

FOR IMMEDIATE RELEASE

QuantumMark[®], LLC Selected to Develop Business and Marketing Plan for Electronic Verification of Vital Events System

The National Association for Public Health Statistics and Information Systems (NAPHSIS) has developed and implemented the Electronic Verification of Vital Events (EVVE) system that allows immediate confirmation of the information on a birth certificate presented by an applicant to a government office anywhere in the nation irrespective of the place or date of issuance. QuantumMark[®], LLC has been awarded a contract to assist NAPHSIS in the development of a Business and Marketing Plan for EVVE.

The EVVE system represents a significant breakthrough in the reporting of vital events in the United States. Project Manager, Rose Trasatti Heim states “The EVVE system provides the capability to quickly, reliably, and securely validate birth and death information.” Agencies using EVVE can access current vital records information and streamline workflows throughout the proof of vital event process. The EVVE system provides a single user-friendly interface to all vital records offices, supports real-time and batch queries, safeguards the confidentiality of data, generates detailed reports, validates both birth and death records, protects against potential fraudulent activities, and improves the level of customer service.

EVVE is currently used by several federal and state agencies. There are no commercial users at this time. QuantumMark[®], LLC, a NAPHSIS Corporate Partner, will work with NAPHSIS to prepare a Business Plan and a Marketing Plan specifically focused on increasing the volume of electronic transactions processed by the EVVE system. The project will result in a Business and Marketing Plan that will provide NAPHSIS with a roadmap for expanding the EVVE user base to new users in existing markets and entirely new markets.

Working jointly with NAPHSIS, QuantumMark[®], LLC will complete the Business and Marketing Plan project in mid-December 2012 allowing for implementation of the newly developed plans in 2013.

QuantumMark[®], LLC is a certified Women Owned Business by the National Women Business Owner’s Corporation (NWBOC). The Company’s Principals have nearly two decades of consulting service to public and private sectors. QuantumMark excels in turning strategies into reality through well constructed projects that achieve desired results. On time. On budget. To learn more, please visit www.quantummark.com.

NAPHSIS is a nonprofit, national association representing the 57 vital records jurisdictions that collect, process, and issue birth and death records, coordinating their activities with each other and the federal agencies by developing standards, promoting consistent policies, and providing technical assistance. More information is provided at www.naphsis.org.

Contact:

Diane Borhani, QuantumMark[®] Managing Partner
diane@quantummark.com