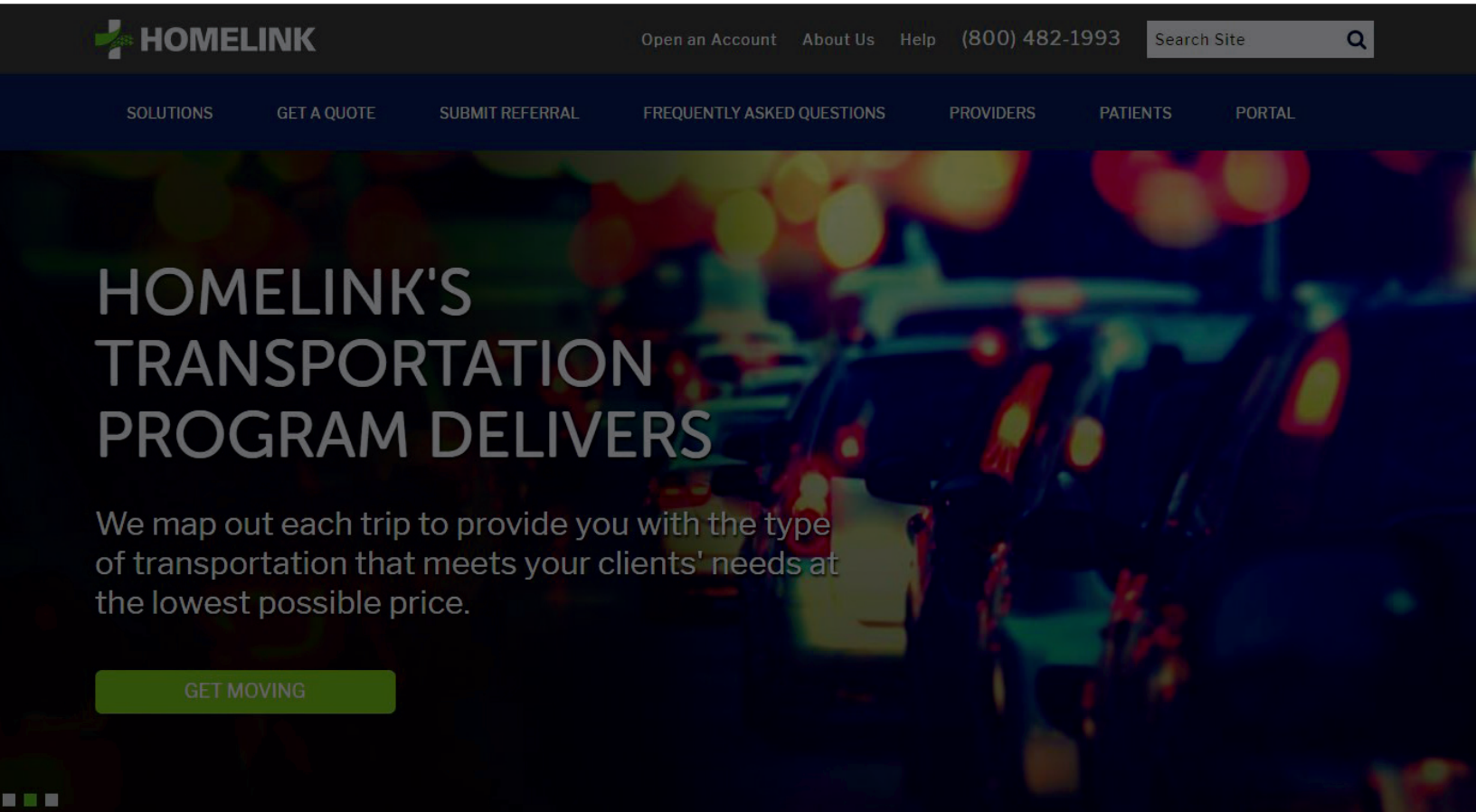
Website User Guide

HOMELINK Marketing

August, 2019



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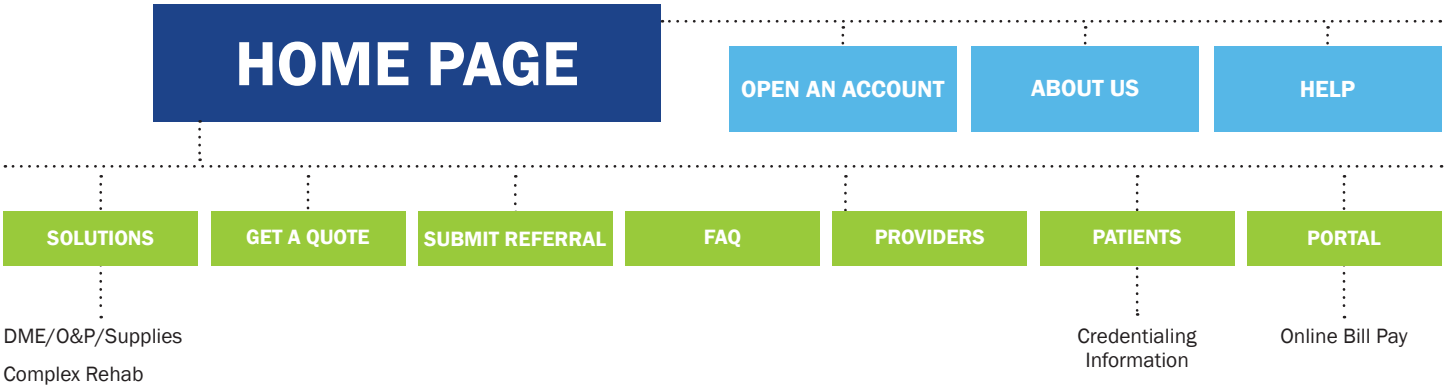
Marketing Site
vgmhomelink.com

SITE MAP

The site map is a list of pages on a website. Site maps are used during the planning of a website by its designers and those who manage the marketing of the site. Human-visible listings, typically hierarchical, of the pages on a site. Structured listings intended for web crawlers such as search engines.

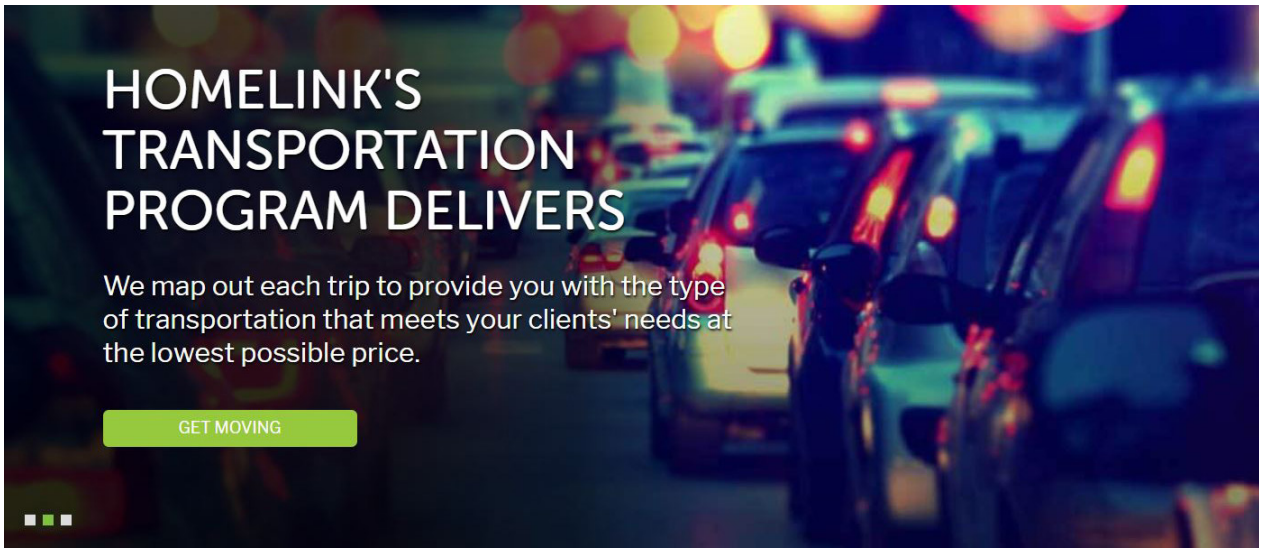


CALL TO ACTION

A call to action (CTA) is a prompt on a website that tells the user to take some specified action. A call to action is typically written as a command, such as ‘Sign Up’ or ‘Buy Now’ and generally takes the form of a button or hyperlink.

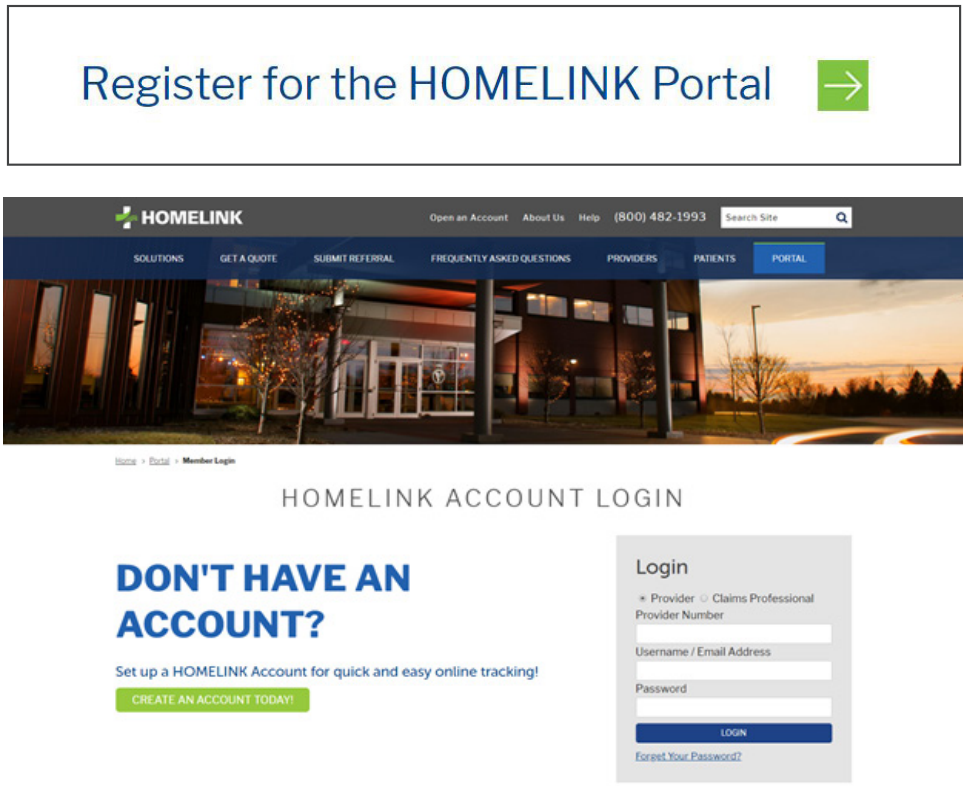
Marketing Message

A marketing message can link to various pages throughout the HOMELINK site or link to external sites. It is editable through the CMS *(content management system)* by HOMELINK’s dedicated content authors and publishers.



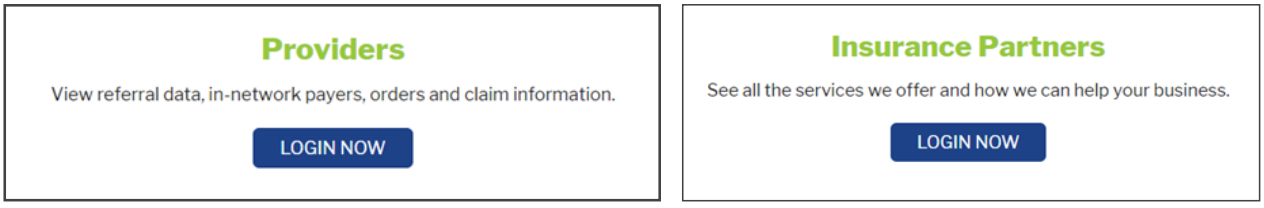
Register for Portal

Claims Professionals and Providers are able to register for an account with HOMELINK for quick and easy online tracking. To enroll, claims professionals will need an email address and will be asked to create a password. Providers will need their HOMELINK provider number, an email address and they will be asked to create a password to enroll.



Login

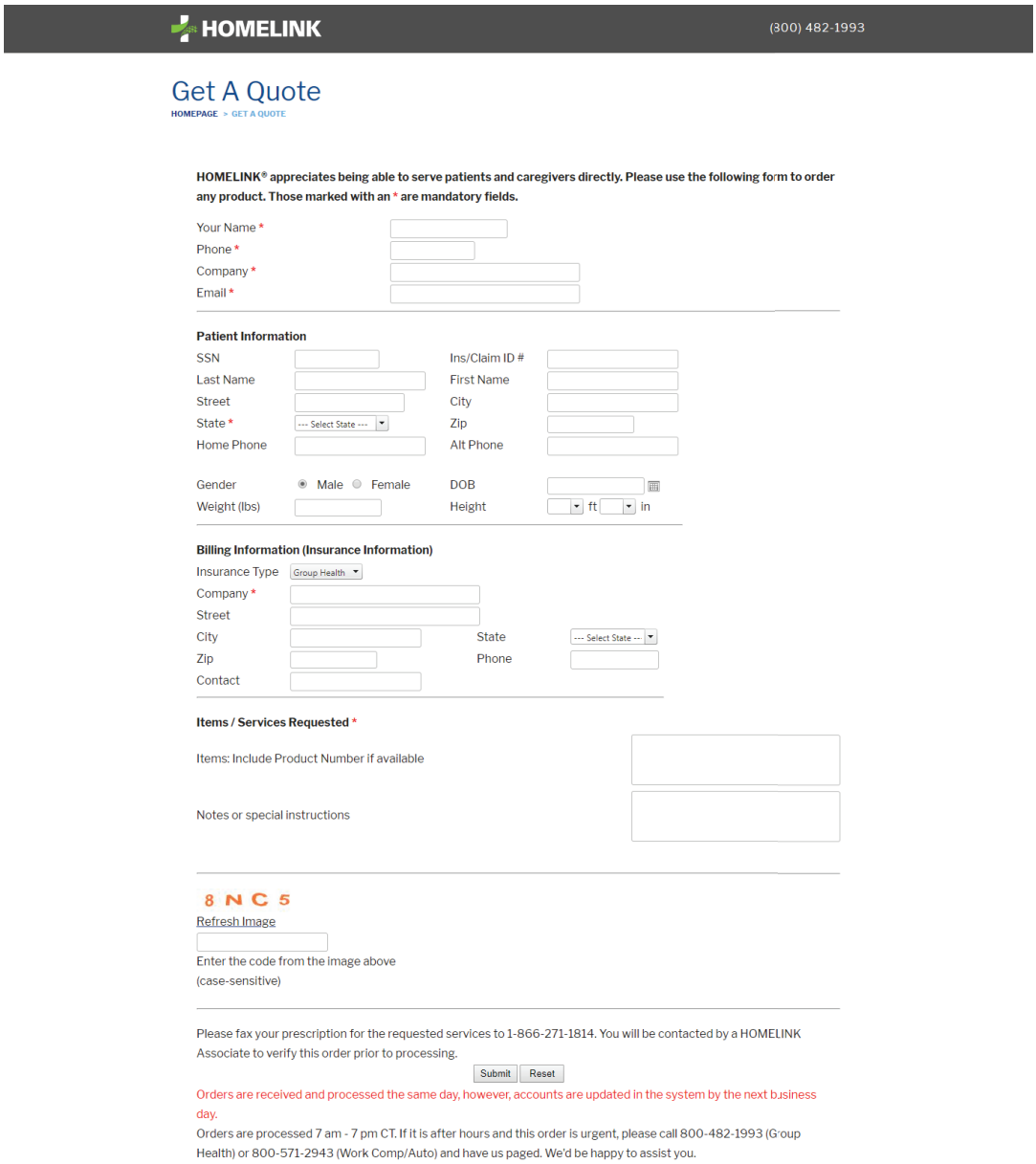
HOMELINK offers a Provider and an Insurance Partners portal. This was setup to allow both types of users to access their information and to check status of referrals in one location behind a password protected portal.



CALL TO ACTION

Get a Quote

HOMELINK has a Get a Quote form which goes directly to a dedicated team for review and responding to the Claims Professional. Form redirects to https://hmeforms.com/get-a-quote-form.aspx.



HOMELINK (300) 482-1993

Get A Quote

HOMEPAGE > GET A QUOTE

HOMELINK® appreciates being able to serve patients and caregivers directly. Please use the following form to order any product. Those marked with an * are mandatory fields.

Your Name *
Phone *
Company *
Email *

Patient Information

SSN
Last Name
Street
State * --- Select State ---
Home Phone
Ins/Claim ID #
First Name
City
Zip
Alt Phone
Gender Male Female
Weight (lbs)
DOB
Height ft in

Billing Information (Insurance Information)

Insurance Type Group Health
Company *
Street
City
State --- Select State ---
Zip
Phone
Contact

Items / Services Requested *

Items: Include Product Number if available
Notes or special instructions

8 N C 5
Refresh Image
Enter the code from the image above (case-sensitive)

Please fax your prescription for the requested services to 1-866-271-1814. You will be contacted by a HOMELINK Associate to verify this order prior to processing.

Submit Reset

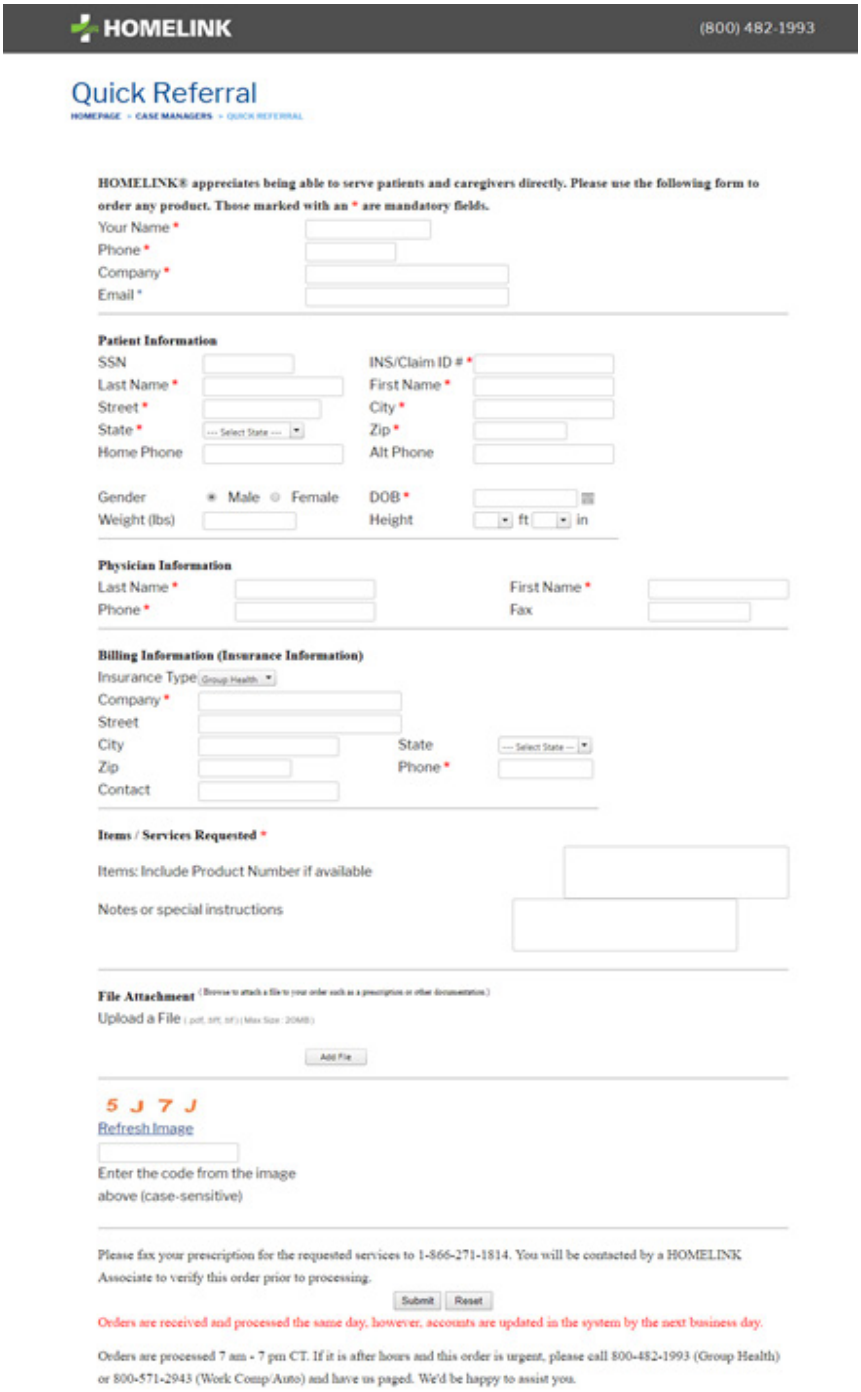
Orders are received and processed the same day, however, accounts are updated in the system by the next business day.

Orders are processed 7 am - 7 pm CT. If it is after hours and this order is urgent, please call 800-482-1993 (Group Health) or 800-571-2943 (Work Comp/Auto) and have us paged. We'd be happy to assist you.

Quick Referral

This form goes directly to HOMELINK's VIPER system to enter a new referral for review.

When selecting "Submit a Referral" the user is redirected to our quick referral form at https://hmeforms.com/case-managers-quick-referral.aspx.



HOMELINK (800) 482-1993

Quick Referral

HOMEPAGE » CASE MANAGERS » QUICK REFERRAL

HOMELINK® appreciates being able to serve patients and caregivers directly. Please use the following form to order any product. Those marked with an * are mandatory fields.

Your Name *
Phone *
Company *
Email *

Patient Information

SSN
Last Name *
Street *
State * --- Select State ---
Home Phone
INS/Claim ID # *
First Name *
City *
Zip *
Alt Phone
Gender Male Female
Weight (lbs)
DOB *
Height ft in

Physician Information

Last Name *
Phone *
First Name *
Fax

Billing Information (Insurance Information)

Insurance Type Group Health
Company *
Street
City
Zip
Contact
State --- Select State ---
Phone *

Items / Services Requested *

Items: Include Product Number if available
Notes or special instructions

File Attachment (Browse to attach a file to your order such as a prescription or other documentation.)
Upload a File (.pdf, .tiff, .tif) (Max Size: 20MB)
Add File

5 J 7 J
Refresh Image
Enter the code from the image above (case-sensitive)

Please fax your prescription for the requested services to 1-866-271-1814. You will be contacted by a HOMELINK Associate to verify this order prior to processing.

Submit Reset

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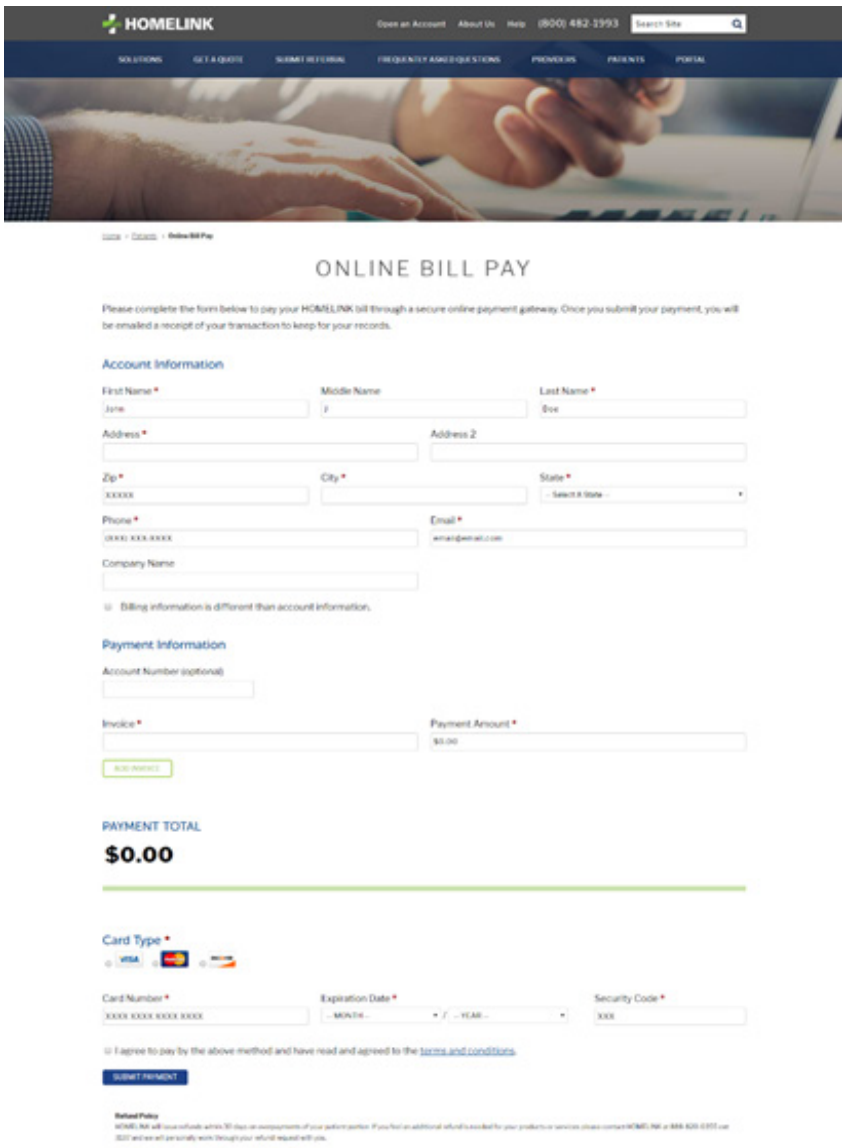
CALL TO ACTION

Online Bill Pay

Allows users to complete the form below to pay their HOMELINK bill through a secure online payment gateway. Once a payment has been submitted, the user will get an email receipt of the transaction to keep for their records.



Credentialing Information

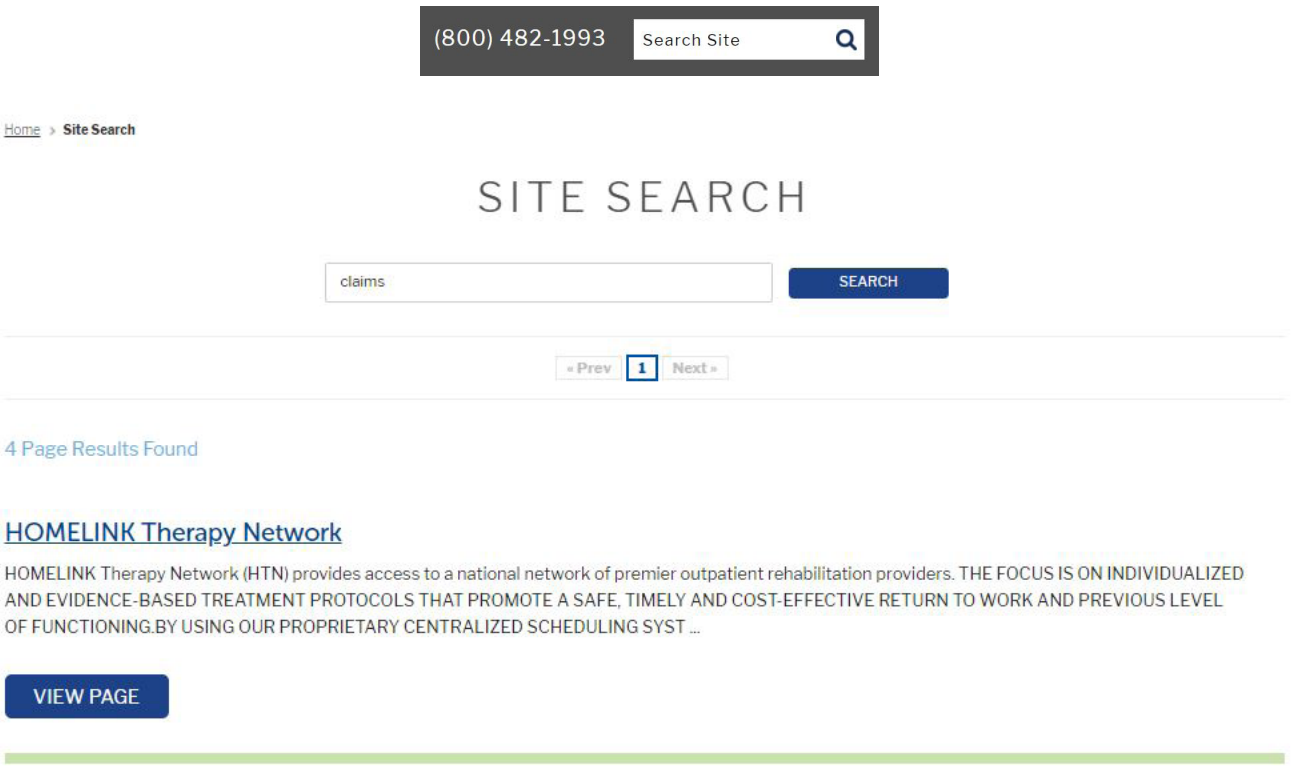
HOMELINK created several links that open PDF's for provider credentialing information. The PDF's open in a new window, and are stored in the CMS VPanel uploads file.

In order to become a credentialed HOMELINK provider, download the appropriate credentialing application below:

- Chiropractic, Acupuncture, and/or Massage Therapy
- Contractor
- Diagnostic Imaging
- DMEPOS
- Hearing Health Care
- Home Health
- Language Services
- Physical Medicine
- Transportation

Site Search

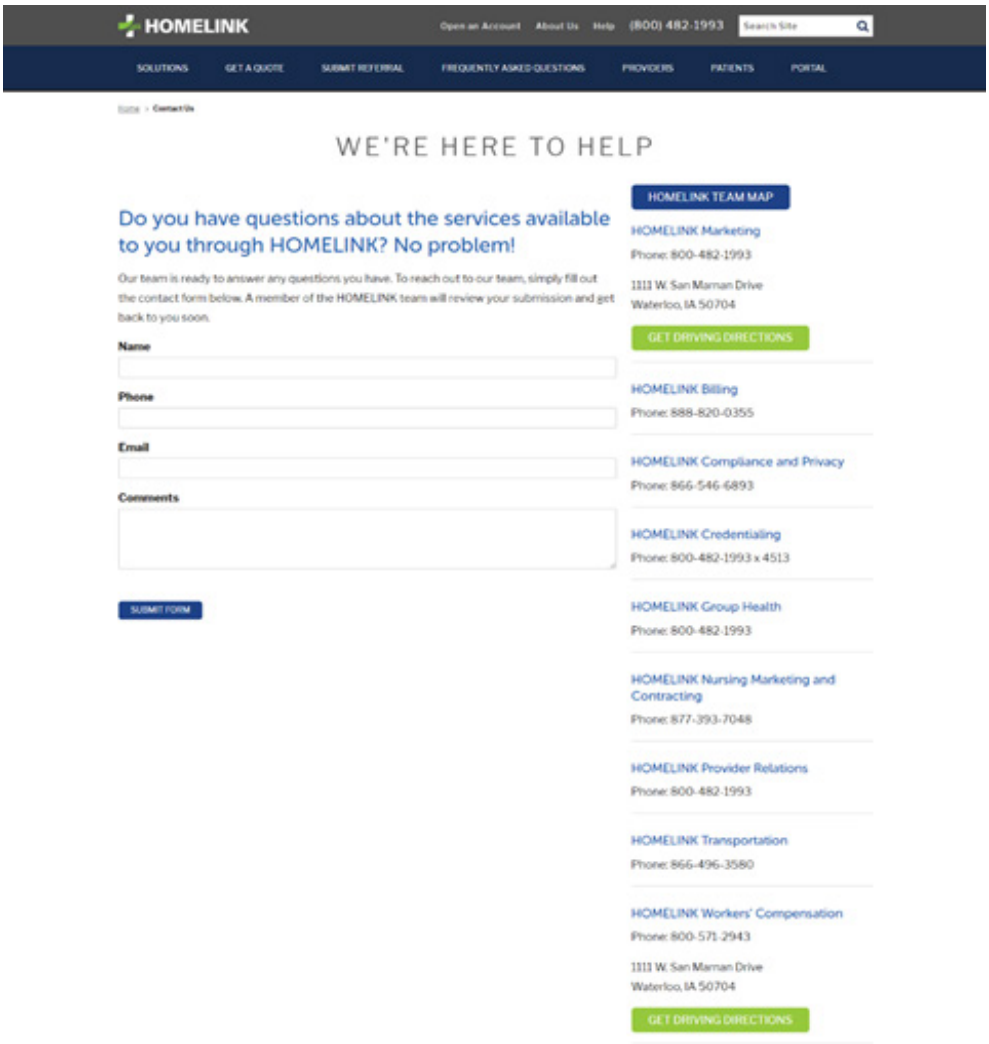
Site search is an activity performed on a website and not on search engines. Site search is done through internal search engines.



CALL TO ACTION

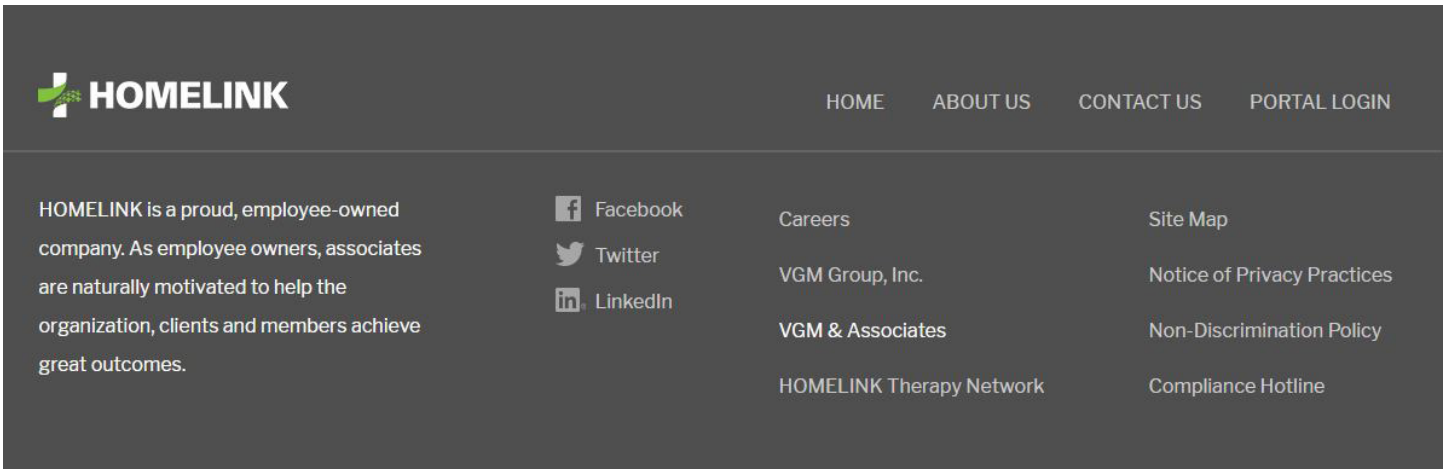
Contact Us

The Contact Us form was created for any website user to communicate questions directly to HOMELINK. The form request is submitted behind the secured CMS VPanel. Once submitted, a notice goes out to dedicated email address notifying them of a new Contact Us form submission.



External Footer Links

Throughout HOMELINK's website there are external links. The links shown below are kept in the footer and displayed on each page. They include links to HOMELINK's corporate company, and HOMELINK social media accounts. Additional links in the footer stay within the site.



Facebook: https://www.facebook.com/Homelink1993/

Twitter: https://twitter.com/VGMHomelink

LinkedIn: https://www.linkedin.com/company/homelink-the-vgm-group/

Careers: https://careers.vgmgroup.com/

VGM Group: https://www.vgmgroup.com/

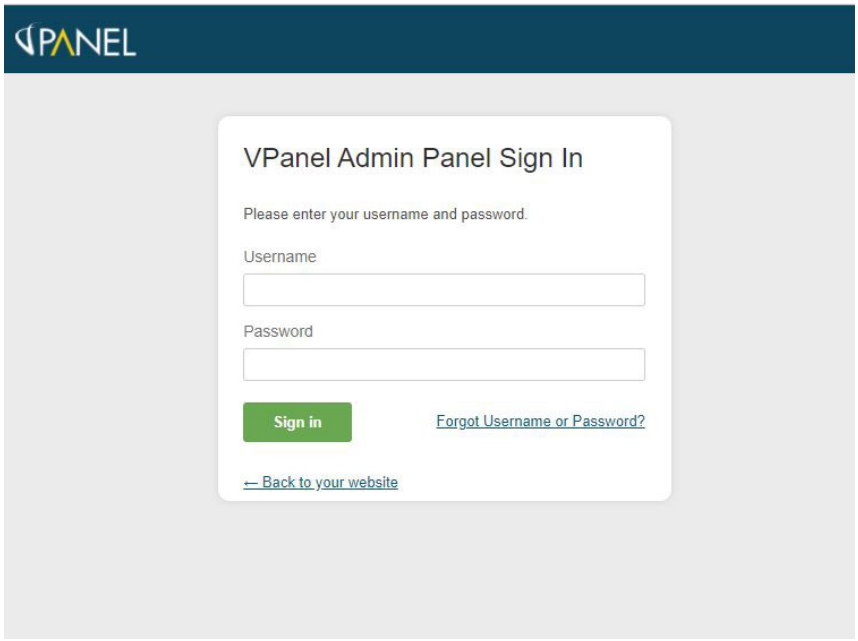
CMS VPanel
vgmhomelink.com

OVERVIEW

Ability to add pages, links and documents to the site's navigation. "What you see is what you get" (WYSIWYG) text editor – looks and functions like a word processor. Includes online form submission tracking and password protected information. Assigns administrative and publishing roles to members of staff.

Login

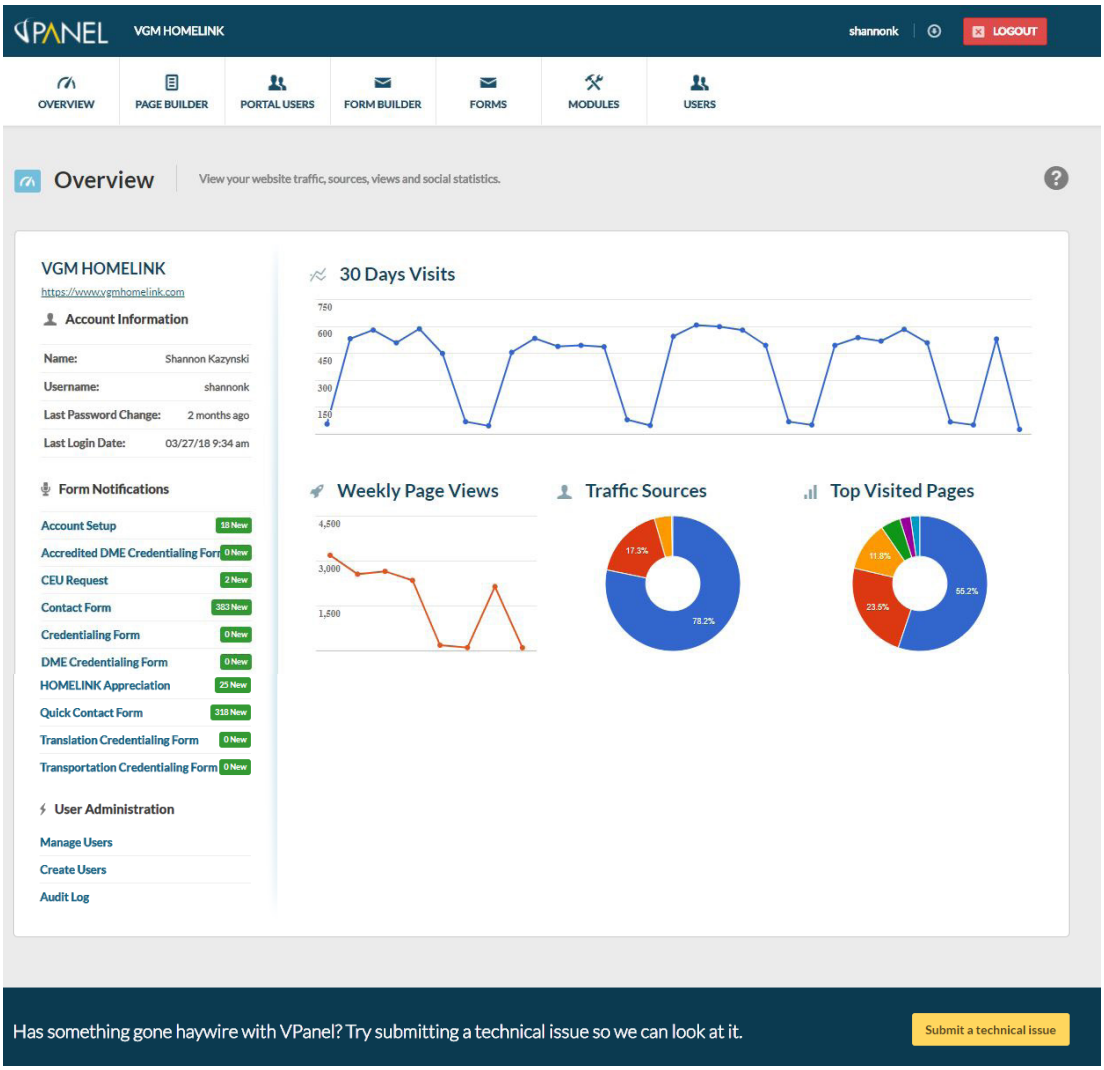
VPanel is protected by user name and password. It is associated with VGM's active directory. It can be accessed by specified users at **https://www.vgmhomelink.com/VPanel**



OVERVIEW

Dashboard

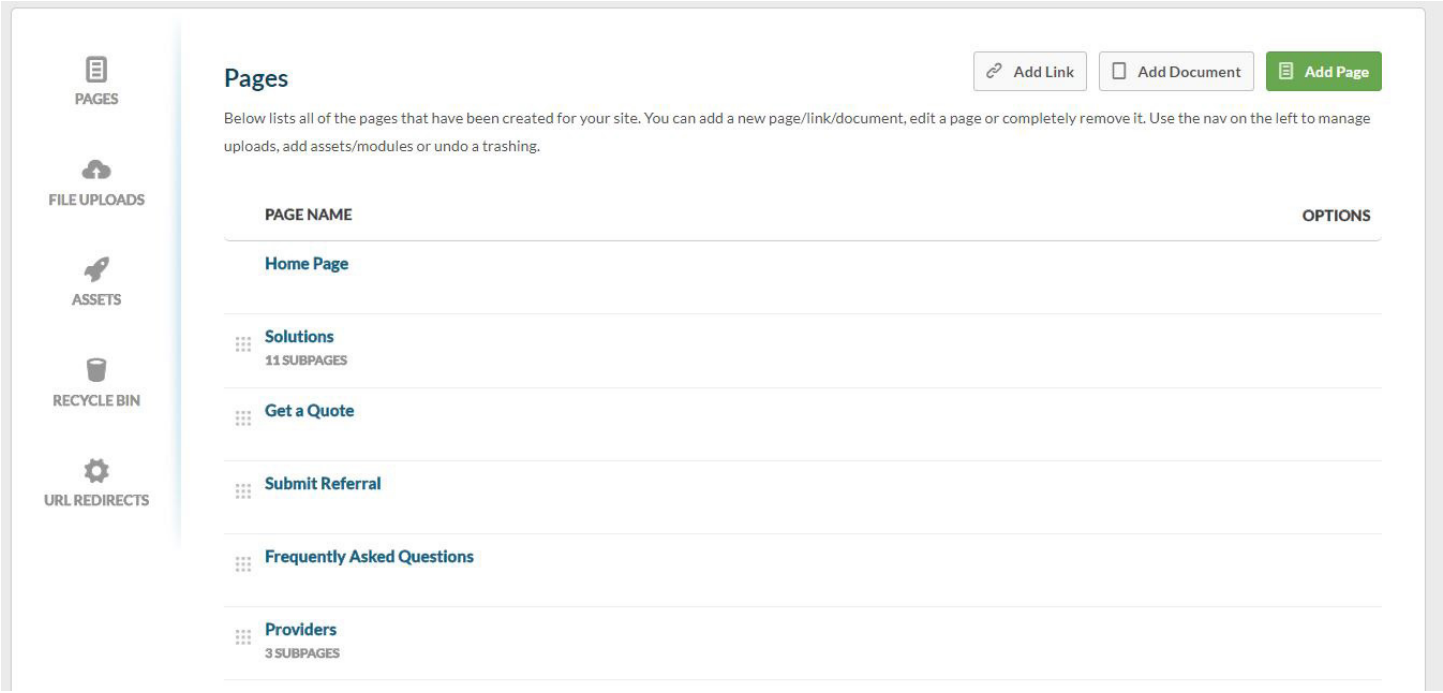
VPanel dashboard is the hub for navigating, overview of Google Analytics, form submissions, account information, managing users, audit log, and technical support.



PAGE BUILDER

Page Builder Overview

The page builder overview shows you each page and subpage, and whether they are active or inactive. It includes ability to add a link, page, or document. It also includes files upload, assets, recycling bin and URL redirects.



PAGE BUILDER

Key Terms

These key terms will help navigate the VPanel and are used throughout.

NAV NAME: Used in the navigation menus but it will not show up in the page itself.

TITLE: Shown just before the content on the header.

SUB TEXT: Used in the navigation menu. Will show as the title text.

LINK: Adds the URL link.

WINDOW TARGET: Allows the user to choose opening a new window or staying in the same browser window. If you take user away from the site, target a new window. If it is within the site, target same window.

ALTERNATIVE TEXT: Instructions for where the link goes, the action it takes, or what the image is about.

SHOW IN NAV: Select page to appear in the navigation.

STATUS: Mark as 'active' if you are ready for it to be live, or inactive if you don't want people to see it.

DOCUMENT: Choose document from list, or upload new document.

DIRECT URL Use to create a friendly URL. If left blank VPanel will create one.

SHOW BREADCRUMBS: Shows the path taken to get to the page you are on. Asks if you want to see the path on the page or not.

MEMBERS ONLY: Allows member only logins to view this page.

PARENT: Select 'root' lever if you want it in the main navigation. Select a parent page if it is a subpage.

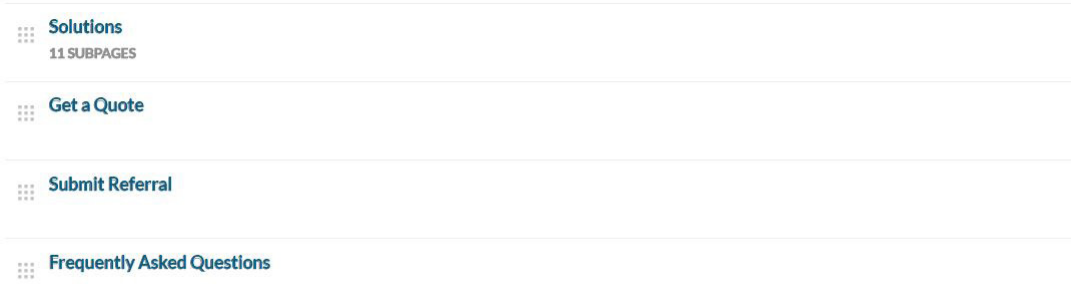
Pages

The page builder overview shows you each page and subpage and whether they are active or inactive. Includes ability to add a link, page, or document. It also includes file uploads, assets, recycling bin and URL redirects.

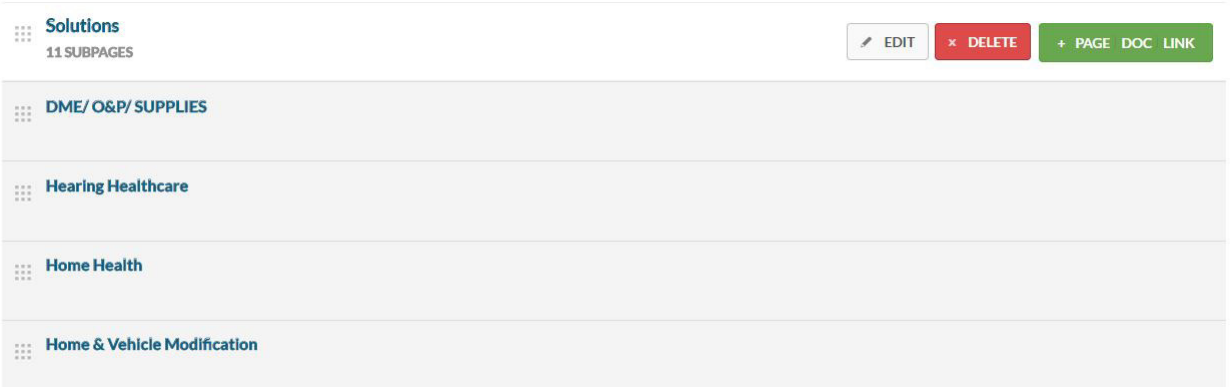
REORDER: To reorder the pages: click, drag, and drop the page in the order you would like it to appear. This change is immediate and does not require a save or publish.

SUBPAGES: To see the subpages: click on the gray square to the left of the page name. This will expand the subpages. To hide the subpages, click on the gray square again.

Ex: Subpages not expanded



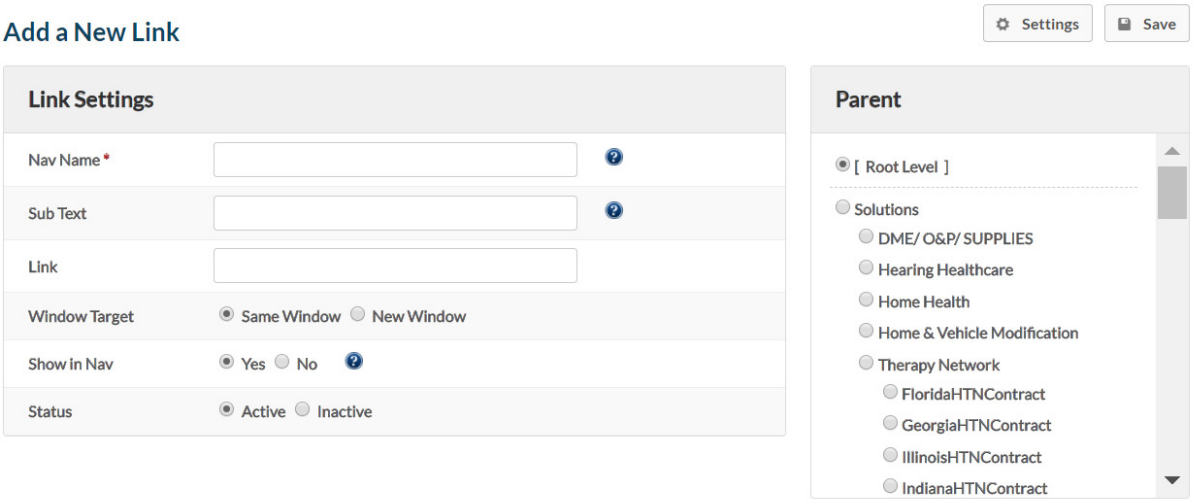
Ex: Subpages expanded



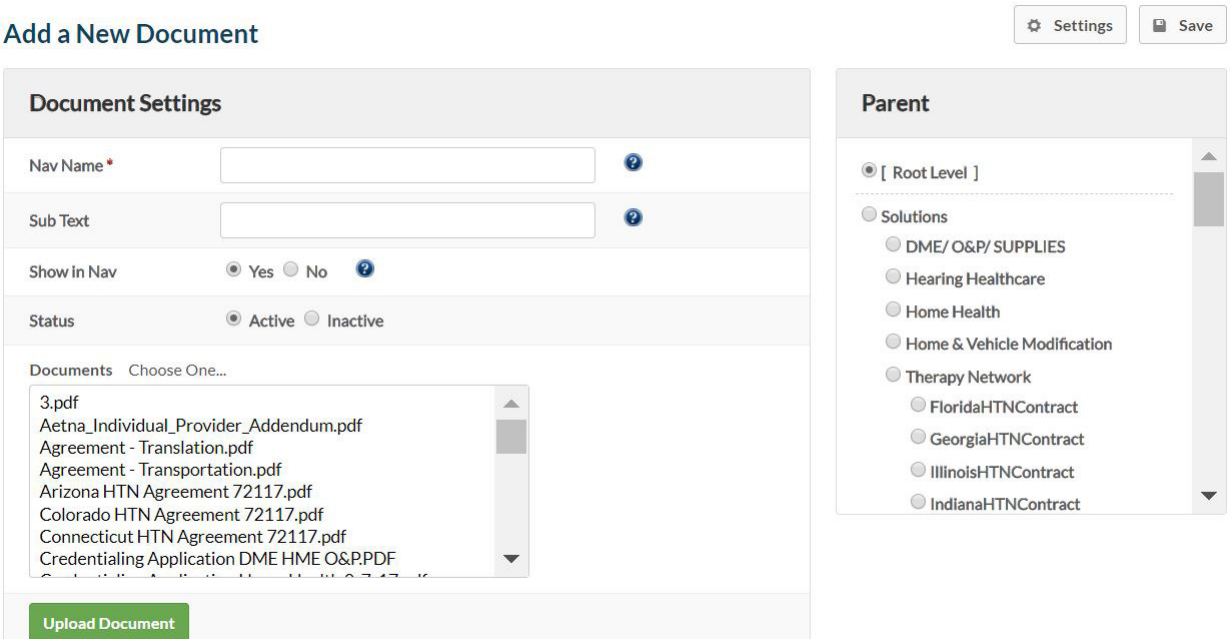
PAGE BUILDER

Pages

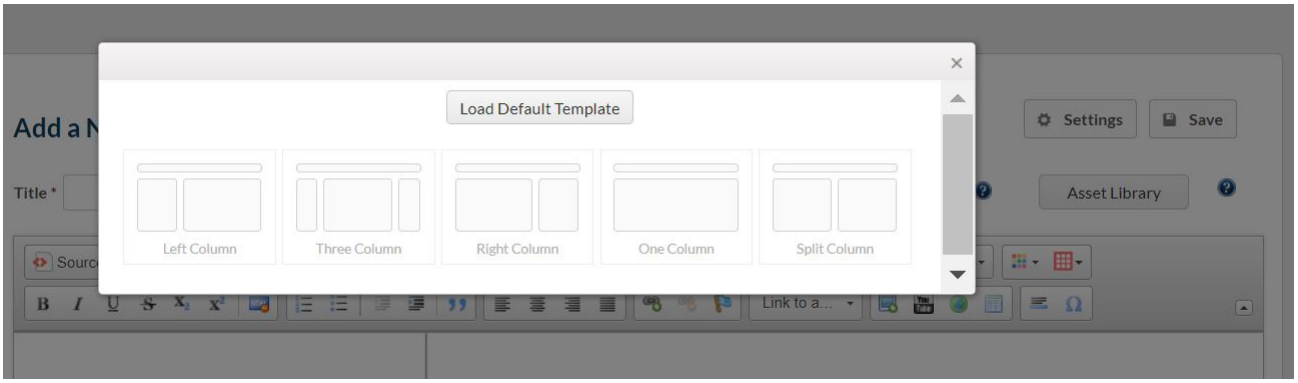
ADD LINK: If a page doesn't require editable content, but needs a navigation item to another website, or static page within the site, use the Add a New Link.

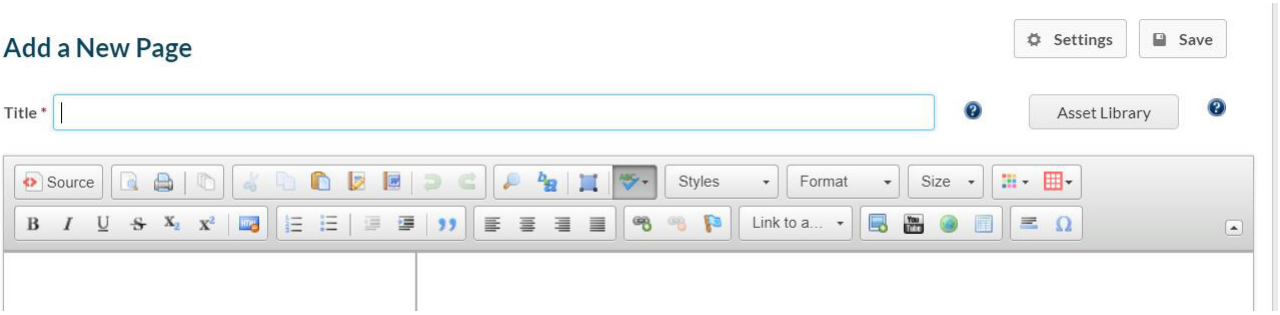


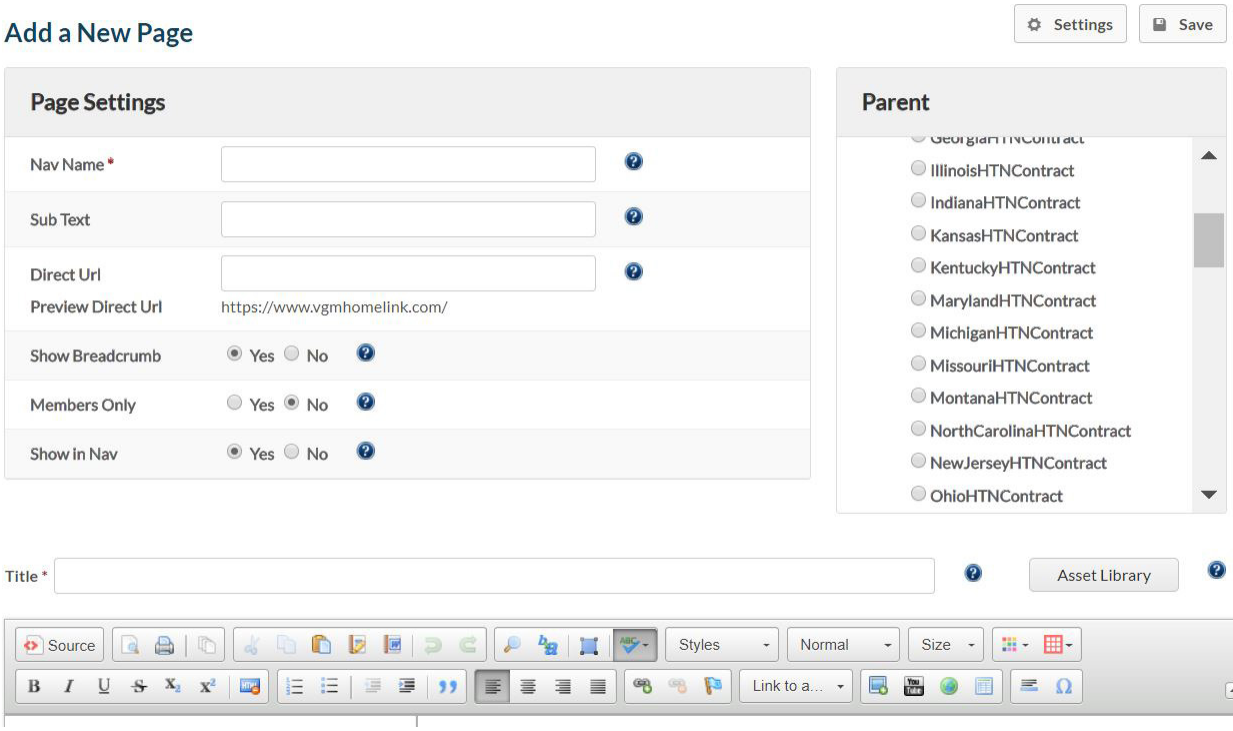
ADD DOCUMENT: To reorder the pages you simply click, drag, and drop the page in the order that you would like it to appear. Change is immediate and does not require a save or publish.



ADD PAGE: Create a standard web page with editable content. Ability to select a template, add assets, link documents, embed video and images using the WYSIWYG (What you see is what you get).







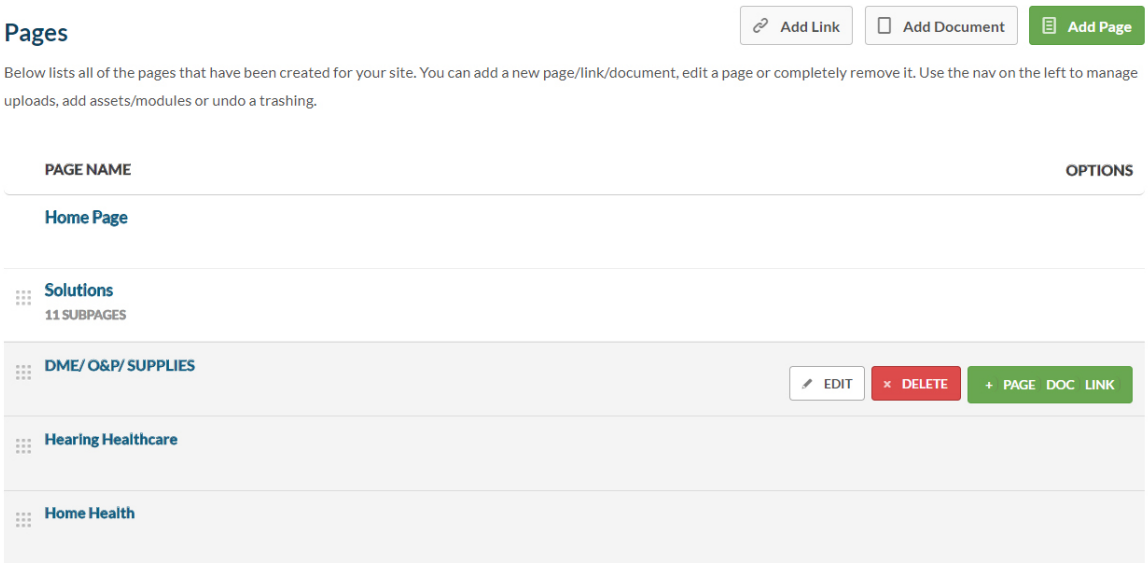
PAGE BUILDER

Pages

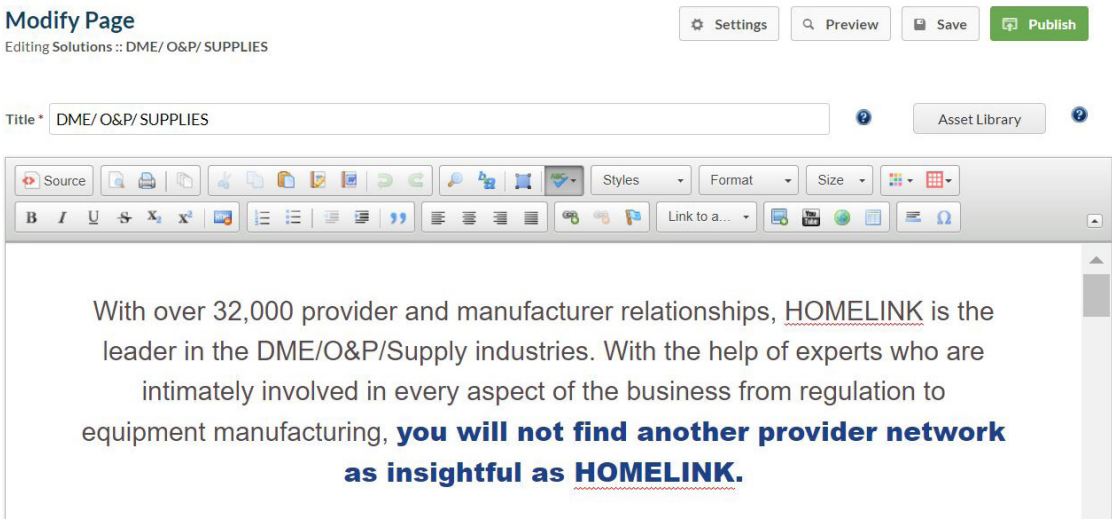
Modify Pages: Editing information on existing pages is done by hovering over the page you want to edit and clicking on the modify button.

You can also add a page, a link, or a document under the selected page as a subpage by selecting one of the options in the green bar. Instructions are as stated on pages 20-21.

To Delete a page, click on the red button, it will then move to the left and confirm deletion. Once deleted, the page then goes to the recycling bin where it can be restored. Once deleted from the recycling bin, it is no longer retrievable.



Pages



Source: Used to make edits with HTML coding.

Preview: Preview the content on the page.

Print: Prepares content in a print friendly way without the background images.

Content Template: Image and content template for easy edit.

Cut: Highlight information you want to cut and move.

Copy: Highlight information to be copied.

Paste: Paste the cut/copied information in the area of the courser.

Undo: Undo changes made.

Redo: Add back changes you have undone.

Find: Search by key words throughout the page being edited.

Replace: Find and replace text that needs to be changed.

Select All: Select all content on the page being edited.

Check Spelling: Check the spelling on the page being edited.

Styles: Various styles that you can use to update your content.

Normal: Predetermined styles for consistency throughout the site.

Size: Ability to update size of text as needed.

Text color: Change the color of text.

Background Color: Change the background color of the text.

Bold: Make selected font bold.

Italic: Make selected font italic.

Underline: Make selected font have an underline.

Strike through: Make selected font with strike through.

Subscript: Add a subscript to content.

Superscript: Add a superscript to content.

Remove Format: Strips out styling from the back end of content coming from other locations.

Bulleted List (Numbered or bullet) : Add/Remove numbered or bulleted list.

Decrease Indent: Make indent less.

Increase Indent: Make indent more.

Block Quote: Create a block quote within the content.

Text Alignment: Left, center, right and fill the space evenly.

Link: Add or edit a link within the content.

Unlink: Remove a link.

Anchor Link: Create a link that goes to a specific section of a page.

Link to: Select a link that currently exists within the site.

Image: Add an image to content.

Video: Embed video to content.

iFrame: Embed iFrame video to content.

Table: Add table to content.

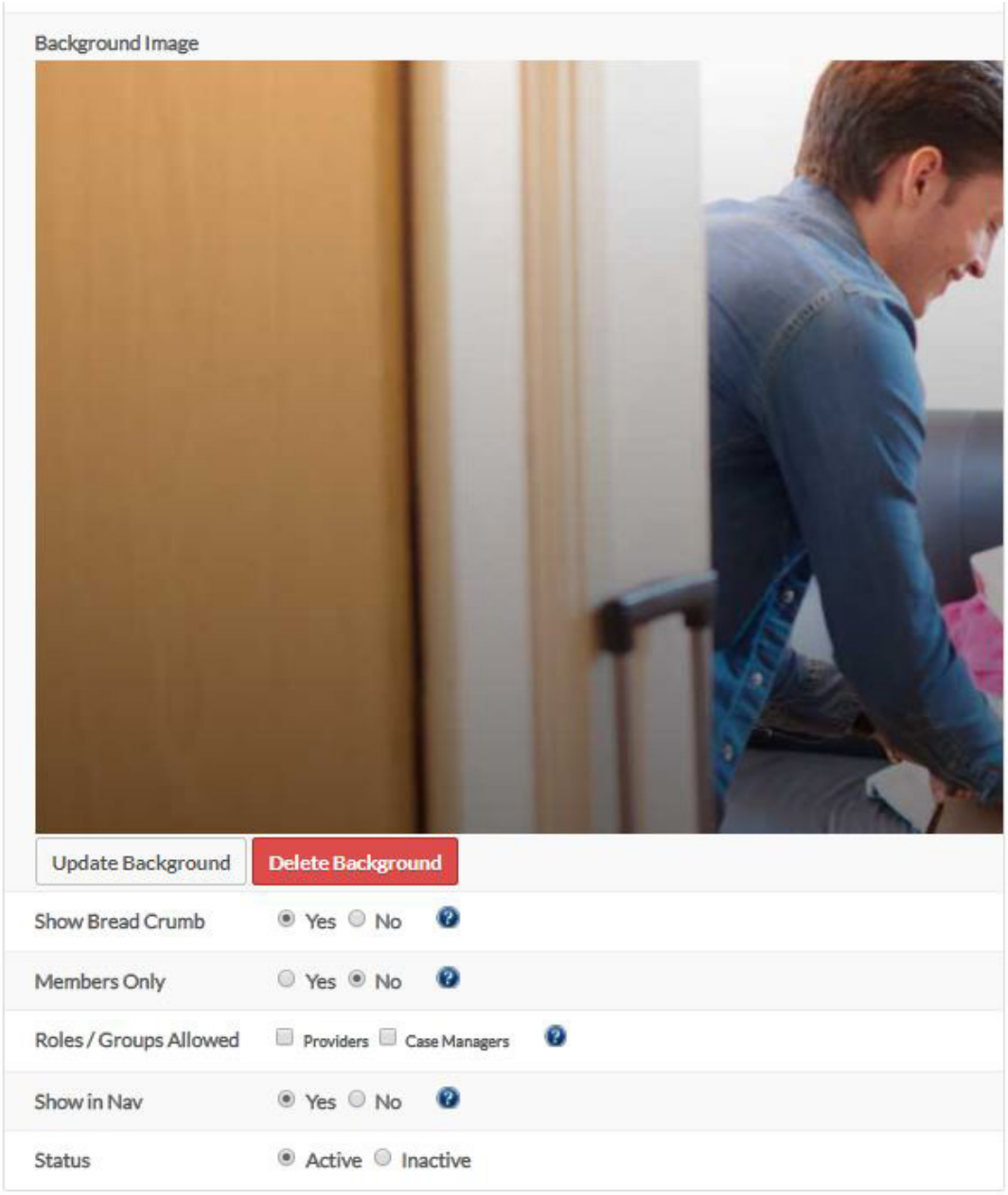
Insert Horizontal Line: Add a line to add a break in content.

Special Character: Add special characters.

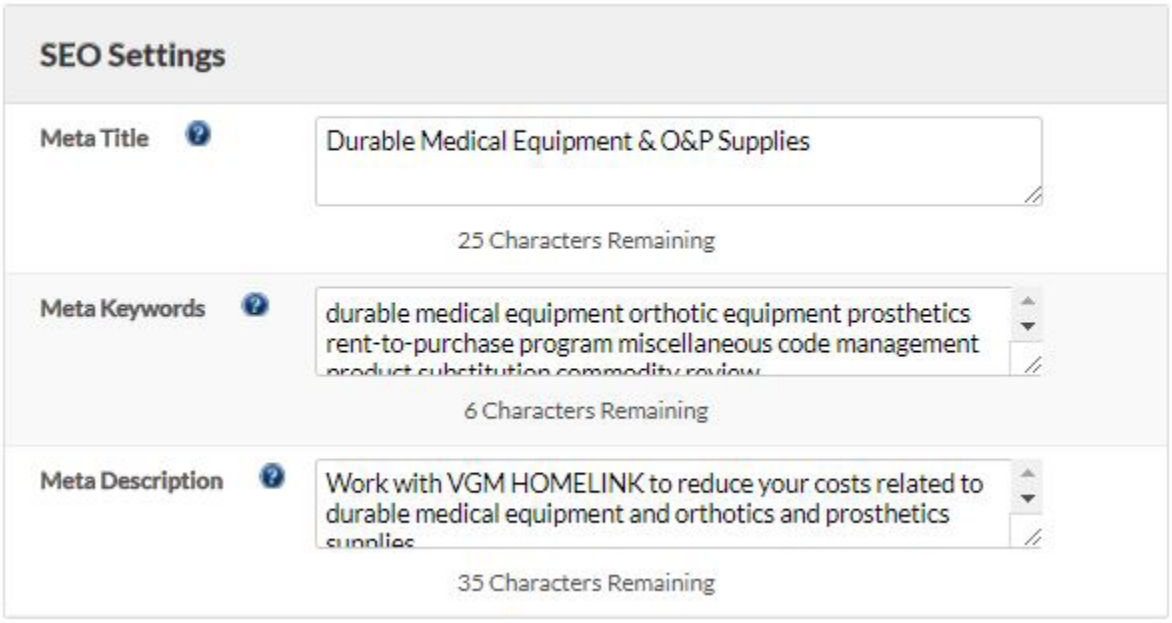
PAGE BUILDER

Page Settings

Each page has its own settings that can be viewed and updated as needed. You are able to select background images, select who can view the page, update SEO settings, and view revisions history.



SEO Settings



META TITLE: Shows as the title text bar or tab of the users browser. Used by search engines to display search result pages.

META KEYWORDS: A specific type of meta tag that appears in the HTML code of a Web page and helps tell search engines what the topic of the page is.

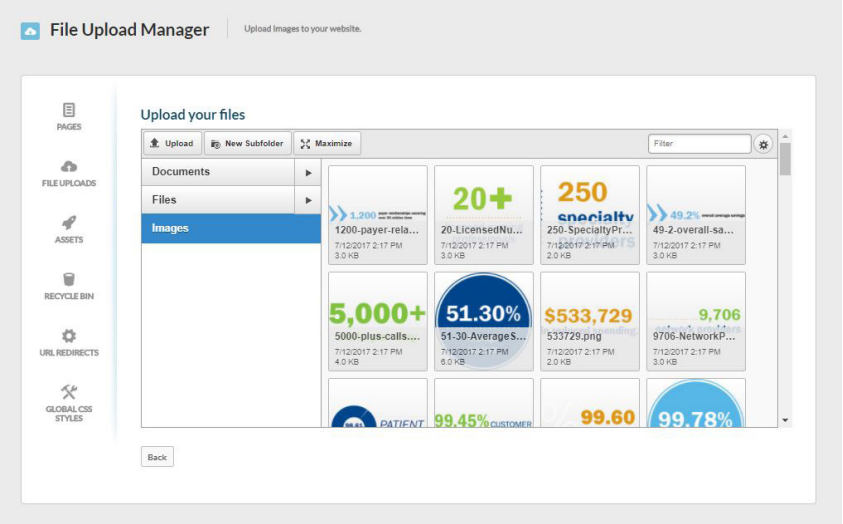
META DESCRIPTION: The meta description is a snippet of up to 320 characters, a tag in HTML, that summarizes a page's content. Search engines show the meta description in search results mostly when searched phrase is contained in the description. Optimizing the meta description is a very important aspect of on-page SEO.

REVISION HISTORY:
Review audit of changes to the site. Ability to open previous versions of the site, compare side by side or view, and see who has made the changes on what date.

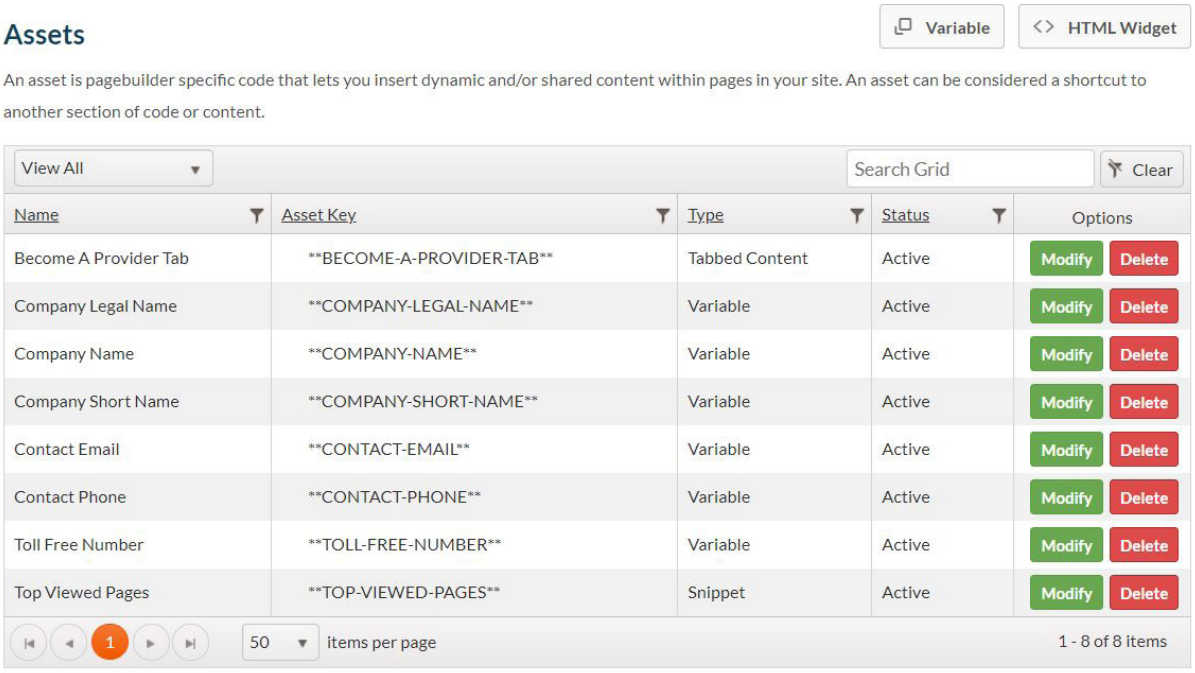
PAGE BUILDER

File Uploads

VPanel has a storage area where documents files and images can be stored, linked, and added throughout the site.



Assets



Recycle Bin

Recycle Bin

Content that is deleted from the site is not permanently deleted but is transferred to the Recycle Bin. From this screen, content can be permanently purged from the system, or restored to its original location on your website.

Search Grid | Clear

Name	Url	Last Published	Options
test	/test	Mar 14, 2018 @ 1:51 PM	RESTORE DELETE
HOMELINK Appreciation	/homelink-appreciation	Jan 31, 2018 @ 2:51 PM	RESTORE DELETE
Bob	/bob	Jan 18, 2018 @ 3:28 PM	RESTORE DELETE
Form Test Page	/form-test-page	Nov 10, 2017 @ 8:43 AM	RESTORE DELETE
ExecSum-SFUSD -10.3.17		Oct 04, 2017 @ 3:44 PM	RESTORE DELETE
FloridaHTNContract	Florida HTN Contract	Sep 13, 2017 @ 7:34 AM	RESTORE DELETE
FloridaHTNContract	/uploads/userfiles/files/documents/Fl... HTN Provider Agreement 72117.pdf	Sep 13, 2017 @ 7:32 AM	RESTORE DELETE
FloridaHTNContract	/uploads/userfiles/files/documents/Fl... HTN Provider Agreement 72117.pdf	Sep 12, 2017 @ 4:01 PM	RESTORE DELETE

URL Redirect

URL Redirects

There are currently **117** URL Redirects.

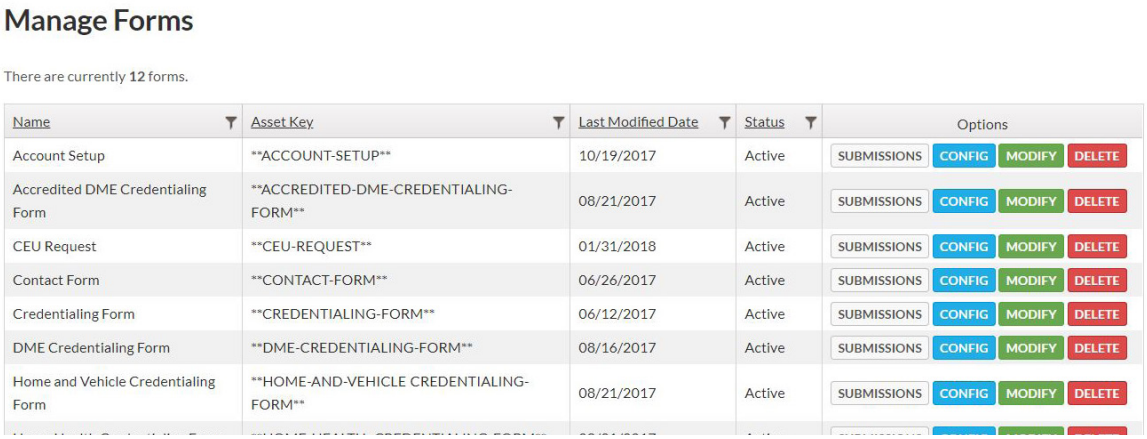
Search Grid | Clear

Match	Url	Date Added	Options
/mynexusGA	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 0058/t/page/fm/0	Aug 28, 2017 @ 12:21 PM	TEST URL MODIFY DELETE
/mynexusNY	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 0059/t/page/fm/0	Aug 28, 2017 @ 12:22 PM	TEST URL MODIFY DELETE
/myNexus	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 0053/t/page/fm/0	Aug 28, 2017 @ 12:54 PM	TEST URL MODIFY DELETE
/GEHA	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 0050/t/page/fm/0	Aug 28, 2017 @ 12:54 PM	TEST URL MODIFY DELETE
/hpi2016review	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 0051/t/page/fm/0	Aug 28, 2017 @ 12:55 PM	TEST URL MODIFY DELETE
/humana	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 004d/t/page/fm/0	Aug 28, 2017 @ 12:57 PM	TEST URL MODIFY DELETE
/mymatrixx	http://marketing.vgmhomelink.com/acton/fs/blocks/showL... 004c/t/page/fm/0	Aug 28, 2017 @ 12:57 PM	TEST URL MODIFY DELETE

FORM BUILDER

Form Builder: Form builder is used to create quick forms for various marketing and information gathering needs. Submissions are stored behind the password protected VPanel. Each form created is made into an asset that can be placed on pages throughout the site.

Manage Forms



Manage Forms

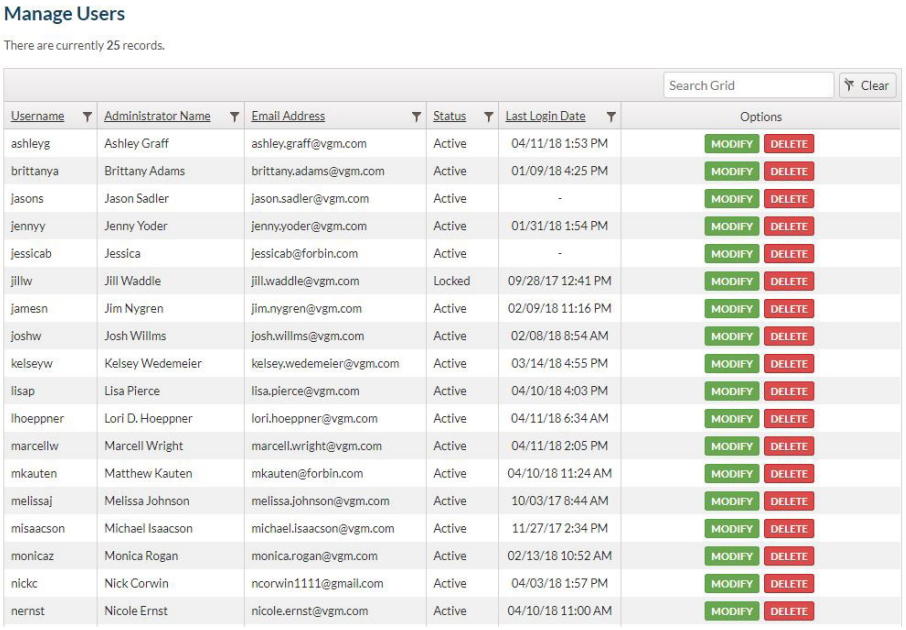
There are currently **12** forms.

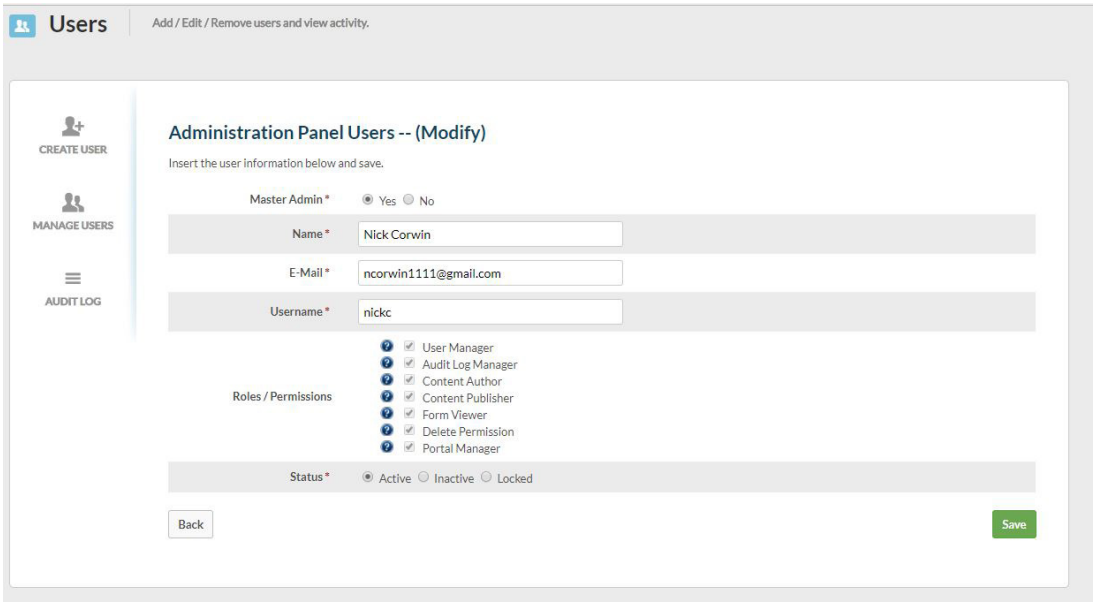
Name	Asset Key	Last Modified Date	Status	Options
Account Setup	**ACCOUNT-SETUP**	10/19/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE
Accredited DME Credentialing Form	**ACCREDITED-DME-CREDENTIALING-FORM**	08/21/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE
CEU Request	**CEU-REQUEST**	01/31/2018	Active	SUBMISSIONS CONFIG MODIFY DELETE
Contact Form	**CONTACT-FORM**	06/26/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE
Credentialing Form	**CREDENTIALING-FORM**	06/12/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE
DME Credentialing Form	**DME-CREDENTIALING-FORM**	08/16/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE
Home and Vehicle Credentialing Form	**HOME-AND-VEHICLE CREDENTIALING-FORM**	08/21/2017	Active	SUBMISSIONS CONFIG MODIFY DELETE

Configure: In the VPanel you are able to view submissions by form type. Change the configuration of the form. Determine what dedicated email should get the nofication of submissions and edit the Success Message. By selecting modify you are able to change form questions. You can also delete forms that have been created.

USERS

Site admins are able to select specific user roles within the VPanel. This allows for more controled usability. You are able to set these settings when creating a new user, as well as modifying an existing user.





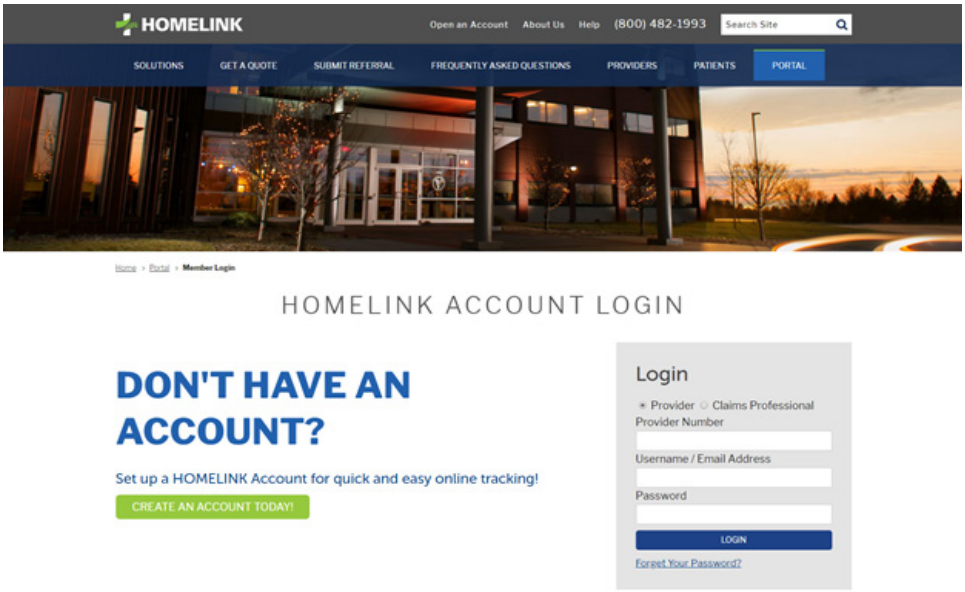
HOMELINK Portal
vgmhomelink.com

Portal Registration As Seen on Page 7

Register for Portal

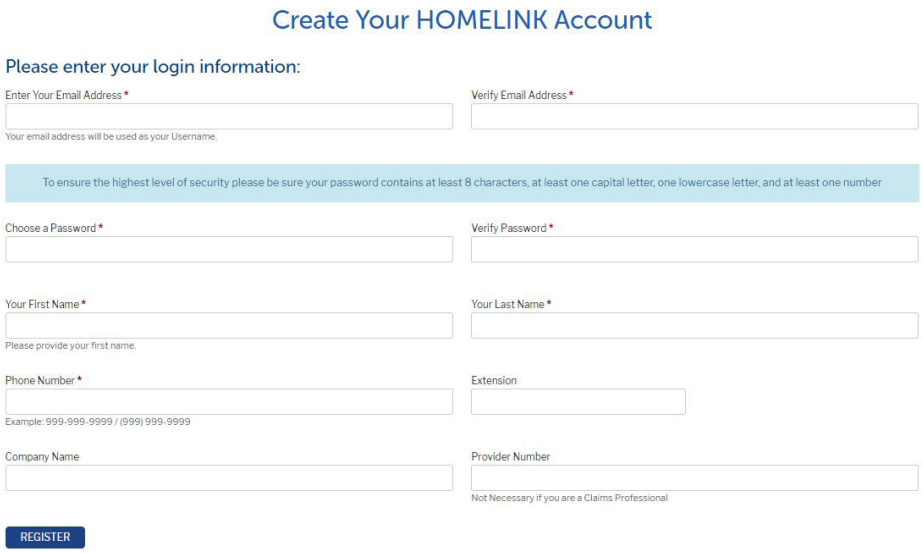
Claims Professionals and Providers are able to register for an account for quick and easy online tracking. Claims professionals will need an email address, and will be asked to create a password. Providers will need their HOMELINK provider number, as well as an email address, and they will be asked to create a password.

Register for the HOMELINK Portal

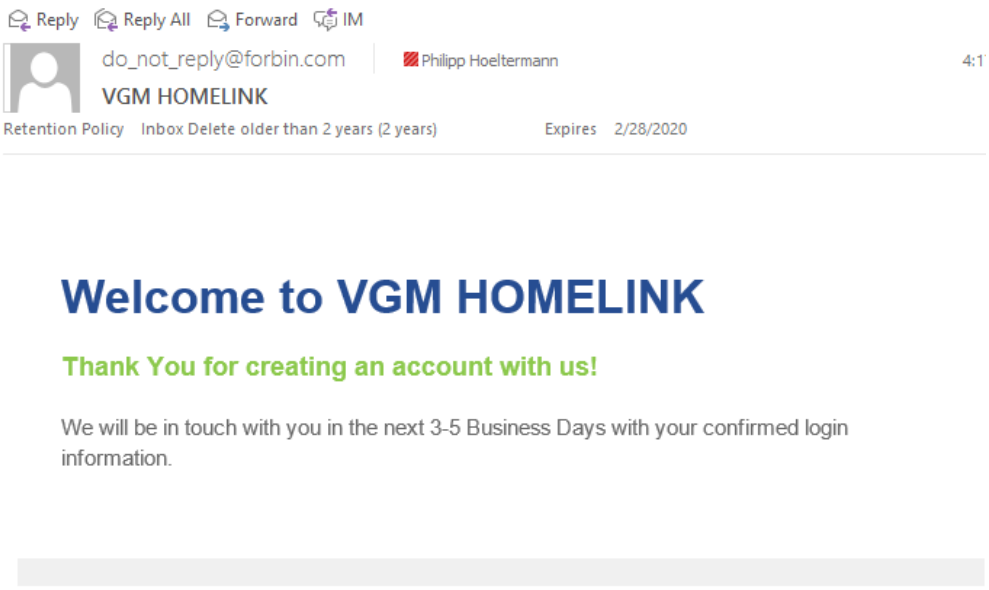


Portal Registration

Create Account

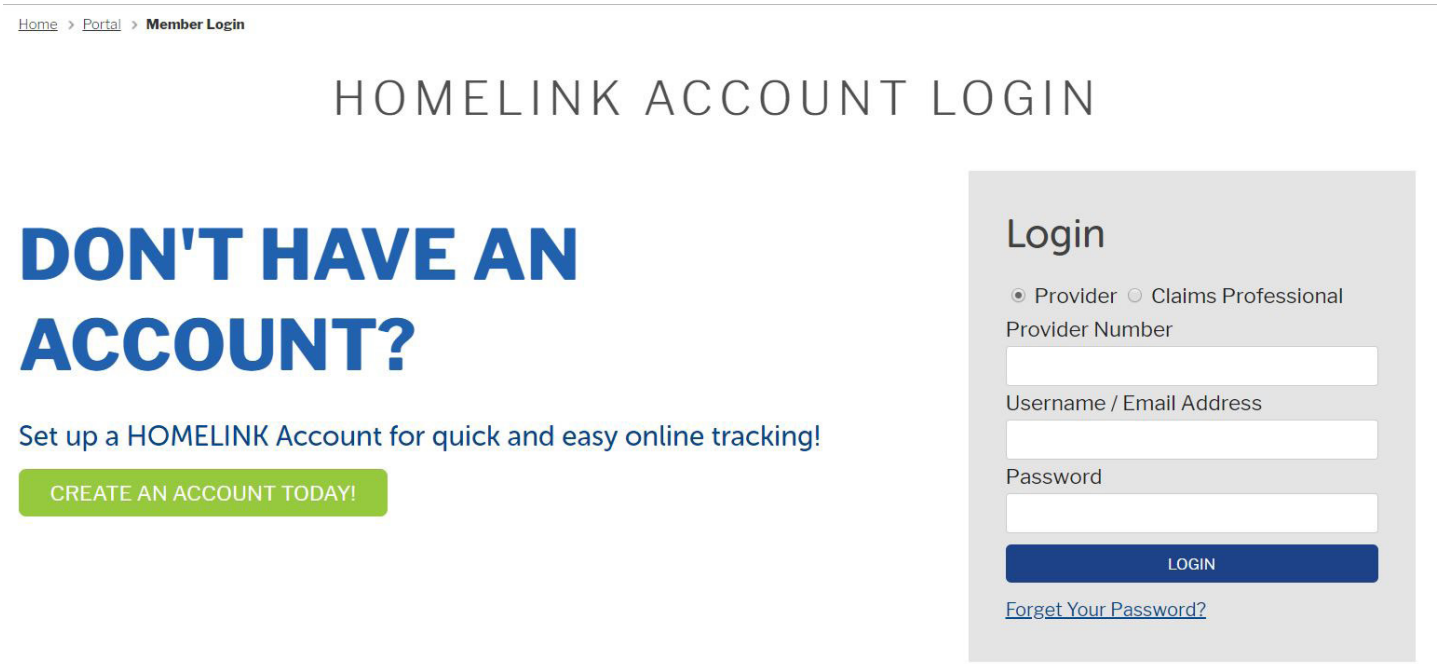


Once the “create an account” form has been filled out the user will get an email stating that HOMELINK will be in touch soon.



Login

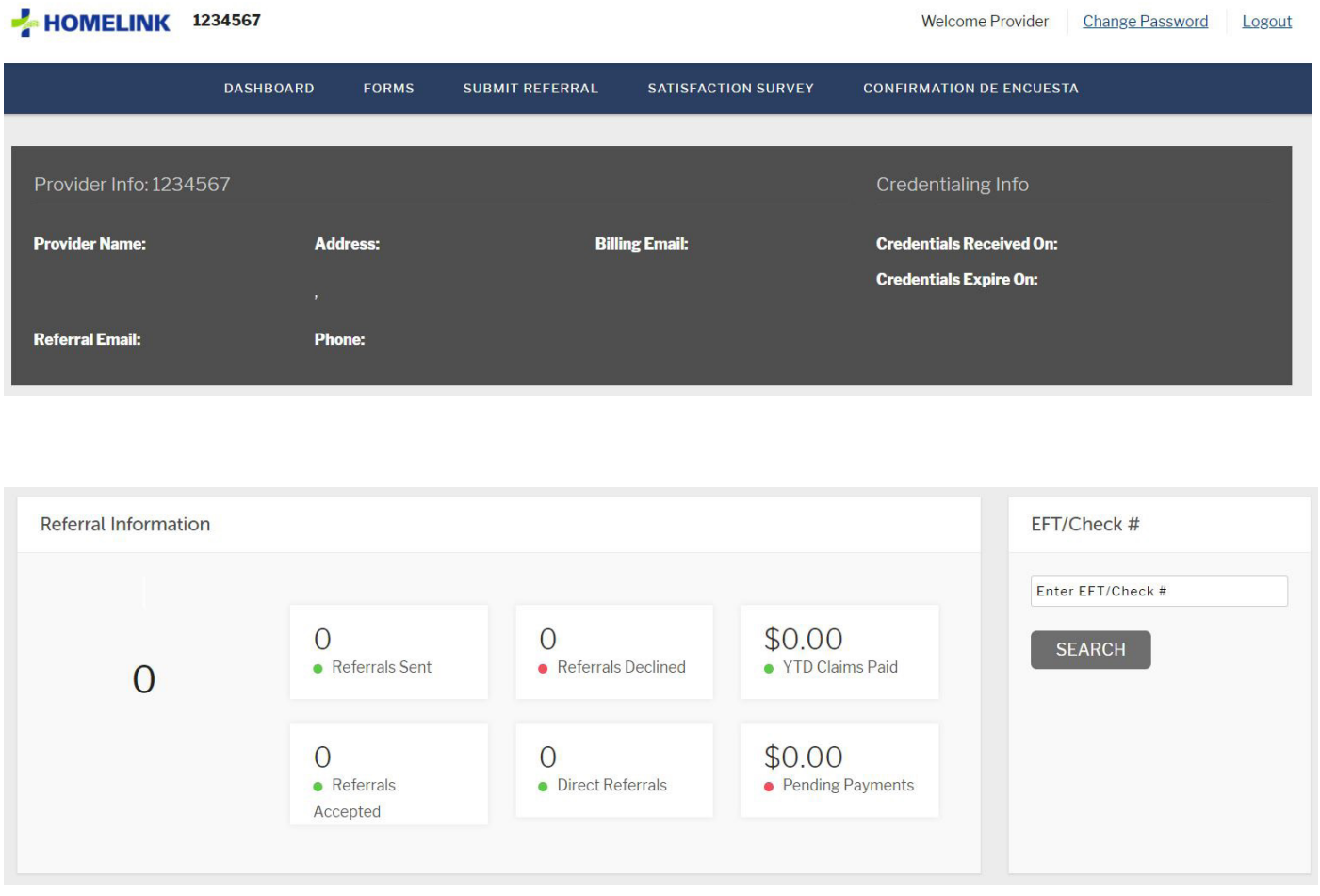
HOMELINK offers a Provider and an Insurance Partners portal. This was setup to allow for both users to keep their information and status of referrals in one location behind a password protected portal.



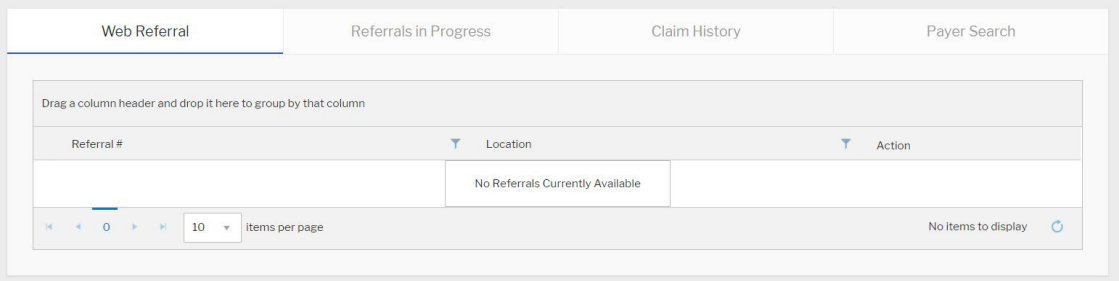
Portal

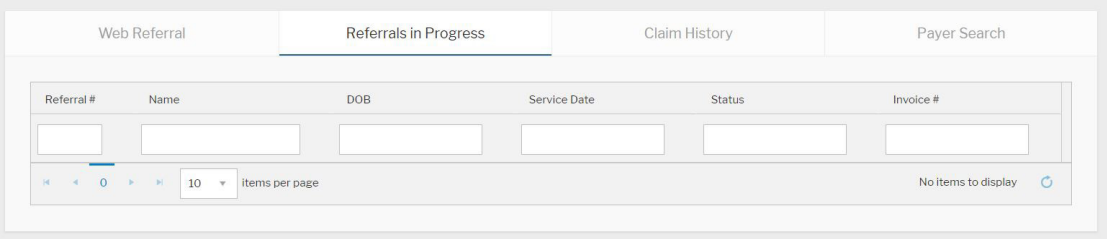
Provider Dashboard

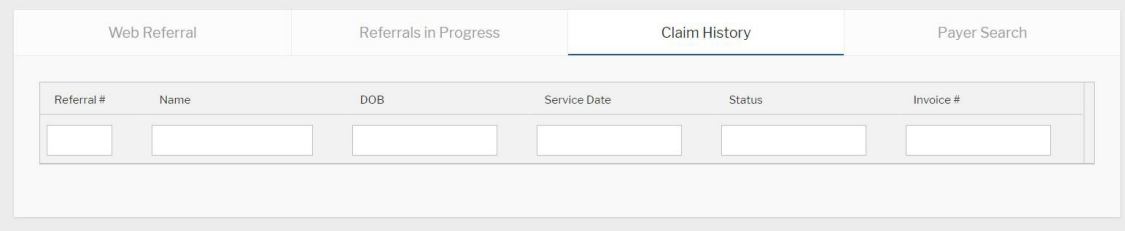
HOMELINK's portal allows for users to view their specific account information. As an approved provider, the below would be filled out to reflect their information.

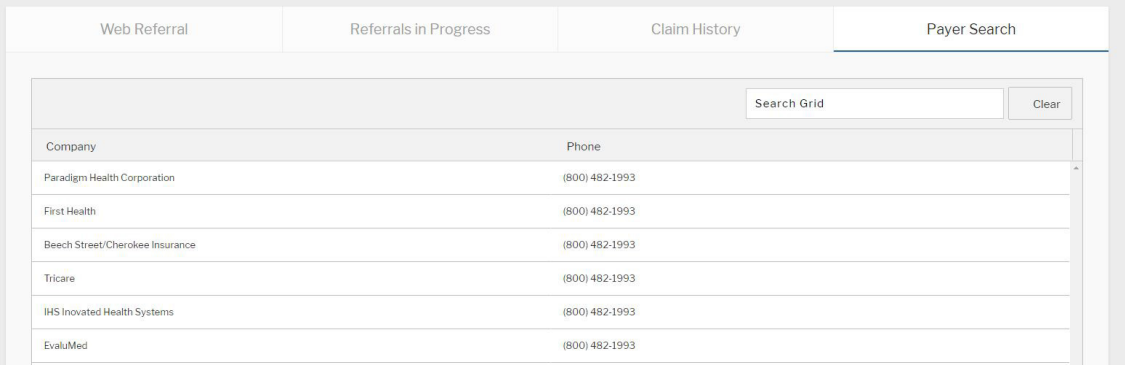


Provider Dashboard





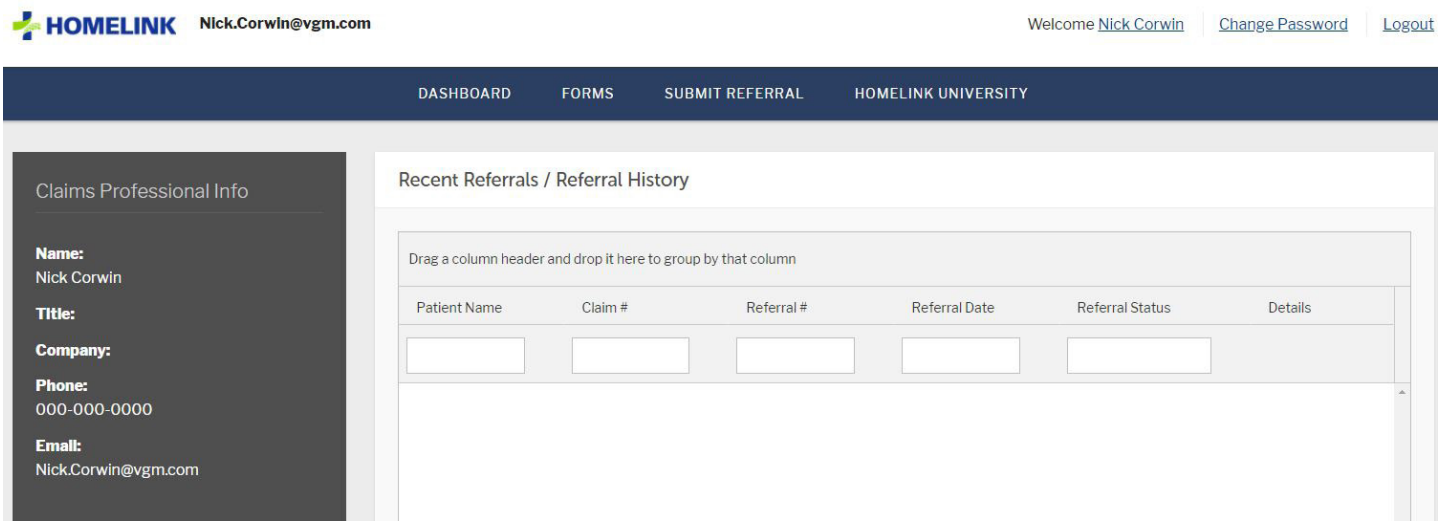




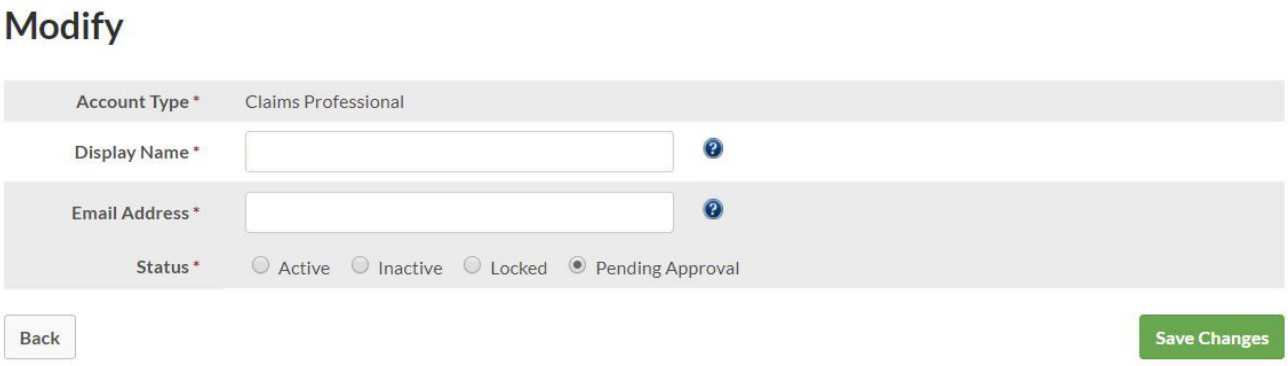
Portal

Insurance Partner Dashboard

HOMELINK's portal allows users to view specific account information. As an approved Insurance Partner, the below would be filled out to reflect corresponding information.



Portal Users

All usernames and passwords are protected. VPanel does not store user passwords. HOMELINK is able to make users active or inactive at anytime. Five failed password attempts will lock their account. All portal users must be approved.

Claims Professionals and Provider Users