.com.

If you would like to pass this newsletter along to a friend, it is easy. Just send an e-mail to rebecca@visualrecords.com. Please also visit our website.

UPCOMING EVENTS

October 15, 2010: 2010 Kaiser Permanente National Travel Conference, Walnut Creek Marriott, Oakland, CA

For more information, please visit <https://www.signup4.net/public/ap.aspx?EID=PHYE123E&OID=50>

November 11 to 13, 2010: TCIA EXPO 2010, David L. Lawrence Convention Center, Pittsburg, PA

For more information, please visit www.tcia.org.

December 9 to 10, 2010: Controversies in Women's Health, Hotel Nikko, San Francisco, CA

For more information, please visit <https://www.cme.ucsf.edu/cme/CourseDetail.aspx?>

INDUSTRY “BUZZ”

July 26, 2010: ‘Most Wired’ Hospital Survey Shows Progress on EMRs

August 7, 2010: Study Finds That We Sound Like The People We Talk With, Even When We Can't Hear Them

August 17, 2010: As EMR Vision Takes Shape, Doctors Brace - Especially Those Who Are Late In Their Careers

September 4, 2010: Microrobots Could Be Used For Search And Rescue, Agriculture, Environmental Monitoring

September 22, 2010: Some Insurers To End Child-Only Policies Rather Than Comply With Health Law Provision

PRODUCT- RELATED LINKS

MedCorr

Rite Aid Agrees to Pay \$1 Million to Settle HIPAA Privacy Case
<http://www.medicalnewstoday.com/articles/196110.php>

Storm Tracker

Ocean's Color Drastically Affects Hurricanes
<http://www.scientificcomputing.com/news-DS-Ocean-Color-Drastically-Effects-Hurricanes-081710.aspx>

Traveler

Medical Tourists pick up Antibiotic Resistant Gene
<http://www.smartplanet.com/technology/blog/science-scope/medical-tourists-pick-up-antibiotic-resistant-gene/3510/>