US011314385B1

(12) **United States Patent**
Sanchez et al.

(10) **Patent No.: US 11,314,385 B1**
(45) **Date of Patent: *Apr. 26, 2022**

(54) **MEDIA BUY LOADER, GRAPHICAL USER INTERFACE, AND METHOD OF CORRELATING MEDIA BUYS TO CUSTOMER INTAKES**

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(72) Inventors: **Eric Jason Sanchez**, Cary, NC (US); **Jan Schroeder**, Chapel Hill, NC (US); **Richard Christopher Low**, Durham, NC (US)

(73) Assignee: **GROWPATH, LLC**, Durham, NC (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 126 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **16/938,704**

(22) Filed: **Jul. 24, 2020**

Related U.S. Application Data

(63) Continuation of application No. 16/028,323, filed on Jul. 5, 2018, now Pat. No. 10,775,965, which is a (Continued)

(51) **Int. Cl.**

G06F 3/0482	(2013.01)
B62K 21/20	(2006.01)
G06Q 50/18	(2012.01)
B62K 21/14	(2006.01)
G06F 16/242	(2019.01)
G06F 16/9535	(2019.01)

(52) **U.S. Cl.**
CPC ***G06F 3/0482*** (2013.01); ***B62K 21/14*** (2013.01); ***B62K 21/20*** (2013.01); ***G06F 16/2428*** (2019.01); ***G06F 16/9535*** (2019.01); ***G06Q 50/18*** (2013.01)

(58) **Field of Classification Search**
CPC G06F 3/0482; G06F 16/2428; G06F 16/9535; B62K 21/14; B62K 21/20; G06Q 50/18
USPC 707/700
See application file for complete search history.

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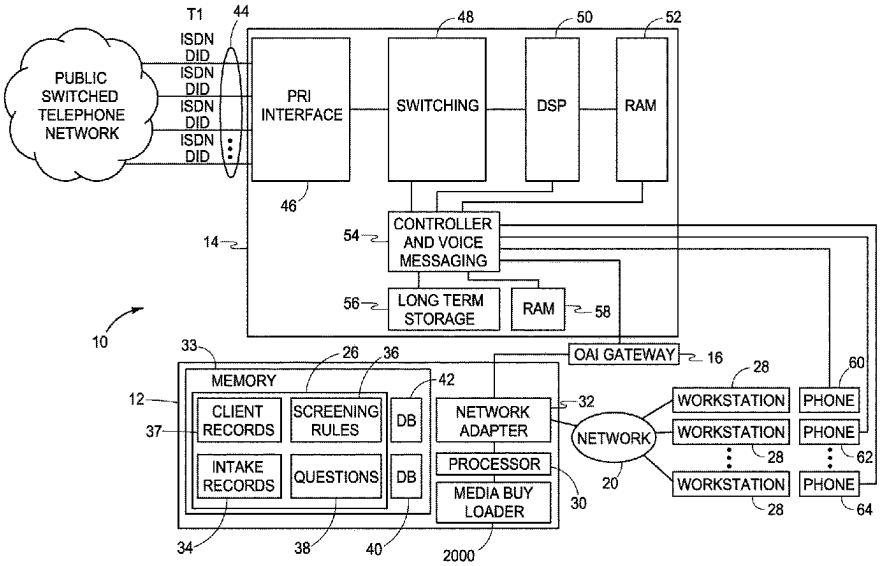
Primary Examiner — Evan Aspinwall
(74) *Attorney, Agent, or Firm* — Deepak Malhotra; Tara J. Williams

(57) **ABSTRACT**

A method includes recording data about an advertising campaign; converting the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and selectively generating an output visually indicating cost of advertisements versus time of day, number of intakes versus time of day, and cost of the advertisements versus time of day. Other systems and methods are provided.

20 Claims, 131 Drawing Sheets



Related U.S. Application Data

continuation-in-part of application No. 15/697,809, filed on Sep. 7, 2017, now Pat. No. 10,503,790, which is a continuation of application No. 15/434,564, filed on Feb. 16, 2017, now Pat. No. 9,785,312.

(60) Provisional application No. 62/296,595, filed on Feb. 17, 2016.

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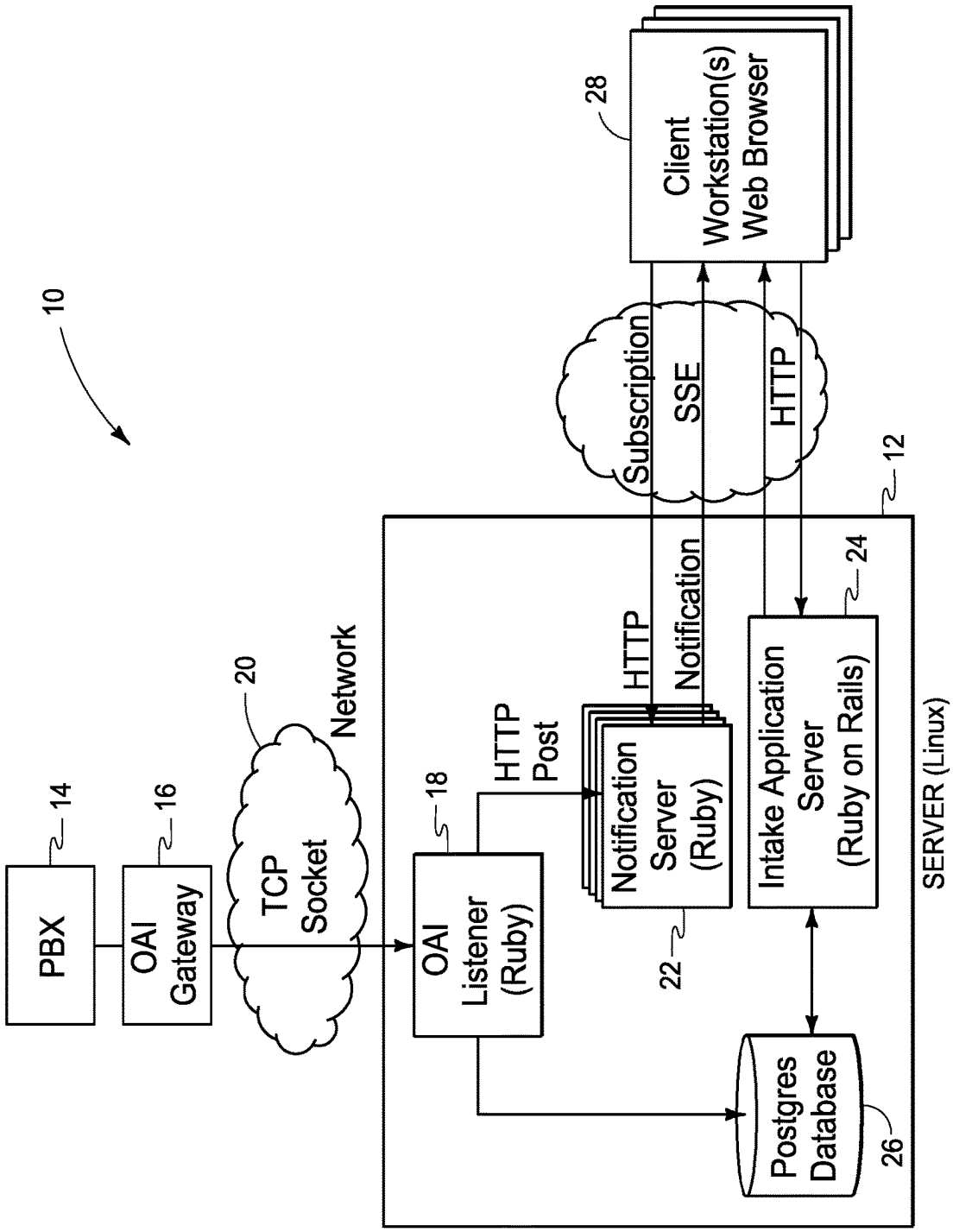
10
PBX
14
OAI Gateway
16
TCP Socket
20
Network
OAI Listener (Ruby)
18
HTTP Post
Notification Server (Ruby)
22
HTTP
Notification
Subscription
SSE
HTTP
Intake Application Server (Ruby on Rails)
24
Postgres Database
26
SERVER (Linux)
12
Client Workstation(s) Web Browser
28

FIG. 1

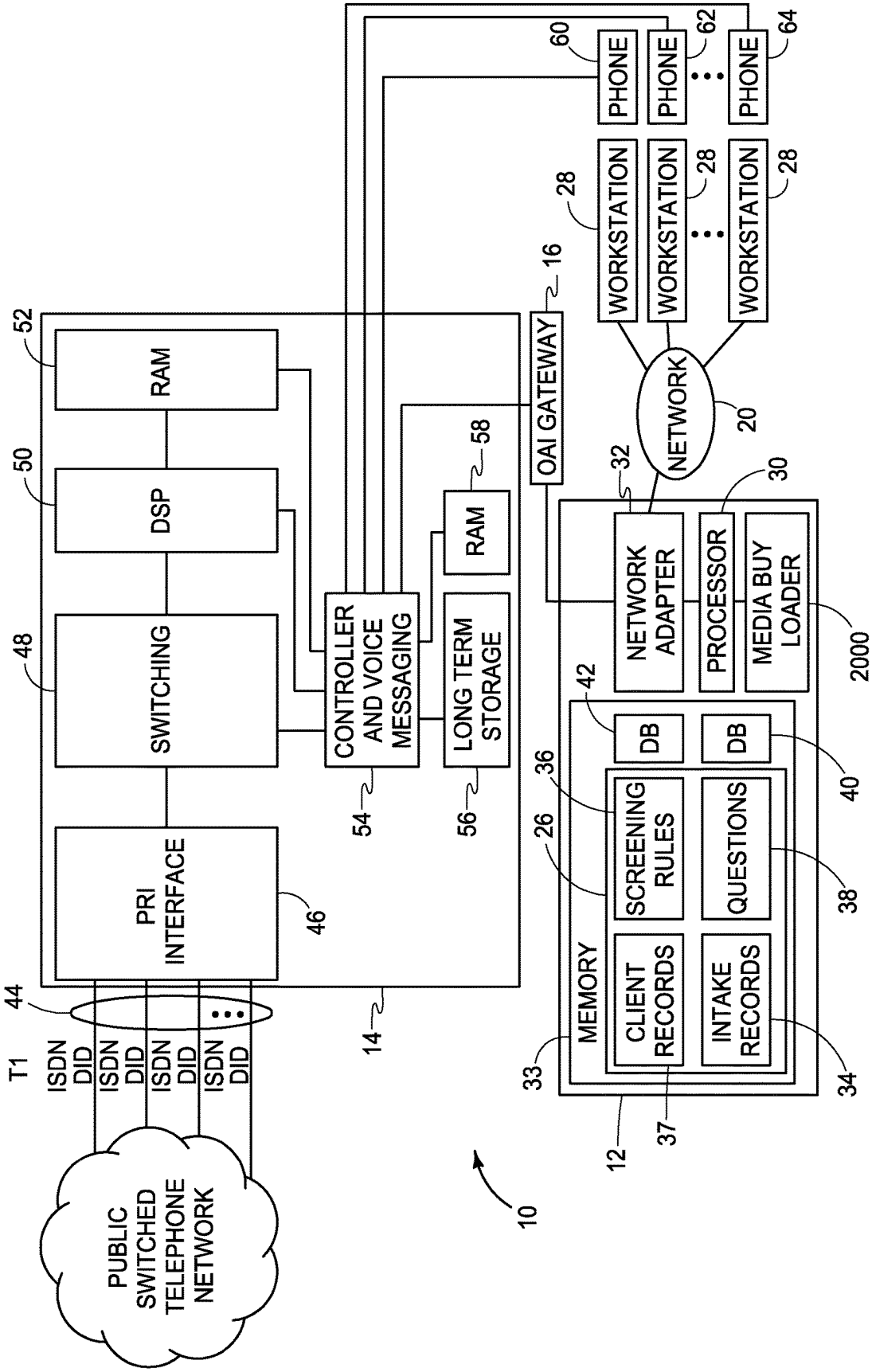
PUBLIC SWITCHED TELEPHONE NETWORK
T1
ISDN DID
ISDN DID
ISDN DID
ISDN DID
44
PRI INTERFACE
46
SWITCHING
48
DSP
50
RAM
52
14
CONTROLLER AND VOICE MESSAGING
54
LONG TERM STORAGE
56
RAM
58
OAI GATEWAY
16
PHONE
60
PHONE
62
PHONE
64
WORKSTATION
28
WORKSTATION
28
WORKSTATION
28
NETWORK
20
NETWORK ADAPTER
32
PROCESSOR
30
MEDIA BUY LOADER
2000
DB
42
DB
40
MEMORY
33
SCREENING RULES
36
QUESTIONS
38
CLIENT RECORDS
26
INTAKE RECORDS
34
37
12
10

FIG. 2

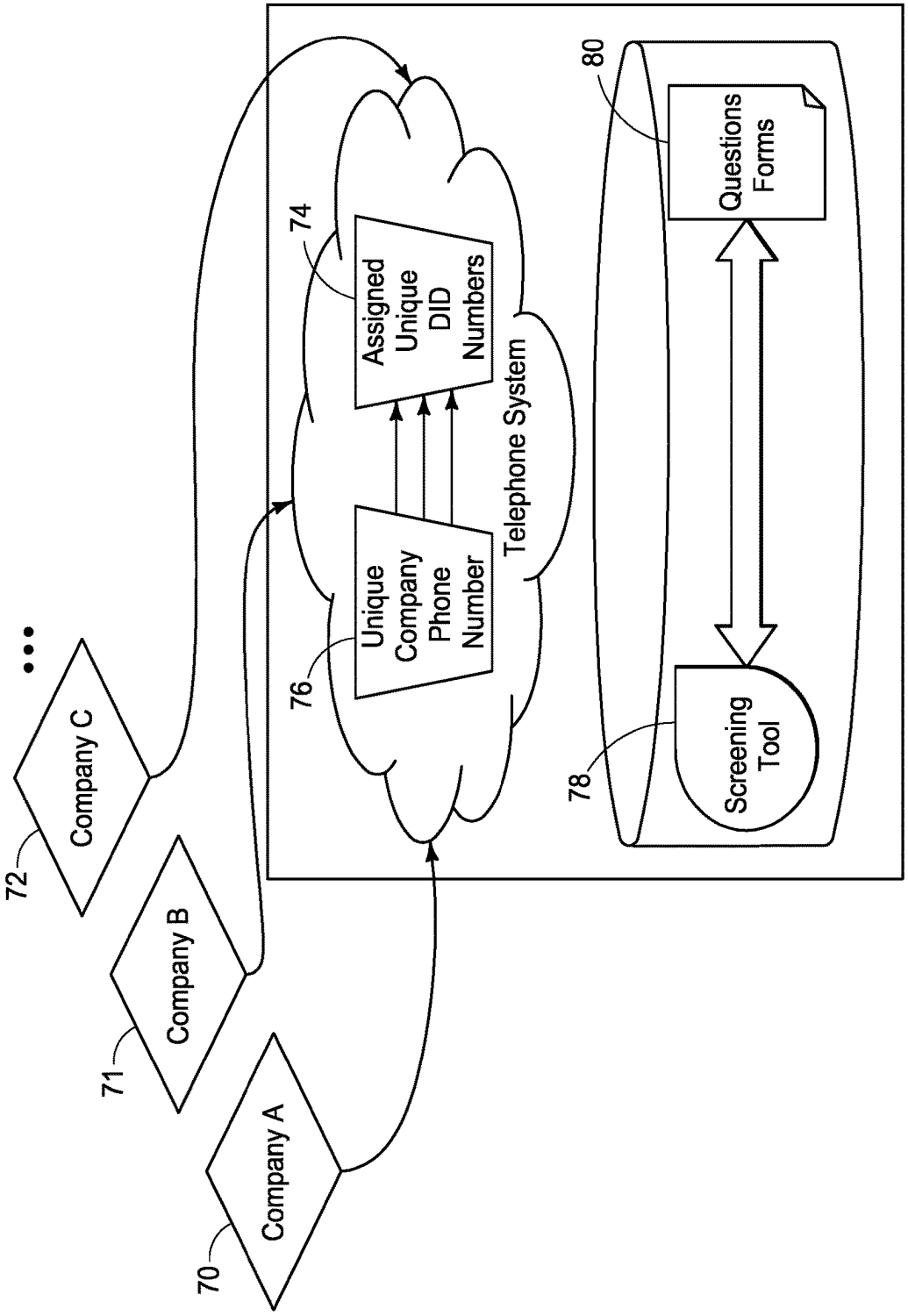
Company A
70
Company B
71
Company C
72
...
Unique Company Phone Number
76
Assigned Unique DID Numbers
74
Telephone System
Screening Tool
78
Questions Forms
80

FIG. 3

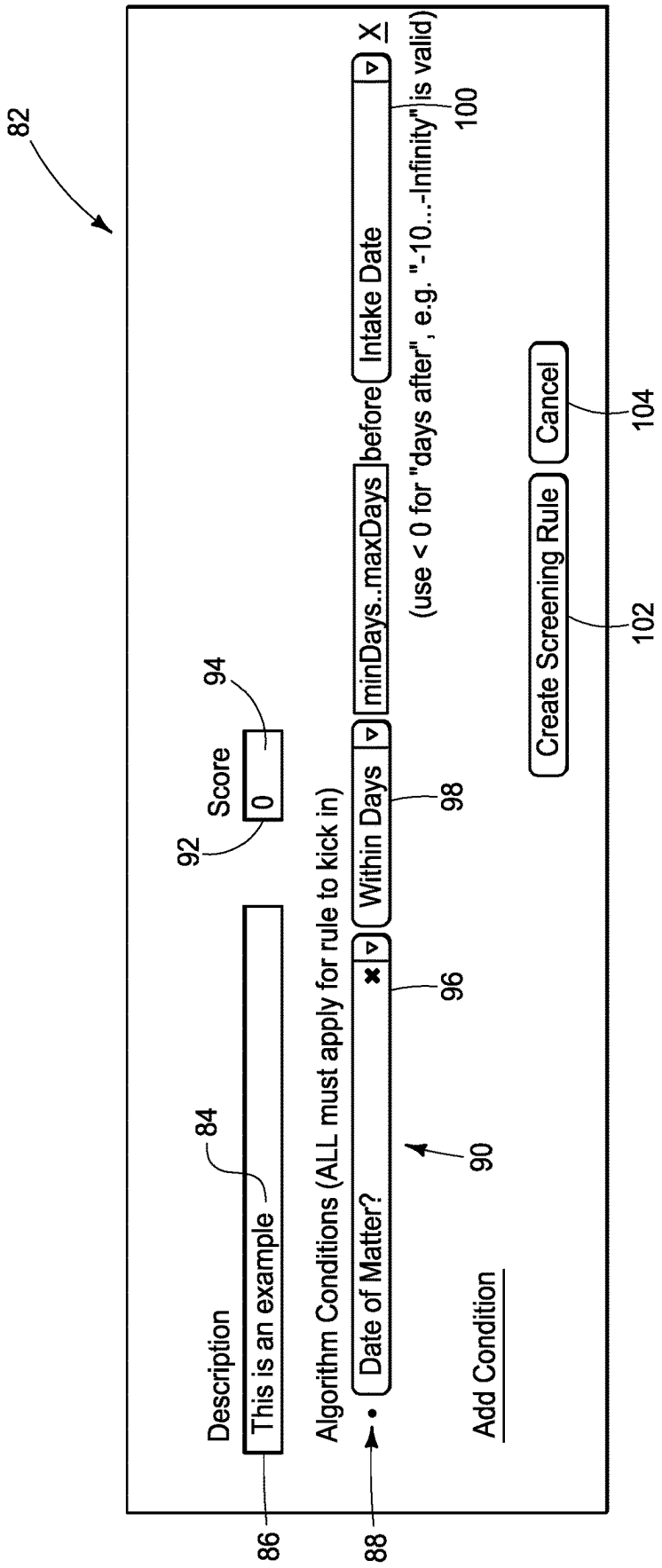
82
Description
This is an example
84
86
Score
0
92
94
Algorithm Conditions (ALL must apply for rule to kick in)
Date of Matter?
88
90
96
Within Days
98
minDays..maxDays
before
Intake Date
X
100
(use < 0 for "days after", e.g. "-10...-Infinity" is valid)
Add Condition
Create Screening Rule
102
Cancel
104

FIG. 4

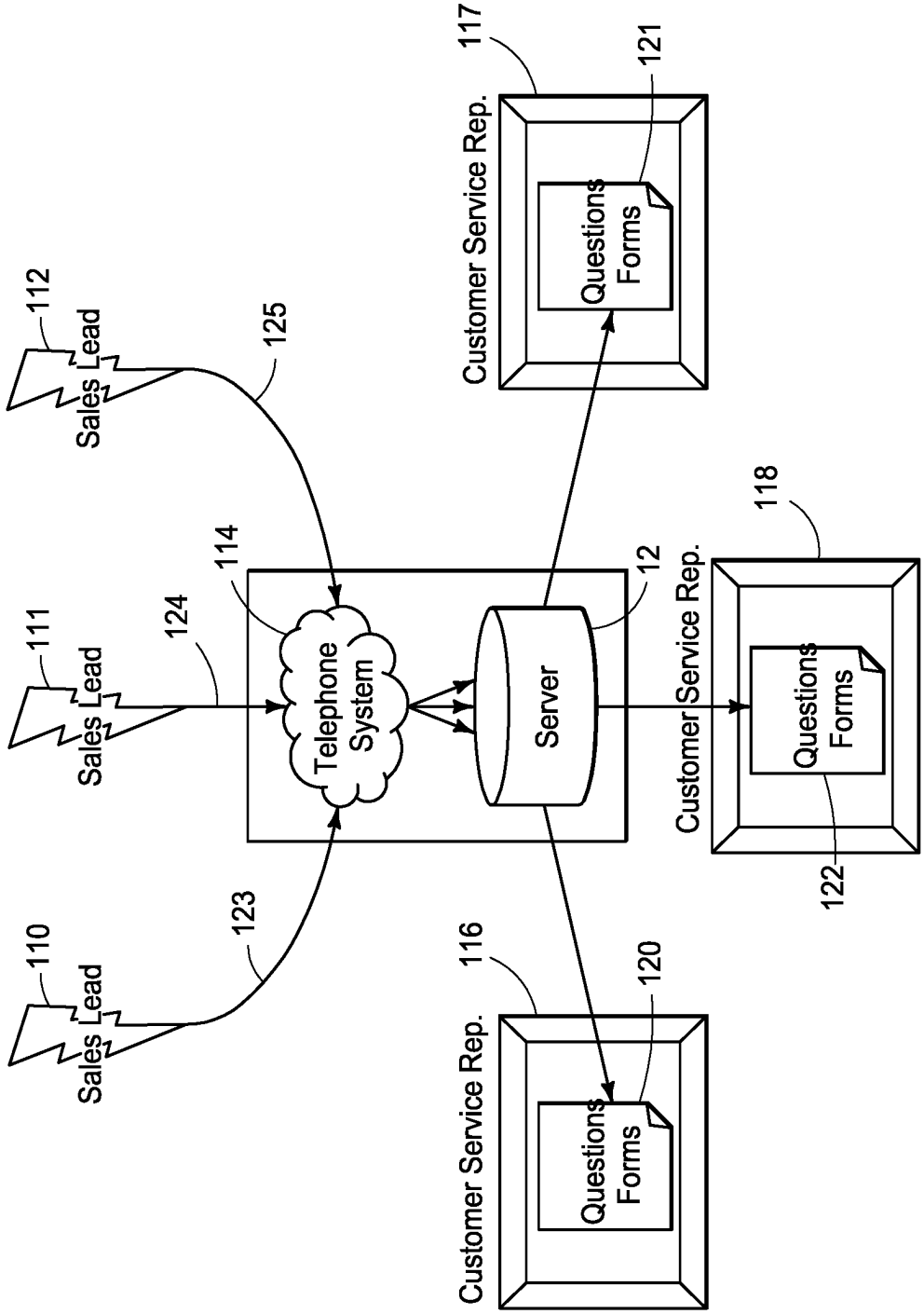
Sales Lead
110
Sales Lead
111
Sales Lead
112
123
124
125
Telephone System
114
Server
12
Customer Service Rep.
116
Questions Forms
120
Customer Service Rep.
117
Questions Forms
121
Customer Service Rep.
118
Questions Forms
122

FIG. 5

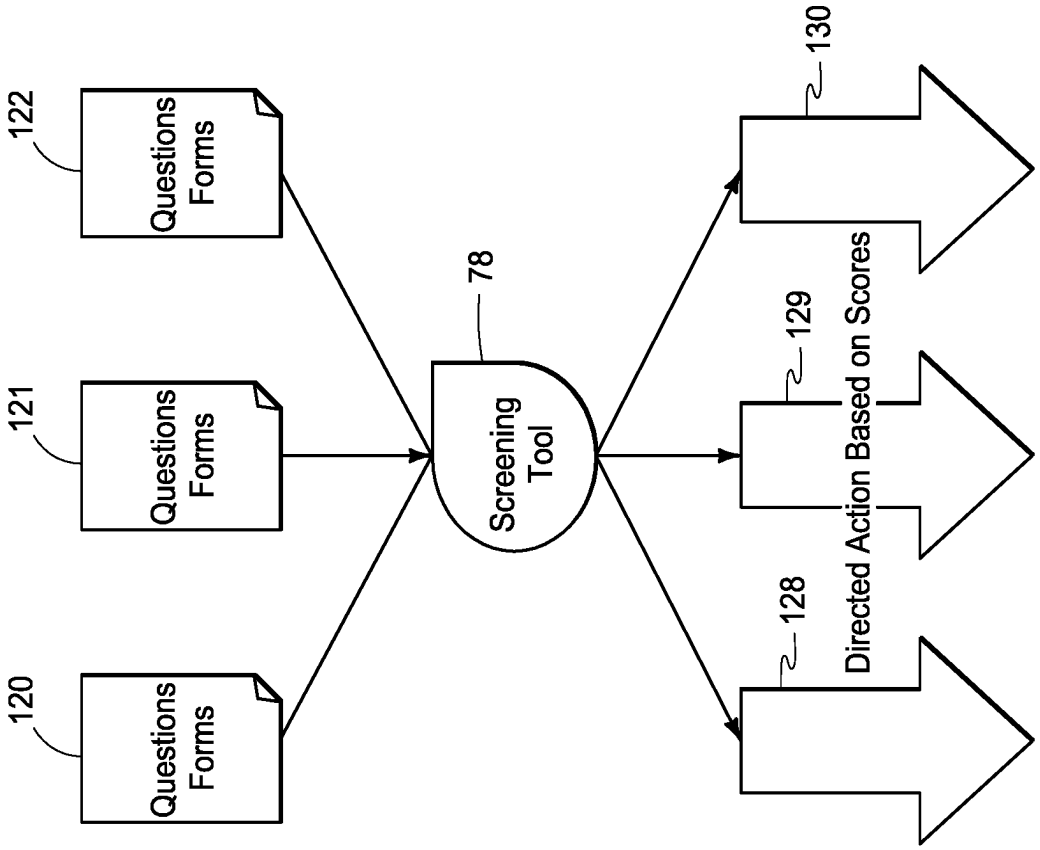
120
Questions Forms
121
Questions Forms
122
Questions Forms
78
Screening Tool
128
129
130
Directed Action Based on Scores

FIG. 6

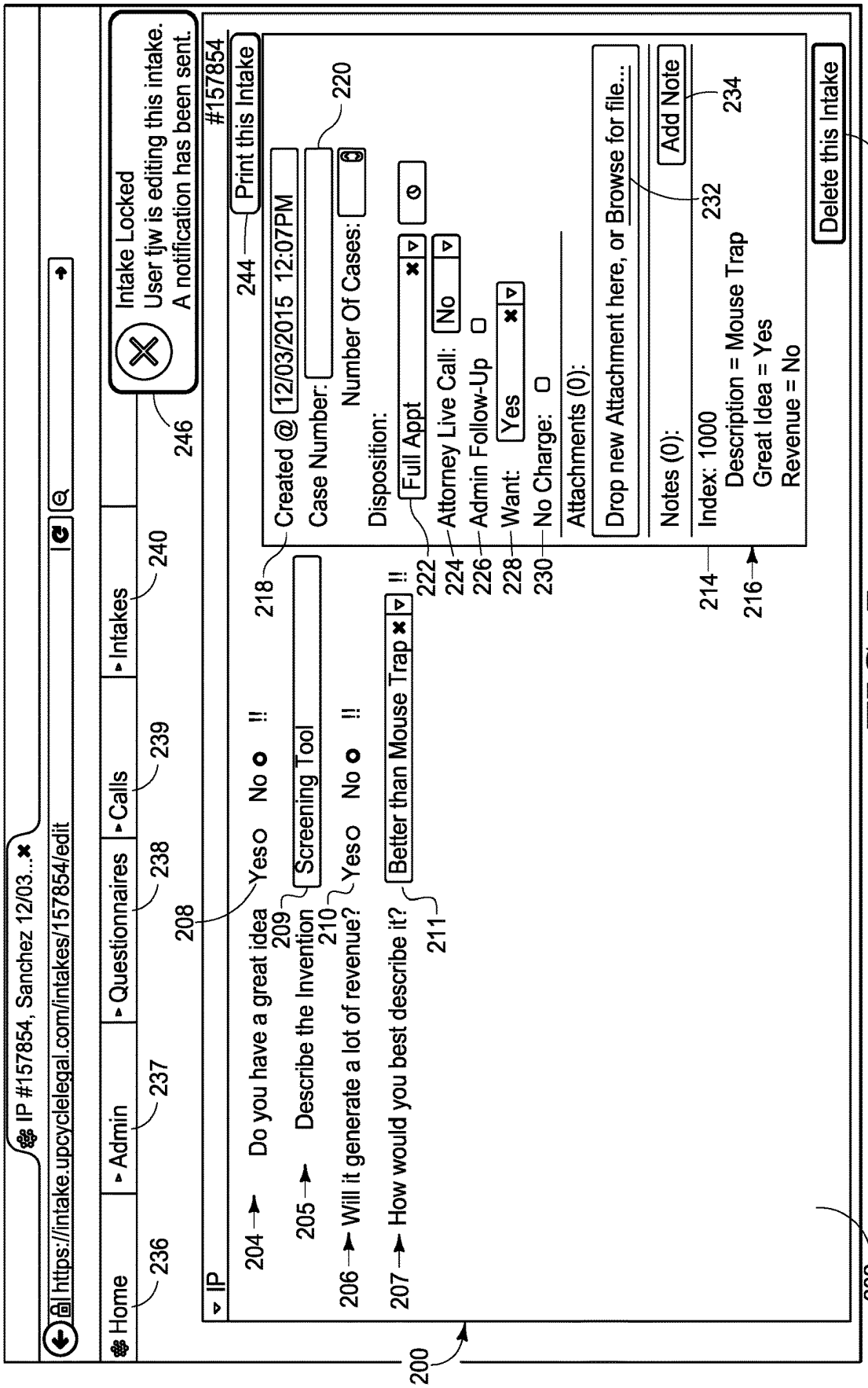
IP #157854, Sanchez 12/03...
https://intake.upcyclelegal.com/intakes/157854/edit
Home
Admin
Questionnaires
Calls
Intakes
Intake Locked
User tjw is editing this intake.
A notification has been sent.
#157854
Print this Intake
Created @ 12/03/2015 12:07PM
Case Number:
Number Of Cases:
Disposition:
Full Appt
Attorney Live Call: No
Admin Follow-Up
Want: Yes
No Charge:
Attachments (0):
Drop new Attachment here, or Browse for file...
Notes (0):
Add Note
Index: 1000
Description = Mouse Trap
Great Idea = Yes
Revenue = No
Delete this Intake
IP
Do you have a great idea Yes No !!
Describe the Invention Screening Tool
Will it generate a lot of revenue? Yes No !!
How would you best describe it? Better than Mouse Trap !!
200
202
204
205
206
207
208
209
210
211
214
216
218
220
222
224
226
228
230
232
234
236
237
238
239
240
242
244
246

FIG. 7

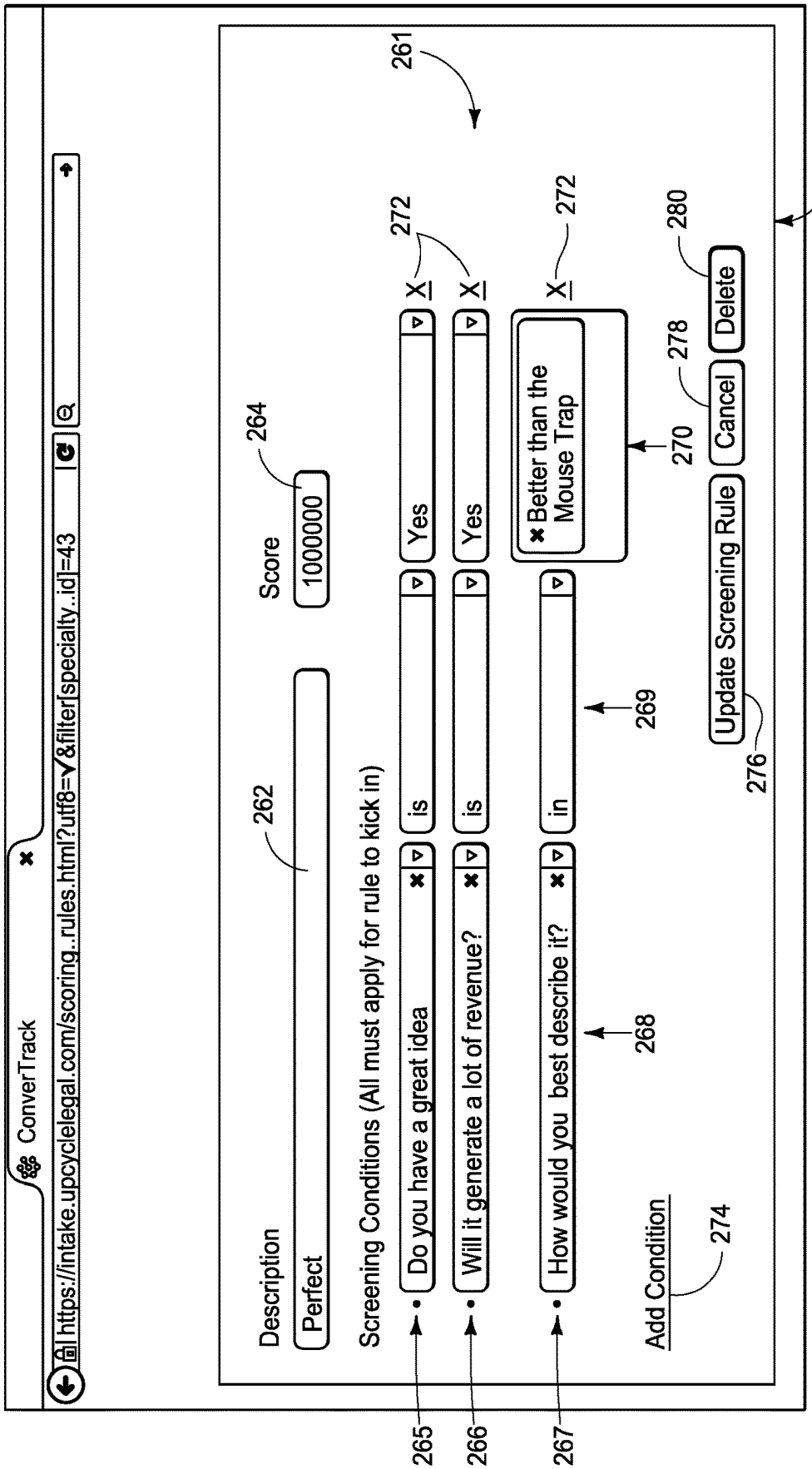
ConverTrack
https://intake.upcyclelegal.com/scoring..rules.html?utf8=✓&filter[specialty..id]=43
Description
Perfect
Score
1000000
Screening Conditions (All must apply for rule to kick in)
Do you have a great idea
is
Yes
Will it generate a lot of revenue?
is
Yes
How would you best describe it?
in
Better than the Mouse Trap
Add Condition
Update Screening Rule
Cancel
Delete
260
261
262
264
265
266
267
268
269
270
272
274
276
278
280

FIG. 8

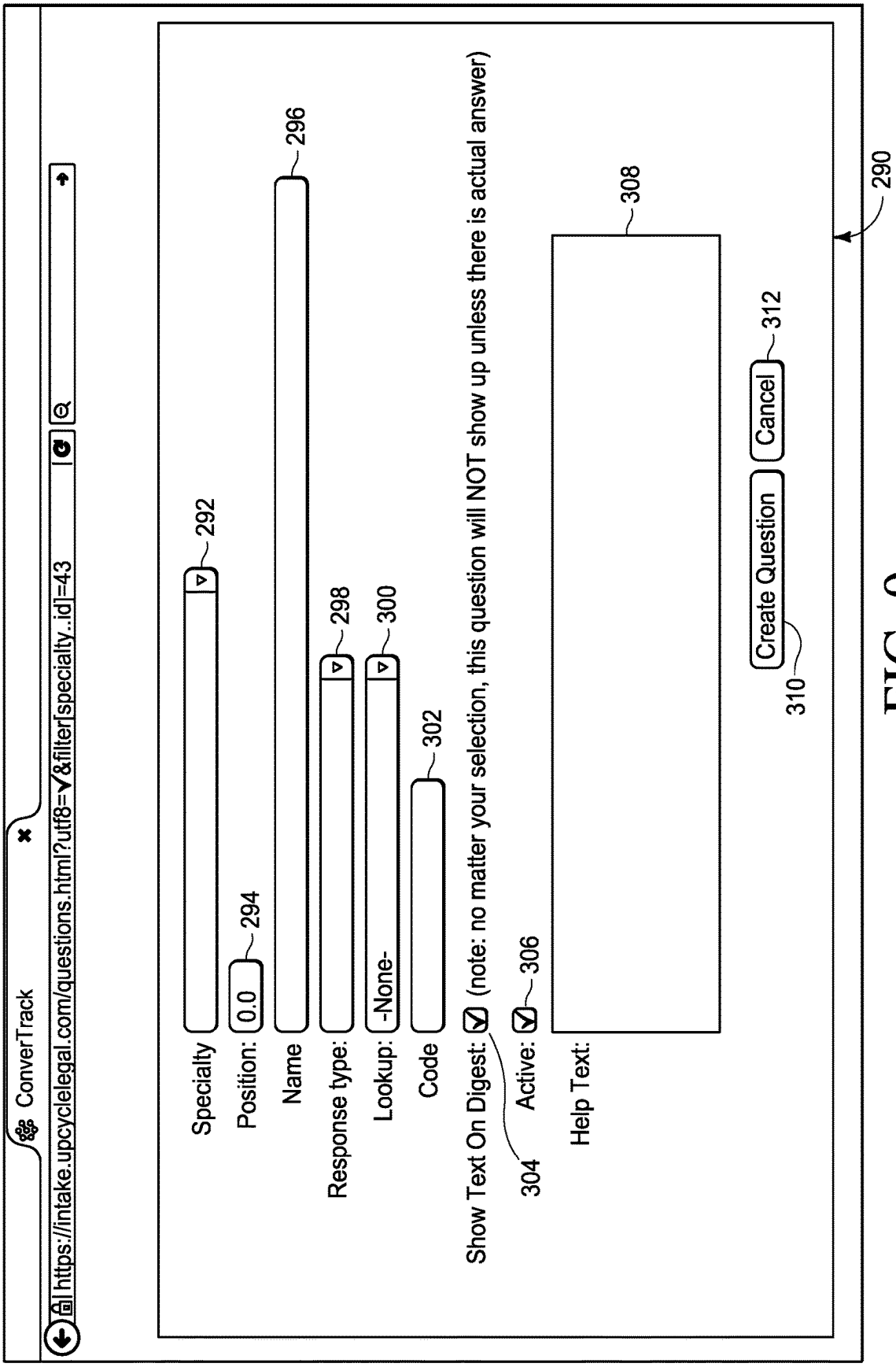
ConverTrack
https://intake.upcyclelegal.com/questions.html?utf8=✓&filter[specialty..id]=43
Specialty
Position:
0.0
Name
Response type:
Lookup:
-None-
Code
Show Text On Digest:
(note: no matter your selection, this question will NOT show up unless there is actual answer)
Active:
Help Text:
Create Question
Cancel
290
292
294
296
298
300
302
304
306
308
310
312

FIG. 9

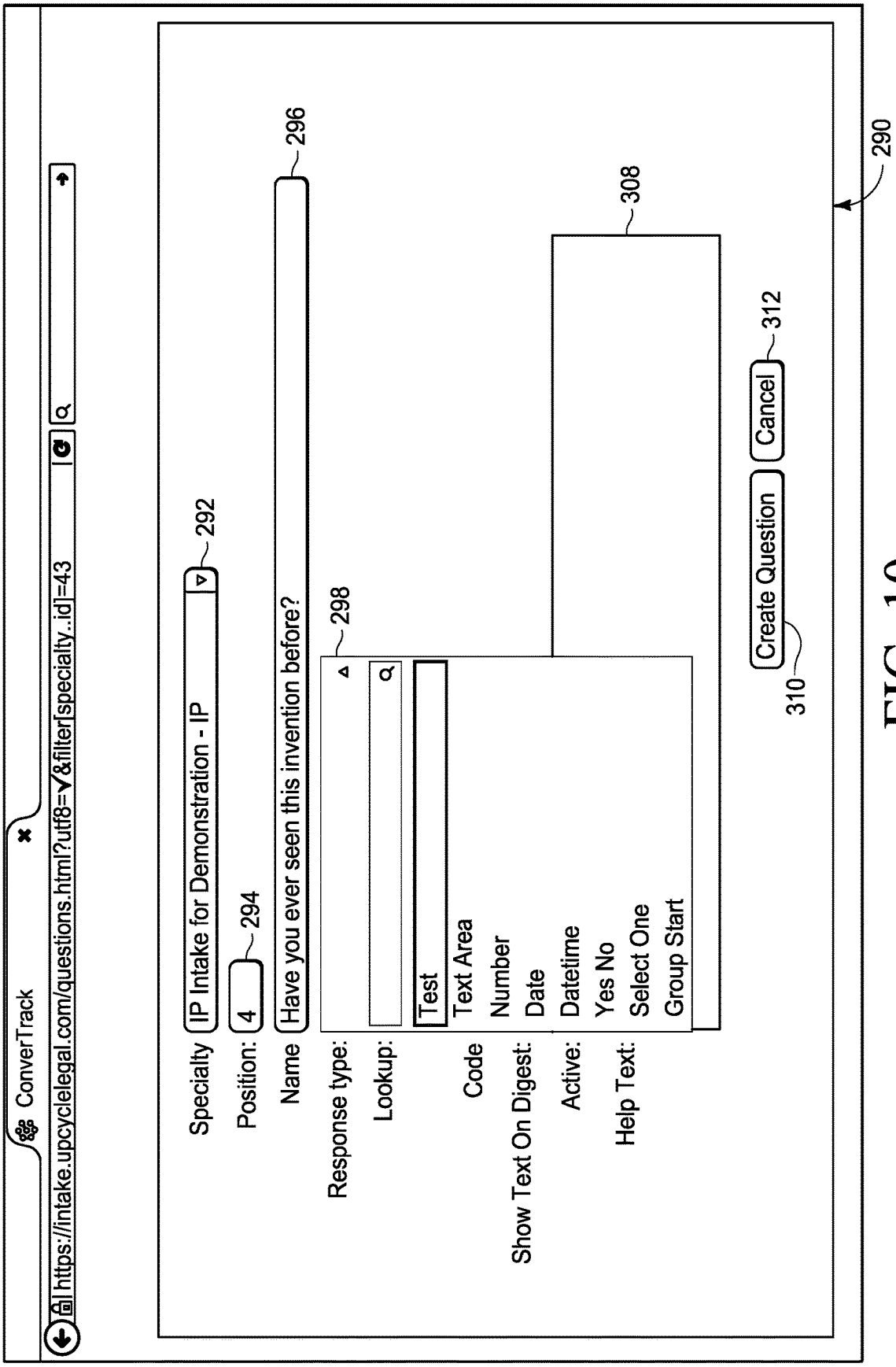
ConverTrack
https://intake.upcyclelegal.com/questions.html?utf8=✓&filter[specialty..id]=43
Specialty
IP Intake for Demonstration - IP
292
Position:
4
294
Name
Have you ever seen this invention before?
296
Response type:
298
Lookup:
Code
Show Text On Digest:
Active:
Help Text:
Test
Text Area
Number
Date
Datetime
Yes No
Select One
Group Start
308
Create Question
310
Cancel
312
290

FIG. 10

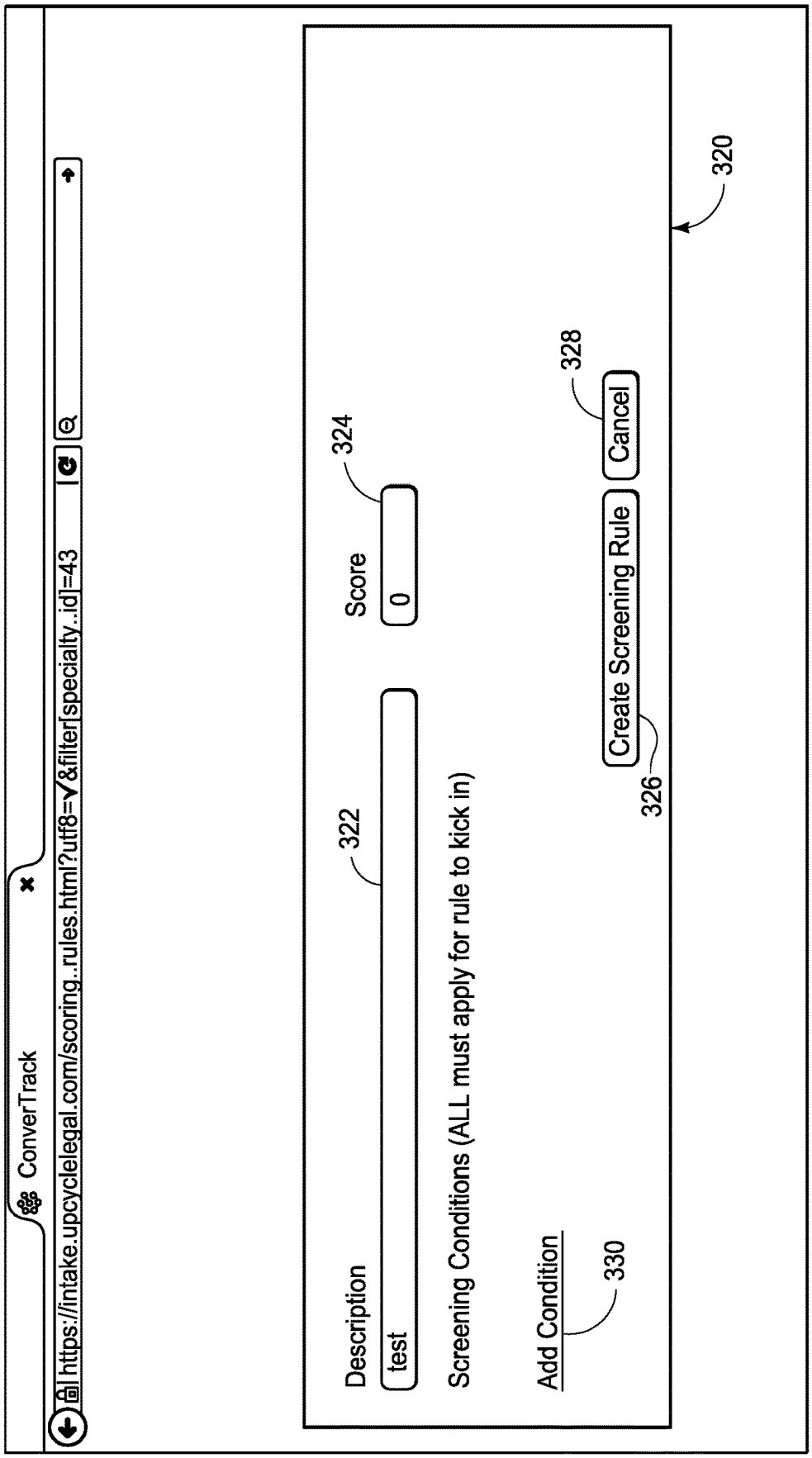
ConverTrack
https://intake.upcyclelegal.com/scoring..rules.html?utf8=✓&filter[specialty..id]=43
Description
test
322
Score
0
324
Screening Conditions (ALL must apply for rule to kick in)
Add Condition
330
Create Screening Rule
326
Cancel
328
320

FIG. 11

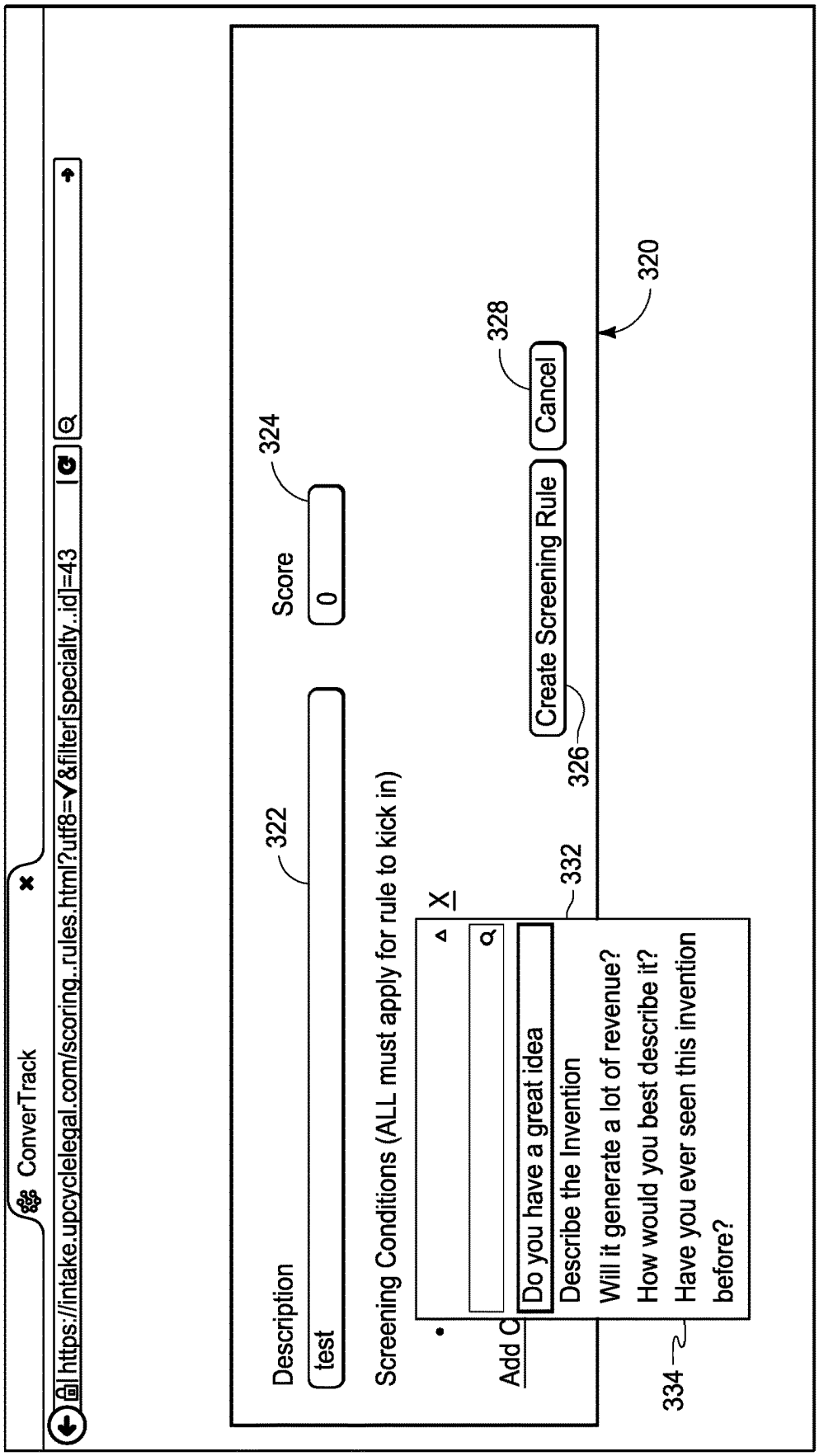
ConverTrack
https://intake.upcyclelegal.com/scoring..rules.html?utf8=✓&filter[specialty..id]=43
Description
test
322
Score
0
324
Screening Conditions (ALL must apply for rule to kick in)
Create Screening Rule
Cancel
326
328
320
X
Add C
Do you have a great idea
Describe the Invention
Will it generate a lot of revenue?
How would you best describe it?
Have you ever seen this invention before?
332
334

FIG. 12

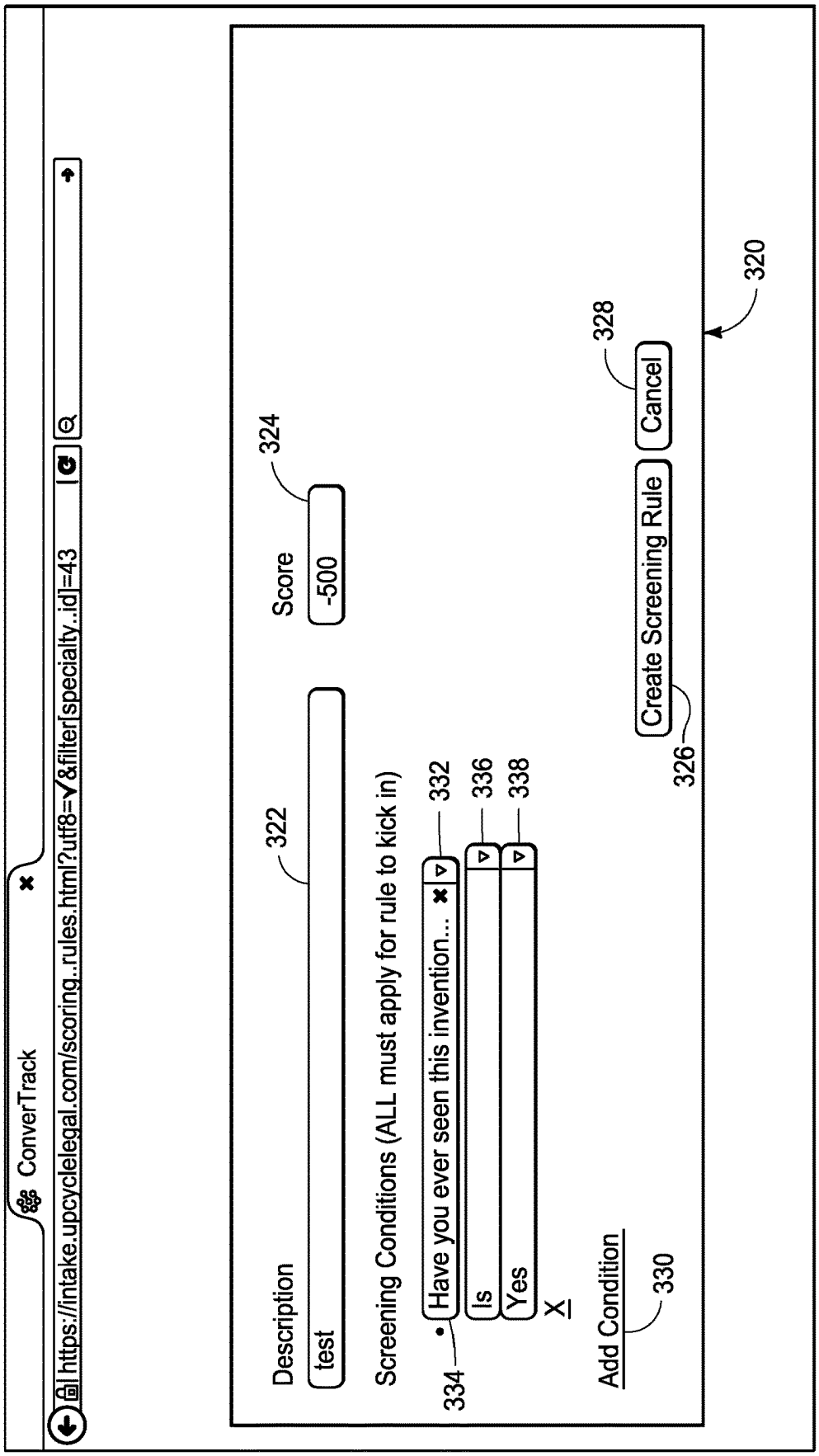
ConverTrack
https://intake.upcyclelegal.com/scoring...rules.html?utf8=✓&filter[specialty...id]=43
Description
test
322
Score
-500
324
Screening Conditions (ALL must apply for rule to kick in)
Have you ever seen this invention...
332
334
Is
336
Yes
338
X
Add Condition
330
Create Screening Rule
326
Cancel
328
320

FIG. 13

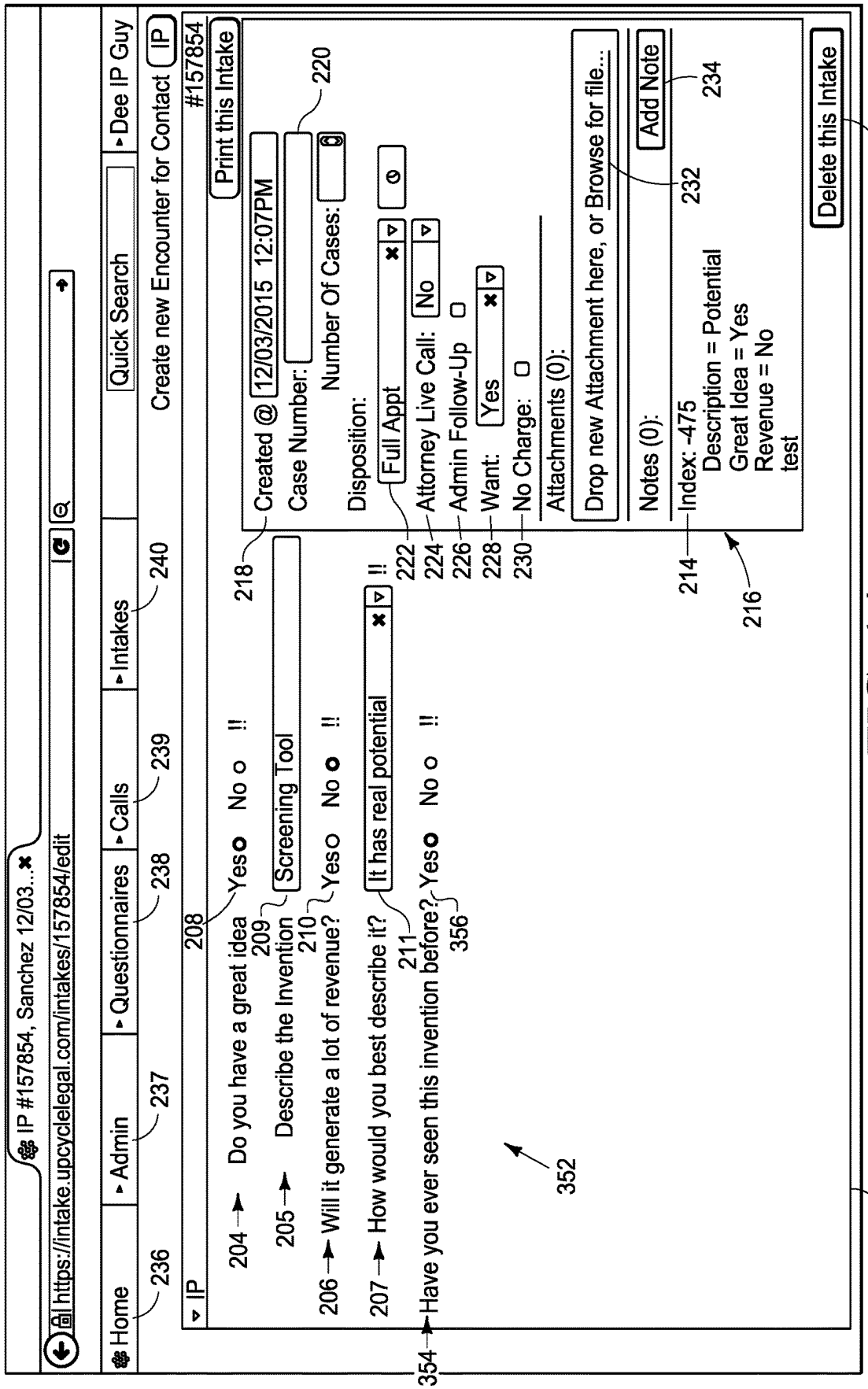
IP #157854, Sanchez 12/03...
https://intake.upcyclelegal.com/intakes/157854/edit
Home
Admin
Questionnaires
Calls
Intakes
Quick Search
Dee IP Guy
Create new Encounter for Contact
IP
#157854
Print this Intake
IP
Do you have a great idea
Yes No !!
Describe the Invention
Screening Tool
Will it generate a lot of revenue?
Yes No !!
How would you best describe it?
It has real potential !!
Have you ever seen this invention before?
Yes No !!
Created @ 12/03/2015 12:07PM
Case Number:
Number Of Cases:
Disposition:
Full Appt
Attorney Live Call: No
Admin Follow-Up
Want: Yes
No Charge:
Attachments (0):
Drop new Attachment here, or Browse for file...
Notes (0):
Add Note
Index: -475
Description = Potential
Great Idea = Yes
Revenue = No
test
Delete this Intake
236
237
238
239
240
204
205
206
207
208
209
210
211
356
218
222
224
226
228
230
214
216
232
234
242
352
354
350

FIG. 14

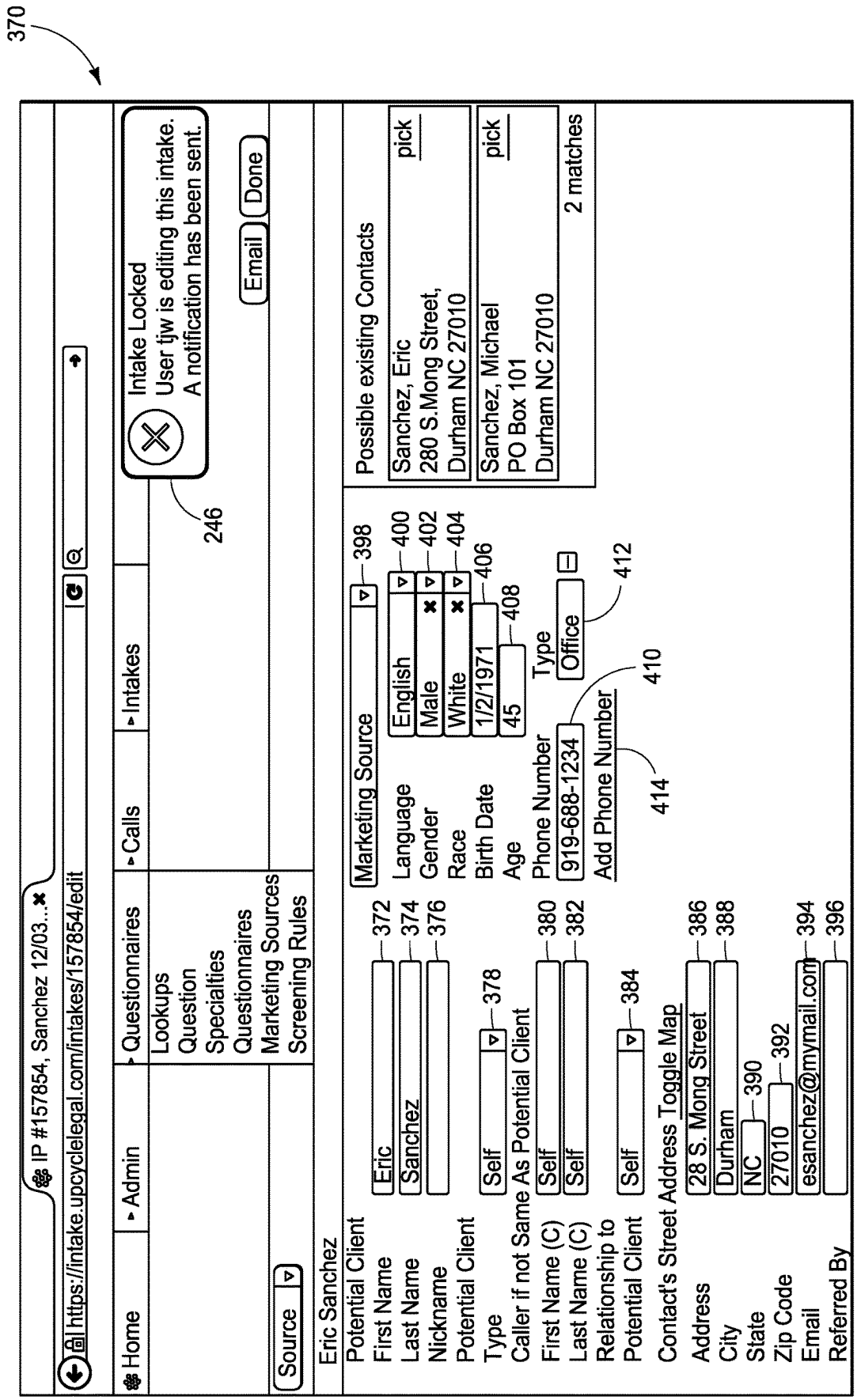
370
IP #157854, Sanchez 12/03...
https://intake.upcyclelegal.com/intakes/157854/edit
Home
Admin
Questionnaires
Calls
Intakes
Lookups
Question
Specialties
Questionnaires
Marketing Sources
Screening Rules
Intake Locked
User tjw is editing this intake.
A notification has been sent.
246
Email
Done
Source
Eric Sanchez
Potential Client
First Name
Eric
372
Last Name
Sanchez
374
Nickname
376
Potential Client
Type
Self
378
Caller if not Same As Potential Client
First Name (C)
Self
380
Last Name (C)
Self
382
Relationship to Potential Client
Self
384
Contact's Street Address Toggle Map
Address
28 S. Mong Street
386
City
Durham
388
State
NC
390
Zip Code
27010
392
Email
esanchez@mymail.com
394
Referred By
396
Marketing Source
398
Language
English
400
Gender
Male
402
Race
White
404
Birth Date
1/2/1971
406
Age
45
408
Phone Number
919-688-1234
Type
Office
412
Add Phone Number
414
410
Possible existing Contacts
Sanchez, Eric
280 S.Mong Street,
Durham NC 27010
pick
Sanchez, Michael
PO Box 101
Durham NC 27010
pick
2 matches

FIG. 15

FIG. 16A	FIG. 16B

FIG. 16

ConverTrack

https://intake.upcyclelegal.com/questions?utf8=✓&filter[specialty..id]=43

mac print screen whole page

Home (236) | Admin (237) | Questionnaires (238) | Calls (239) | Intakes (240)

- Lookups
- Question Specialties
- Questionnaires
- Marketing Sources
- Screening Rules

448 Questions

Position (424)	Name (422)	Specialty (426)	Type (428)	Lookup (430)
1.0	Do you have a great idea	IP Intake for Demonstration - IP	Yes No	
1.5	Describe the Invention	IP Intake for Demonstration - IP	Text	
2.0	Will it generate a lot of revenue?	IP Intake for Demonstration - IP	Yes No	
3.0	How would you best describe it?	IP Intake for Demonstration - IP	Select One	IP Invention Demo
4.0	Have you ever seen this invention before?	IP Intake for Demonstration - IP	Yes No	

New Question (446)

420

FIG. 16A

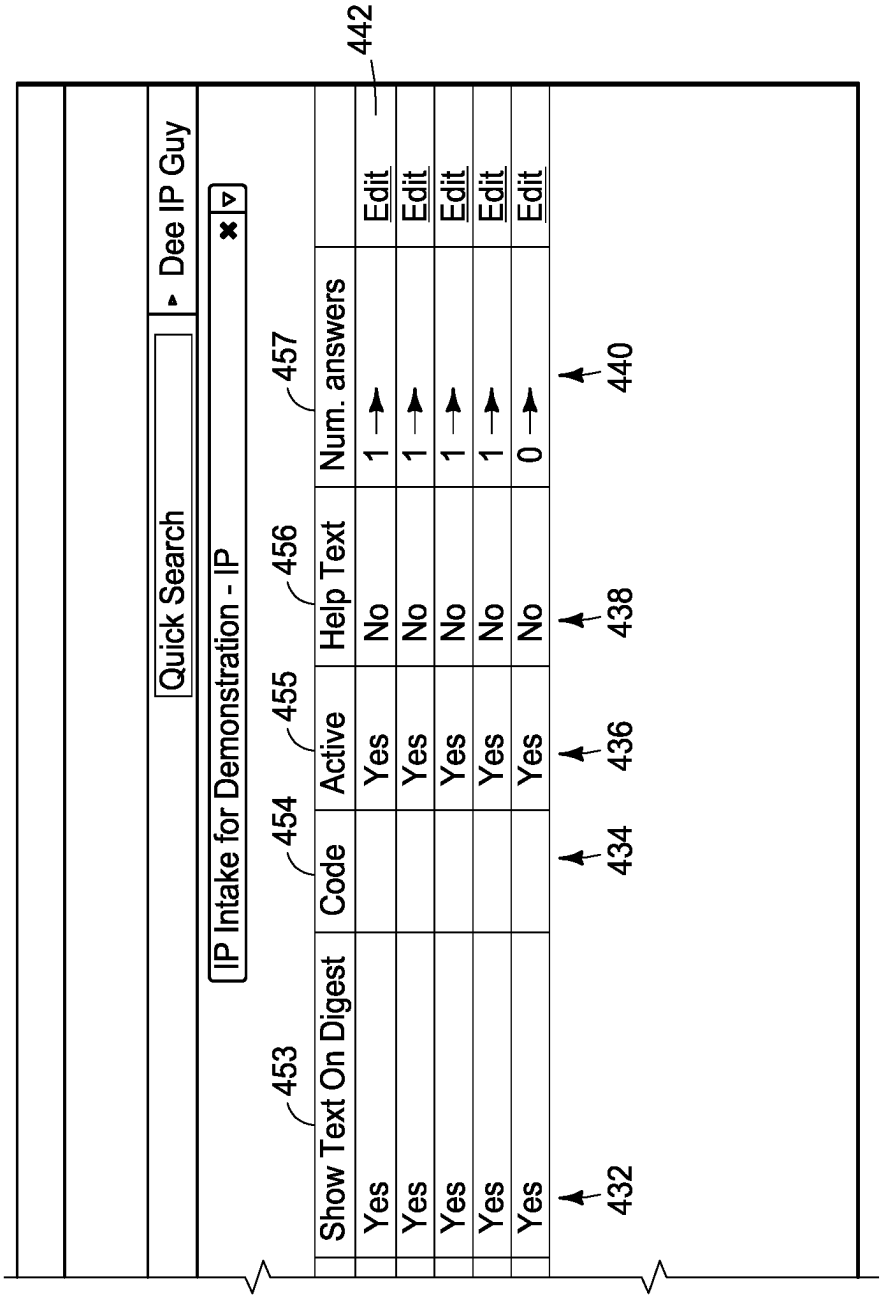
Quick Search
Dee IP Guy
IP Intake for Demonstration - IP
442
453
454
455
456
457
Show Text On Digest
Code
Active
Help Text
Num. answers
Yes
No
1
0
Edit
432
434
436
438
440

FIG. 16B

ConverTrack

https://intake.upcyclelegal.com/questions?utf8=✓&filter[specialty..id]=43 | mac print screen whole page

Home (236) | Admin (237) | Questionnaires (238) | Calls (239) | Intakes (240) | Quick Search | Dee IP Guy

IP Intake for Demonstration - IP

Screening Rules

Specialty (488)	Description (490)	Screening Conditions (491)	Score (492)	
IP Intake for Demonstration -IP	Description = Mouse Trap	How would you best describe it?: in [Better than the Mouse Trap]	1000	Edit (482)
IP Intake for Demonstration -IP	Description = Not Worth Time	How would you best describe it?: in [Probably not worth anyone's time]	-1000	Edit
IP Intake for Demonstration -IP	Description = Potential	How would you best describe it?: in [It has real potential]	25	Edit
IP Intake for Demonstration -IP	Great Idea = Yes	Do you have a great idea: yes	50	Edit
IP Intake for Demonstration -IP	Idea = No	Do you have a great idea: no	-1000	Edit
IP Intake for Demonstration -IP	Perfect	Do you have a great idea: yes Will it generate a lot of revenue?: yes How would you best describe it?: in [Better than the Mouse Trap]	1000000	Edit
IP Intake for Demonstration -IP	Revenue = No	Will it generate a lot of revenue?: no	-50	Edit
IP Intake for Demonstration -IP	Revenue = Yes	Will it generate a lot of revenue?: yes	25	Edit

474 476 472 478 480

New Screening Rule (486) | Download CSV (496) | Download Condition Details CSV (498)

470

FIG. 17

FIG. 18A	FIG. 18B

FIG. 18

502

ConverTrack

https://intake.upcyclelegal.com/caals | mac print screen whole page

236 Home | 237 Admin | 238 Questionnaires | 239 Calls | 240 Intakes

Calls

Any Client/Line (520)

Started	Line Name	Picked Up At	Station	Duration
12/16/15 04:29:24PM	5016		14104	
12/16/15 04:28:59PM	Main Number (916-688-4991)	12/16/15 04:29:01PM	14102	44s
12/16/15 04:27:13PM	Main Number (916-688-4991)	12/16/15 04:27:16PM	14152	142s (2 minutes)
12/16/15 04:26:36PM	1010	12/16/15 04:26:36PM	18127	
12/16/15 04:25:39PM	Main Number (916-688-4991)	12/16/15 04:25:41PM	13402	42s
12/16/15 04:25:14PM	1004	12/16/15 04:25:24PM	17101	22s
12/16/15 04:24:25PM	Main Number (916-688-4991)	12/16/15 04:24:28PM	13102	46s
12/16/15 04:23:22PM	Main Number (916-688-4991)	12/16/15 04:23:24PM	18150	42s
12/16/15 04:22:07PM	0498	12/16/15 04:22:17PM	17300	68s (1 minutes)
12/16/15 04:21:50PM	1010	12/16/15 04:21:55PM	18111	23s
12/16/15 04:21:45PM	Main Number (916-688-4991)	12/16/15 04:22:03PM	14108	522s (9 minutes)
12/16/15 04:21:27PM	Main Number (916-688-4991)	12/16/15 04:22:02PM	13120	101s (2 minutes)
12/16/15 04:20:14PM	Main Number (916-688-4991)	12/16/15 04:20:22PM	18150	41s
12/16/15 04:20:04PM	Main Number (916-688-4991)	12/16/15 04:20:06PM	14119	113s (2 minutes)
12/16/15 04:19:41PM	Fax Server	12/16/15 04:19:51PM	17200	69s (1 minutes)
12/16/15 04:18:45PM	Main Number (916-688-4991)	12/16/15 04:18:49PM	18150	27s
12/16/15 04:17:08PM	Main Number (916-688-4991)	12/16/15 04:17:11PM	13102	23s
12/16/15 04:16:33PM	4676		13130	
12/16/15 04:15:49PM	Main Number (916-688-4991)	12/16/15 04:15:55PM	18150	21s
...	...	...	...	...
Total		18,240,529,534min (about 34704 years)		

Previous 1 2 3 4 5 6 7 8 9 ... 13656 13657 Next

504 506 508 510 512

FIG. 18A

502

Quick Search | Dee IP Guy

- Select Status - (522) | Answered + Un-answered (524) | Started On Or After (526) - On Or Before (528)

Caller Number	Caller ID	OAI Call ID	Intake
17045443503	Insurers	1XX5301	Create Intake (519)
19195258233	DEE MALHOTRA	1XX5201	Create Intake
19195911983	WIRELESS CALLER	1XX4*01	Create Intake
19198143222	KCDS	1XX4501	Create Intake
12523436037	WIRELESS CALLER	1XX4001	Create Intake
19197436185	NDSG MC IND COM	1XX3F01	Create Intake
12522887726	WIRELESS CALLER	1XX3901	Create Intake
12522539311	WIRELESS CALLER	1XX3201	Create Intake
		1XX2#01	Create Intake
19198143222	KCDS	1XX2501	Create Intake
19104018065	WIRELESS CALLER	1XX2201	Create Intake
19192653069	NADIA YUNIKOV	1XX2101	Create Intake
19602377282	UNKNOWN NAME	1XX1801	Create Intake
18004422075	UNKNOWN NAME	1XX1701	Create Intake
16032451054	CARCO	1XX1301	Create Intake
19192693135	MICHAEL SMITH	1XX0P01	Create Intake
19199045134	WIRELESS CALLER	1XX0*01	Create Intake
19199415549	FAMILY DENTAL	1XX0501	Create Intake
19193230722	WIRELESS CALLER	1XX0201	Create Intake
...	...	...	...

514 516

FIG. 18B

FIG. 19A | FIG. 19B FIG. 19

Casee

Secure | https://farrin.caseesoftware.com/checklist_templates

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

Case Admin 550 ▸ General ▸ Configure 574

Checklists 570

Client	Name 572	Checklistable Type
James Scott Farrin 552	ED - Appraiser	Involvement
James Scott Farrin 553	ED - Condemnation	Case
James Scott Farrin 554	ED - Demand	Case
James Scott Farrin 555	ED - Discovery (fr Nor)	Case
James Scott Farrin 556	ED - Discovery (to Nor)	Case
James Scott Farrin 557	ED - Initial	Case
James Scott Farrin 558	ED - Mediation	Case
James Scott Farrin 559	ED - NEG	Case
James Scott Farrin 560	ED - Pre-DMD-Review	Case
James Scott Farrin 561	ED - PRR	Case
James Scott Farrin 562	ED - Rec'd Complaint	Case
James Scott Farrin 563	ED - Trial	Case
James Scott Farrin 564	ED - WOC	Case
James Scott Farrin 565	PI - ALL-Defendant DWI	Case
James Scott Farrin 566	PI - ALL-Property Damage	Case

FIG. 19A

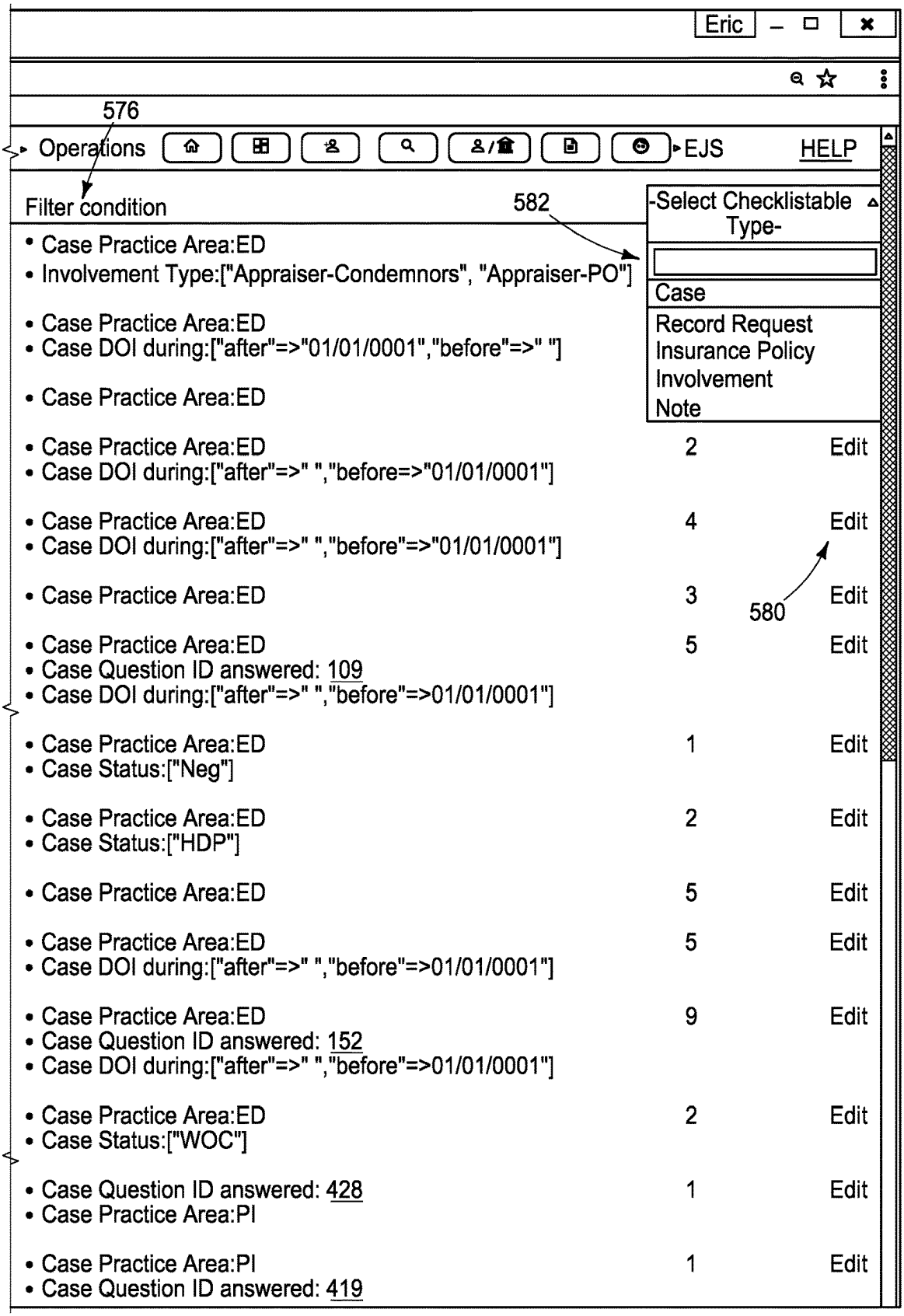
Eric
576
Operations
EJS
HELP
Filter condition
582
-Select Checklistable Type-
Case
Record Request
Insurance Policy
Involvement
Note
• Case Practice Area:ED
• Involvement Type:["Appraiser-Condemnors", "Appraiser-PO"]
• Case Practice Area:ED
• Case DOI during:["after"=>"01/01/0001","before"=>" "]
• Case Practice Area:ED
• Case Practice Area:ED 2 Edit
• Case DOI during:["after"=>" ","before=>"01/01/0001"]
• Case Practice Area:ED 4 Edit
• Case DOI during:["after"=>" ","before"=>"01/01/0001"]
• Case Practice Area:ED 3 Edit
580
• Case Practice Area:ED 5 Edit
• Case Question ID answered: 109
• Case DOI during:["after"=>" ","before"=>01/01/0001"]
• Case Practice Area:ED 1 Edit
• Case Status:["Neg"]
• Case Practice Area:ED 2 Edit
• Case Status:["HDP"]
• Case Practice Area:ED 5 Edit
• Case Practice Area:ED 5 Edit
• Case DOI during:["after"=>" ","before"=>01/01/0001"]
• Case Practice Area:ED 9 Edit
• Case Question ID answered: 152
• Case DOI during:["after"=>" ","before"=>01/01/0001"]
• Case Practice Area:ED 2 Edit
• Case Status:["WOC"]
• Case Question ID answered: 428 1 Edit
• Case Practice Area:PI
• Case Practice Area:PI 1 Edit
• Case Question ID answered: 419

FIG. 19B

Casee

Secure | https://farrin.caseesoftware.com/checklist_templates?utf8=

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

CaseeAdmin ▸ General ▸ Configure 574

Checklists 570

Client	Name 572	Checklistable Type
James Scott Farrin	ED - Condemnation	Case
James Scott Farrin	ED - Demand	Case
James Scott Farrin	ED - Discovery (fr Nor)	Case
James Scott Farrin	ED - Discovery (to Nor)	Case
James Scott Farrin	ED - Initial	Case
James Scott Farrin	ED - Mediation	Case
James Scott Farrin	ED - NEG	Case
James Scott Farrin	ED - Pre-DMD-Review	Case
James Scott Farrin	ED - PRR	Case
James Scott Farrin	ED - Rec'd Complaint	Case
James Scott Farrin	ED - Trial	Case
James Scott Farrin	ED - WOC	Case
James Scott Farrin	PI - ALL-Defendant DWI	Case
James Scott Farrin	PI - ALL-Property Damage	Case
James Scott Farrin	PI - ALL-WOM	Case

FIG. 20A

FIG. 20A	FIG. 20B

FIG. 20

Eric

✓&filter%5Bchecklistable_type%5D=Casey%3A%3Acase

576 580

Operations EJS HELP

582 Case

Filter condition 578 Checklist Items

Filter condition	Checklist Items	
• Case Practice Area:ED • Case DOI during:["after"=>"01/01/0001","before"=>" "]	12	Edit
• Case Practice Area:ED	6	Edit
• Case Practice Area:ED • Case DOI during:["after"=>" ","before"=>"01/01/0001"]	2	Edit
• Case Practice Area:ED • Case DOI during:["after"=>" ","before"=>"01/01/0001"]	4	Edit
• Case Practice Area:ED	3	Edit
• Case Practice Area:ED • Case Question ID answered: 109 • Case DOI during:["after"=>" ","before"=>01/01/0001"]	5	Edit
• Case Practice Area:ED • Case Status:["Neg"]	1	Edit
• Case Practice Area:ED • Case Status:["HDP"]	2	Edit
• Case Practice Area:ED	5	Edit
• Case Practice Area:ED • Case DOI during:["after"=>" ","before"=>01/01/0001"]	5	Edit
• Case Practice Area:ED • Case Question ID answered: 152 • Case DOI during:["after"=>" ","before"=>01/01/0001"]	9	Edit
• Case Practice Area:ED • Case Status:["WOC"]	2	Edit
• Case Question ID answered: 418 • Case Practice Area:PI	1	Edit
• Case Practice Area:PI • Case Question ID answered: 429	1	Edit
• Case Practice Area:ED • Case Status:["WOM"]	4	Edit

FIG. 20B

FIG. 21A FIG. 21B FIG. 21

Casee

Secure | https://farrin.caseesoftware.com/checklist_template_items?

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

Case Admin ▸ General ▸ Configure 632

Checklist ED Condemnation

Checklist Items

600 Id	602 Checklist template	604 Position	606 Name	608 Filter condition	610 Trigger method
373 584	ED-Condemnation	0	Appraiser		
375 585	ED-Condemnation	0	Discovery (from Nor)		
472 586	ED-Condemnation	0	Discovery Served on Condemnor		
474 587	ED-Condemnation	0	Discovery to Client for review	• Question ID date answer during: Answer for Question 114 is after "14 days ago"	
374 588	ED-Condemnation	0	Discovery (to Nor)		
471 589	ED-Condemnation	0	Draft Discovery		
475 590	ED-Condemnation	0	Draft Extension of Time for Discovery	• Case Question ID answered:114	
376 591	ED-Condemnation	0	Mediation		
473 592	ED-Condemnation	0	Nor Discovery to Atty for Review	• Case Question ID answered:114	
372 593	ED-Condemnation	0	Received Complaint		
476 594	ED-Condemnation	0	Send Extension of Time for Discovery		
377 595	ED-Condemnation	0	Trial		

New Checklist Item

583

FIG. 21A

Eric

filter%5Bchecklis_template_id%5D=42

634 636 638

Operations EJS HELP

Name Child Item Of Select Parent Checklist Item Roots only Only

612 Days due	614 Repeating	616 Limi-tations	618 Keep once triggered	620 Assignee/ Assgn. Inv. Type	622 Mail merge template	624 Parent	626 Children	628 Comment
0	No	No	No	Primary Paralegal			0	630 Edit
0	No	No	No	Primary Paralegal			0	Edit
7	No	No	No	Primary Paralegal		Draft Discovery	0	Edit
0	No	No	No	Primary Paralegal			0	Edit
0	No	No	No	Primary Paralegal			0	Edit
30	No	No	No	Primary Paralegal		Received Complaint	1	Edit
0	No	No	No	Primary Paralegal			1	Edit
0	No	No	No	Primary Paralegal			0	Edit
0	No	No	No	Primary Paralegal			0	Edit
0	No	No	No	Primary Paralegal			1	Edit
7	No	No	No	Primary Paralegal		Draft Extension of Time for Discovery	0	Edit
0	No	No	No	Primary Paralegal			0	Edit

Displaying all 12 Checklist Items

FIG. 21B

Casee

Secure | https://farrin.caseesoftware.com/checklist_template_items?filter%5Bchecklist_template_id%5D=42

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

643

Checklist Items for Checklist "ED-Condemnation" 640
for Checklist Type Case

Position Name 644 Comment

0 Draft Discovery

Additional Conditions for Qualifying Cases

Note:This Checklist Item is only applicable if all Filter condition are fulfilled in addition to Checklist's Filter condition (-Case Practice

Add Rule 646

Parent Checklist Item 648

Received Complaint 652

If you pick a Parent, this Checklist Item will be applicable completed. The default Trigger Method (when left blank of the Parent Checklist Item.

Who will be assigned to the Task 650

Primary Paralegal OR Staff Person

When is the Task due?

Days due Trigger method Repeating

30 days after of the Case. 657

654 656

When Task completed, trigger Mail Merge

Mail merge template

660

Update Checklist Item

662

FIG. 22A

FIG. 22A | FIG. 22B FIG. 22

Eric

Limitations Keep once triggered

Aria:ED - Case DOI during: ["after"=>"01/01/0001","before=>" "]).

only when the parent task is
will be the completion date

If the Trigger Method is provided, the Due Date will be Days Due after the date returned by sending that trigger method to the Case. If no date is returned, the calculation is based on the date that this task becomes applicable.

If no Trigger Method is provided, and this Checklist Item has a Parent Checklist Item, the Due Date calculation is based on the Completion Date of the parent.

Otherwise the Due Date is will be Days Due after the day that the task is being created (the day the checklist template item first becomes applicable).

Leave blank if no Mail Merge should be triggered.
Only Mail Merges applicable to Cases are available.
Mail Merges might trigger a Record Request, but this is up to the Mail Merge Template itself!

Cancel 670 Delete 664

Created by EJS on 12/01/2016 at 08:46am
Updated by EJS on 12/01/2016 at 08:59am

FIG. 22B

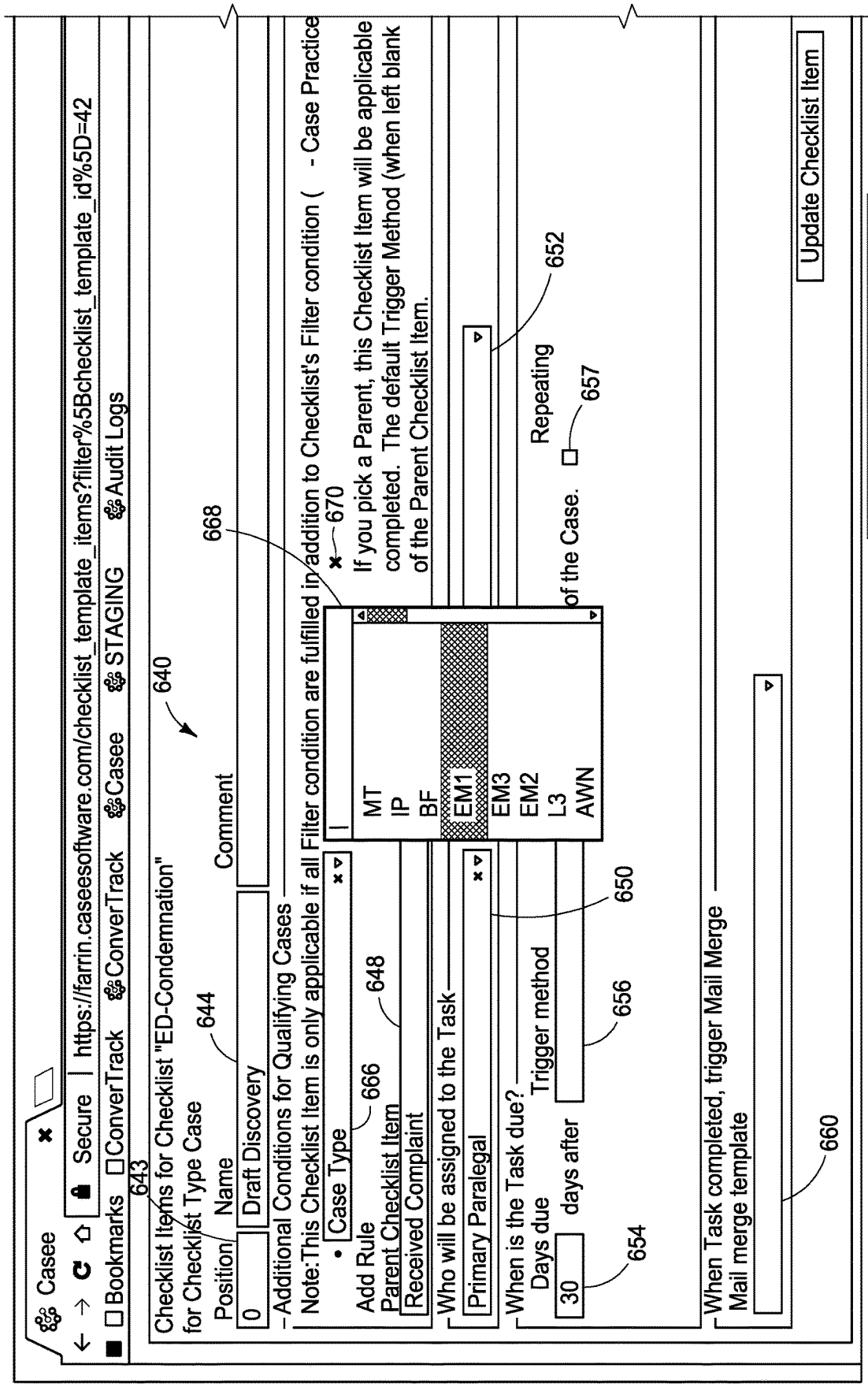

FIG. 23A

FIG. 23A FIG. 23B FIG. 23

Eric

Limitation Keep once triggered

Aria:ED - Case DOI during: ["after"=>"01/01/0001","before"=>" "]).

only when the parent task is
will be the completion date

If the Trigger Method is provided, the Due Date will be Days Due after the date returned by sending that trigger method to the Case. If no date is returned, the calculation is based on the date that this task becomes applicable.

If no Trigger Method is provided, and this Checklist Item has a Parent Checklist Item, the Due Date calculation is based on the Completion Date of the parent.

Otherwise the Due Date is will be Days Due after the day that the task is being created (the day the checklist template item first becomes applicable).

Leave blank if no Mail Merge should be triggered.
Only Mail Merges applicable to Cases are available.
Mail Merges might trigger a Record Request, but this is up to the Mail Merge Template itself!

Cancel Delete

Created by EJS on 12/01/2016 at 08:46am
Updated by EJS on 12/01/2016 at 08:59am

FIG. 23B

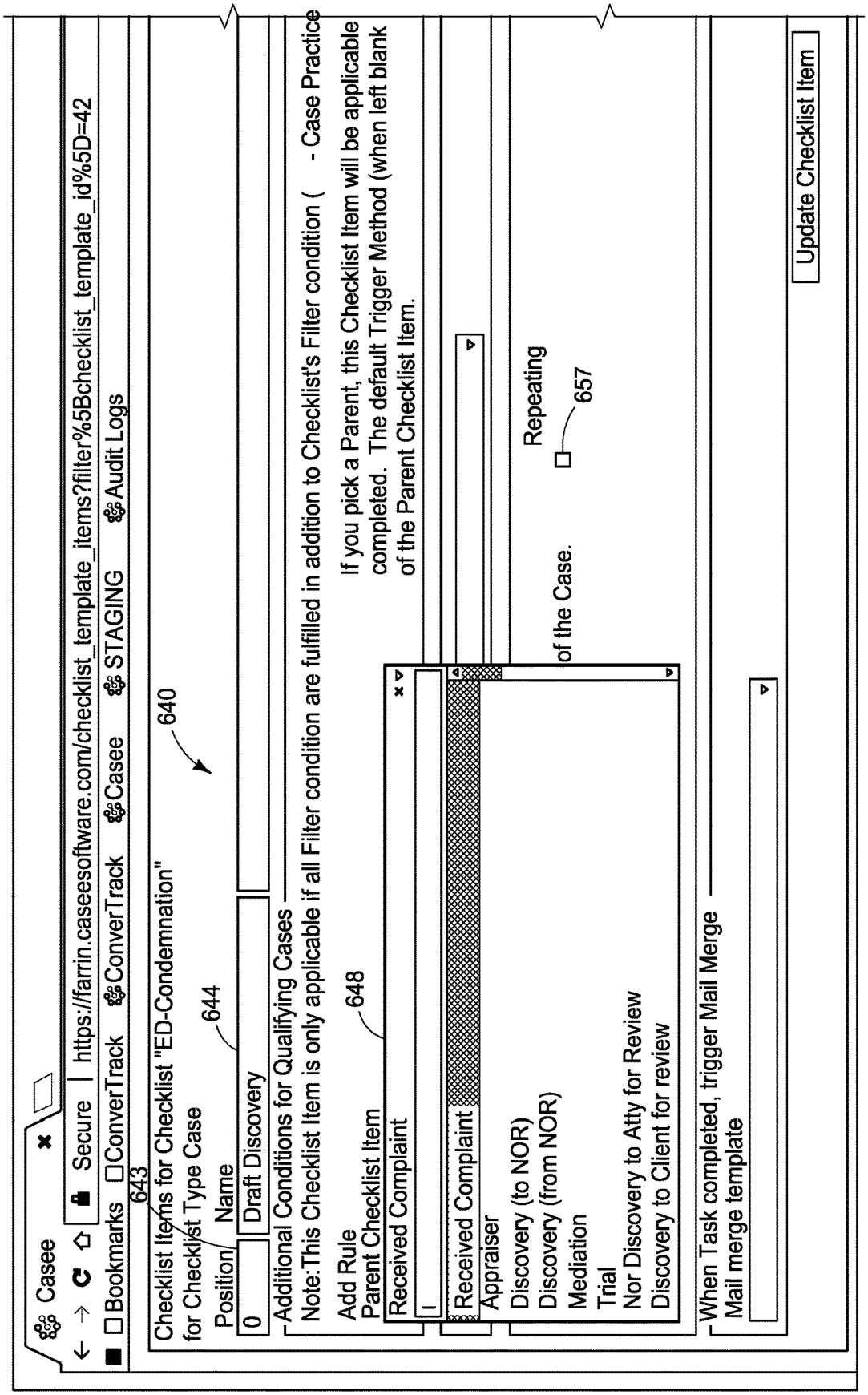

FIG. 24A FIG. 24B FIG. 24

Eric

Limitation Keep once triggered

Aria:ED - Case DOI during: ["after"=>"01/01/0001","before"=>" "]).

only when the parent task is
will be the completion date

If the Trigger Method is provided, the Due Date will be Days Due after the date returned by sending that trigger method to the Case. If no date is returned, the calculation is based on the date that this task becomes applicable.

If no Trigger Method is provided, and this Checklist Item has a Parent Checklist Item, the Due Date calculation is based on the Completion Date of the parent.

Otherwise the Due Date is will be Days Due after the day that the task is being created (the day the checklist template item first becames applicable).

Leave blank if no Mail Merge should be triggered.
Only Mail Merges applicable to Cases are available.
Mail Merges might trigger a Record Request, but this is up to the Mail Merge Template itself!

Cancel Delete

Created by EJS on 12/01/2016 at 08:46am
Updated by EJS on 12/01/2016 at 08:59am

FIG. 24B

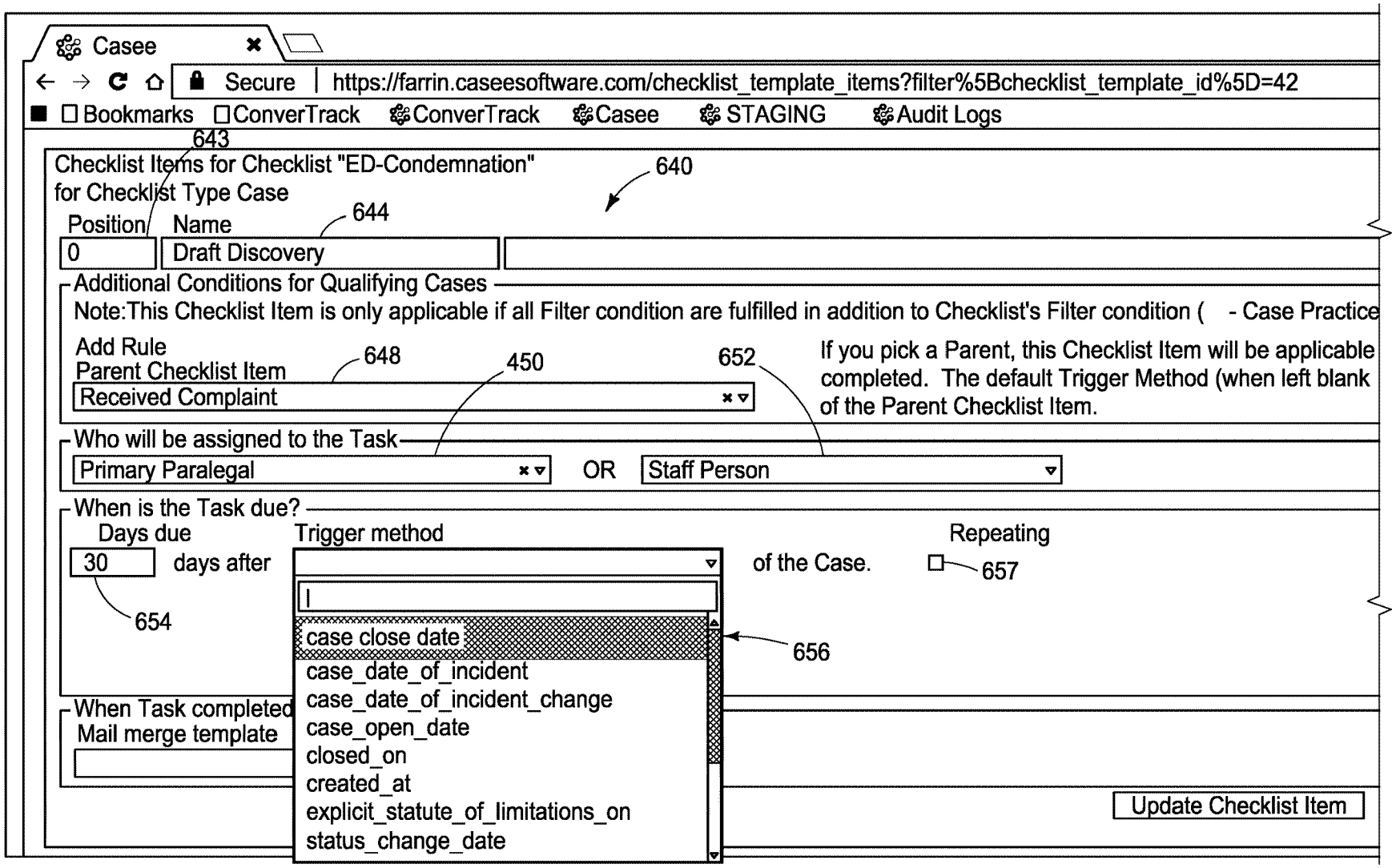

FIG. 25A

FIG. 25A | FIG. 25B FIG. 25

Eric

Limitation Keep once triggered

Aria:ED - Case DOI during: ["after"=>"01/01/0001","before"=>" "]).

only when the parent task is
will be the completion date

If the Trigger Method is provided, the Due Date will be Days Due after the date returned by sending that trigger method to the Case. If no date is returned, the calculation is based on the date that this task becomes applicable.

If no Trigger Method is provided, and this Checklist Item has a Parent Checklist Item, the Due Date calculation is based on the Completion Date of the parent.

Otherwise the Due Date is will be Days Due after the day that the task is being created (the day the checklist template item first becomes applicable).

Leave blank if no Mail Merge should be triggered.
Only Mail Merges applicable to Cases are available.
Mail Merges might trigger a Record Request, but this is up to the Mail Merge Template itself!

Cancel Delete

Created by EJS on 12/01/2016 at 08:46am
Updated by EJS on 12/01/2016 at 08:59am

FIG. 25B

FIG. 26A FIG. 26B FIG. 26

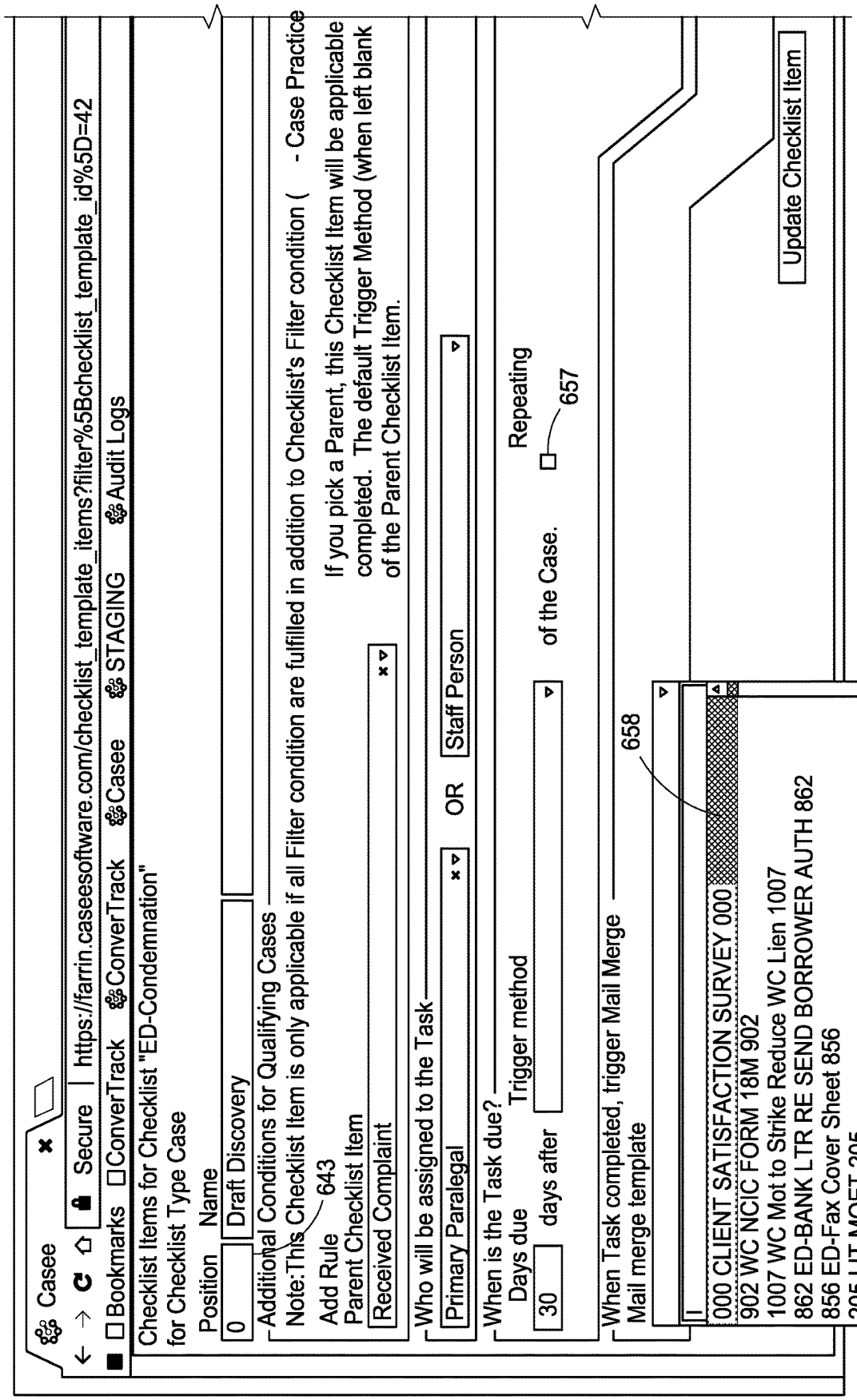
Casee
Secure | https://farrin.caseesoftware.com/checklist_template_items?filter%5Bchecklist_template_id%5D=42
Bookmarks
ConverTrack
ConverTrack
Casee
STAGING
Audit Logs
Checklist Items for Checklist "ED-Condemnation" for Checklist Type Case
Position
Name
0
Draft Discovery
Additional Conditions for Qualifying Cases
Note:This Checklist Item is only applicable if all Filter condition are fulfilled in addition to Checklist's Filter condition (- Case Practice
643
Add Rule
Parent Checklist Item
Received Complaint
If you pick a Parent, this Checklist Item will be applicable completed. The default Trigger Method (when left blank of the Parent Checklist Item.
Who will be assigned to the Task
Primary Paralegal
OR
Staff Person
When is the Task due?
Days due
30
days after
Trigger method
of the Case.
Repeating
657
When Task completed, trigger Mail Merge
Mail merge template
658
000 CLIENT SATISFACTION SURVEY 000
902 WC NCIC FORM 18M 902
1007 WC Mot to Strike Reduce WC Lien 1007
862 ED-BANK LTR RE SEND BORROWER AUTH 862
856 ED-Fax Cover Sheet 856
205 LIT MOET 205
869 ED-PLEADING AND DISCOVERY INDEX 869
000P CLIENT SATISFACTION SURVEY 000SP
Update Checklist Item

FIG. 26A

Eric

Limitation Keep once triggered

Aria:ED Case DOI during: ["after"=>"01/01/0001","before"=>" "]).

only when the parent task is
will be the completion date

If the Trigger Method is provided, the Due Date will be Days Due after the date returned by sending that trigger method to the Case. If no date is returned, the calculation is based on the date that this task becomes applicable.

If no Trigger Method is provided, and this Checklist Item has a Parent Checklist Item, the Due Date calculation is based on the Completion Date of the parent.

Otherwise the Due Date is will be Days Due after the day that the task is being created (the day the checklist template item first becomes applicable).

Leave blank if no Mail Merge should be triggered.
Only Mail Merges applicable to Cases are available.
Mail Merges might trigger a Record Request, but this is up to the Mail Merge Template itself!

Cancel Delete

Created by EJS on 12/01/2016 at 08:46am
Updated by EJS on 12/01/2016 at 08:59am

FIG. 26B

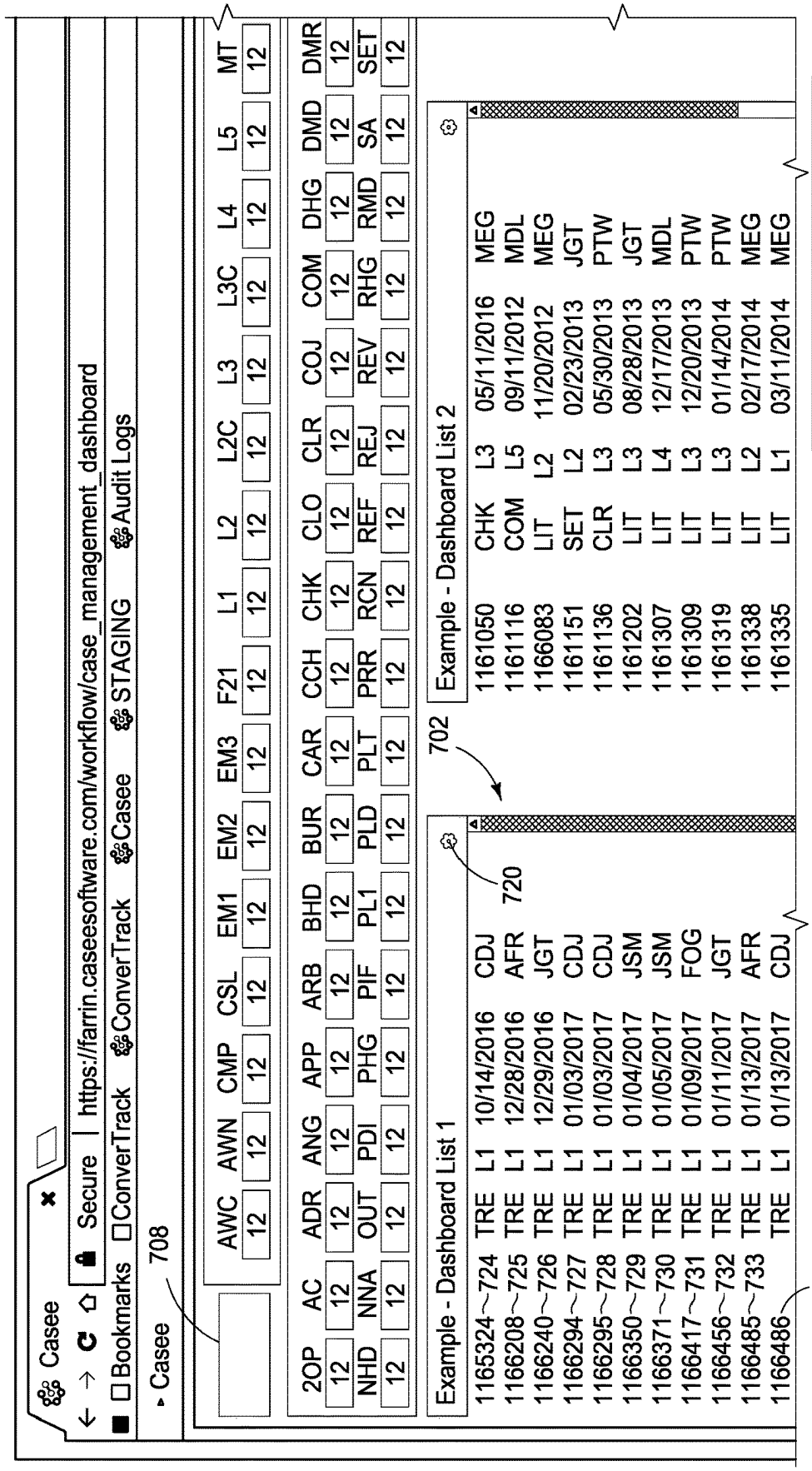

FIG. 27A

FIG. 27A	FIG. 27B
FIG. 27C	FIG. 27D

FIG. 27

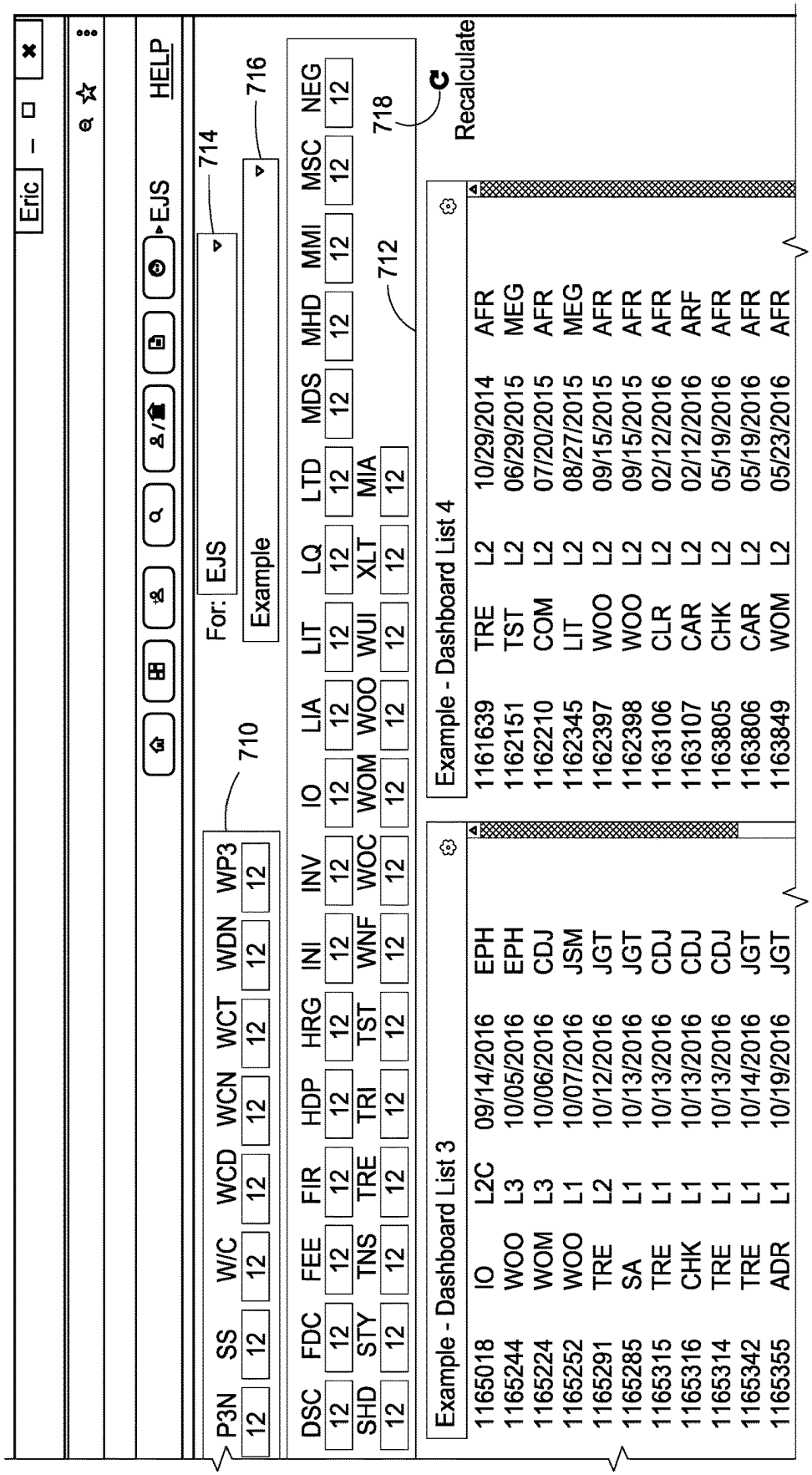
Eric
HELP
EJS
For: EJS
Example
714
716
718
Recalculate
712
710
P3N SS W/C WCD FIR HDP WCN WCT HRG INI INV WDN WP3
DSC FDC FEE LIA IO LIT LQ LTD MDS MHD MMI MSC NEG
SHD STY TNS TRE TRI TRE TST WNF WOC WOM WOO WUI XLT MIA
Example - Dashboard List 3
1165018 IO L2C 09/14/2016 EPH
1165244 WOO L3 10/05/2016 EPH
1165224 WOM L3 10/06/2016 CDJ
1165252 WOO L1 10/07/2016 JSM
1165291 TRE L2 10/12/2016 JGT
1165285 SA L1 10/13/2016 JGT
1165315 TRE L1 10/13/2016 CDJ
1165316 CHK L1 10/13/2016 CDJ
1165314 TRE L1 10/13/2016 CDJ
1165342 TRE L1 10/14/2016 JGT
1165355 ADR L1 10/19/2016 JGT
Example - Dashboard List 4
1161639 TRE L2 10/29/2014 AFR
1162151 TST L2 06/29/2015 MEG
1162210 COM L2 07/20/2015 AFR
1162345 LIT L2 08/27/2015 MEG
1162397 WOO L2 09/15/2015 AFR
1162398 WOO L2 09/15/2015 AFR
1163106 CLR L2 02/12/2016 AFR
1163107 CAR L2 02/12/2016 ARF
1163805 CHK L2 05/19/2016 AFR
1163806 CAR L2 05/19/2016 AFR
1163849 WOM L2 05/23/2016 AFR

FIG. 27B

1166532 ~735	TRE	L1	01/17/2017	AFR	1161399	LIT	L3	03/20/2014	PTW
1166556 ~736	TRE	L1	01/18/2017	CDJ	1161411	LIT	L3	03/24/2014	JGT
1166577 ~737	TRE	L1	01/19/2017	JGT	1161394	LIT	L2	04/17/2014	PTW
1166578 ~738	TRE	L1	01/19/2017	JGT	1161453	NEG	L3	05/22/2014	JGT
1166589 ~739	TRE	L1	01/20/2017	FOG	1161475	CLR	L4	06/10/2014	MDL
1166614 ~740	TRE	L1	01/23/2017	LGT	1161500	LIT	L3	06/18/2014	MDL
1166616 ~741	TRE	L1	01/23/2017	AFR	1161600	CLR	L3C	10/02/2014	EPH
1166617 ~742	TRE	L1	01/23/2017	AFR	1161595	LIT	L2	10/16/2014	PTW
1166638 ~743	TRE	L1	01/24/2017	CDJ	1161620	CLR	L3	10/25/2014	JGT
1166662 ~744	TRE	L1	01/26/2017	FOG	1161650	LIA	L1	10/30/2014	MEG
746	748	750	752	754					

722

703

Load Benchmarks

Dashboard List	User	System	Total	(Real)
Header	0.120000	0.010000	0.130000	(0.695962)
Example * Dashboard List 1	0.110000	0.010000	0.120000	(0.144193)
Example * Dashboard List 2	0.220000	0.000000	0.220000	(1.356809)
Example * Dashboard List 3	0.230000	0.010000	0.240000	(0.477213)
Example * Dashboard List 4	0.110000	0.000000	0.110000	(0.409745)

700

FIG. 27C

1165411	DMD	L1	10/19/2016	CDJ	1163904	CHK	L2	06/01/2016	AFR
1165335	WOO	L2	10/19/2016	FOG	1164557	SA	L2	08/02/2016	AFR
1165356	WOO	L2C	10/19/2016	EPH	1164598	CHK	L2C	08/04/2016	EPH
1165379	PDI	L1	10/20/2016	AFR	1164693	CLR	L2	08/12/2016	AFR
1165390	TRE	L1	10/20/2016	FOG	1164695	WOO	L2	08/13/2016	AFR
1165378	CHK	L1	10/20/2016	AFR	1165012	SET	L2	09/14/2016	AFR
1165400	WOM	L2	10/20/2016	MLS	1165093	WOO	L2	09/21/2016	AFR
1165387	WOO	L1	10/24/2016	AFR	1165191	SA	L2	09/30/2016	AFR
1165406	TRE	L1	10/24/2016	MLS	1165792	WOO	L2	11/22/2016	AFR
1165454	TRE	L2	10/25/2016	MLS	1165793	WOO	L2	11/22/2016	AFR

704

705

FIG. 27D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

CaseeAdmin ▸ General ▸ Configure ▸ Operations

Case Lists on Dashboard

Title (768)	^ Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]
Example - Dashboard List 4 (765)	Example	• Marketing Source: ["172"] • Language: ["Spanish"] • Case Type:["L2","L2C"]

New Case List for Dashboard

760

FIG. 28A

FIG. 28A | FIG. 28B FIG. 28

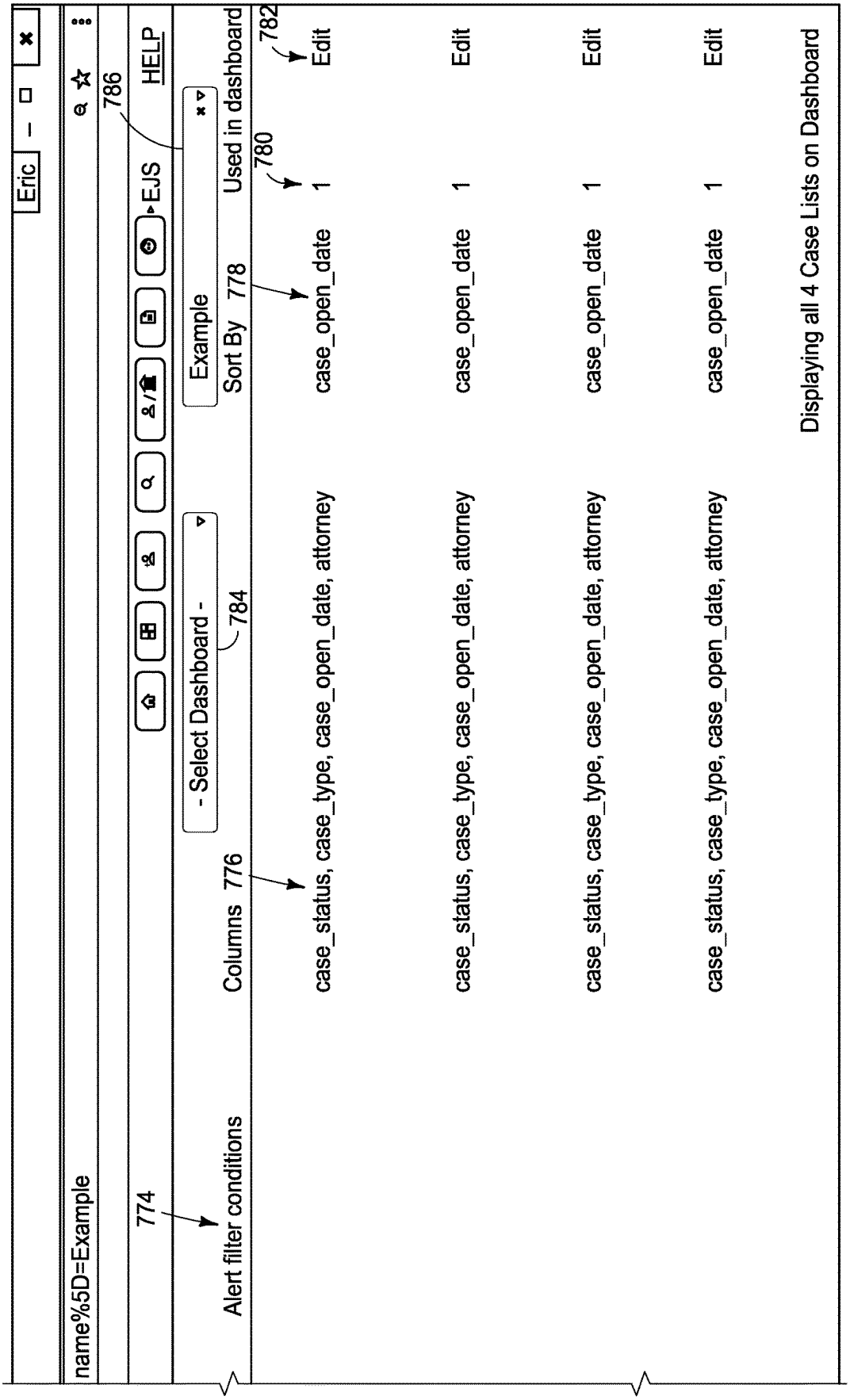
Eric
name%5D=Example
786
HELP
EJS
774
Alert filter conditions
- Select Dashboard -
784
Example
Columns 776
Sort By 778
Used in dashboard
780
782
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Displaying all 4 Case Lists on Dashboard

FIG. 28B

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

Bookmarks ConverTrack ConverTrack Casee STAGING Audit Logs

Case Admin ▸ General ▸ Configure ▸ Operations

Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" ") • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]

(764)

Title (792): Example - Dashboard List 3

Internal name (794): Example

Columns (796, 797, 798, 799): ×case_status ×case_type ×case_open_date ×attorney

Sort By (802): case_open_date

FIG. 29A

FIG. 29A	FIG. 29B
FIG. 29C	FIG. 29D

FIG. 29

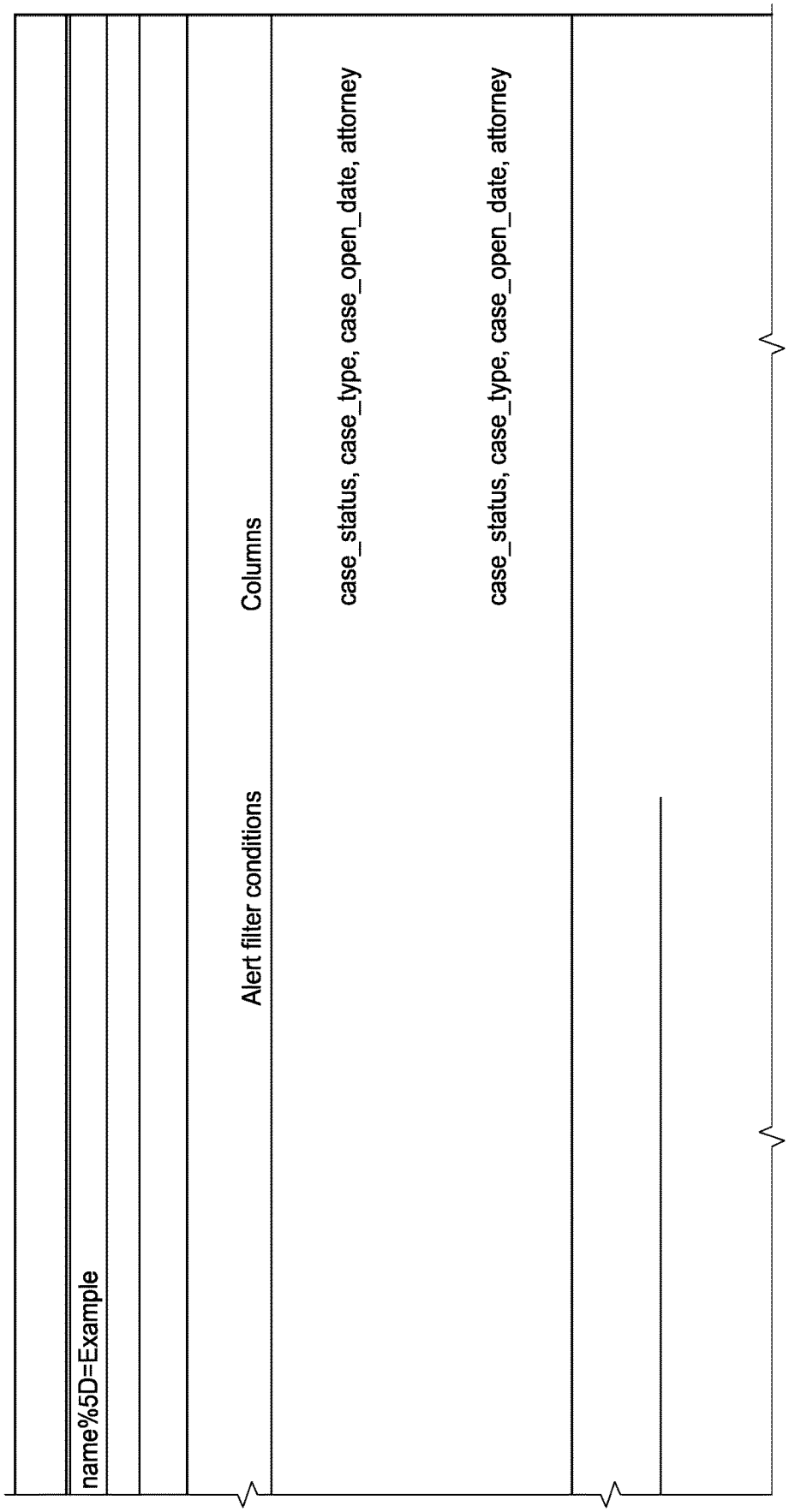
name%5D=Example
Alert filter conditions
Columns
case_status, case_type, case_open_date, attorney
case_status, case_type, case_open_date, attorney

FIG. 29B

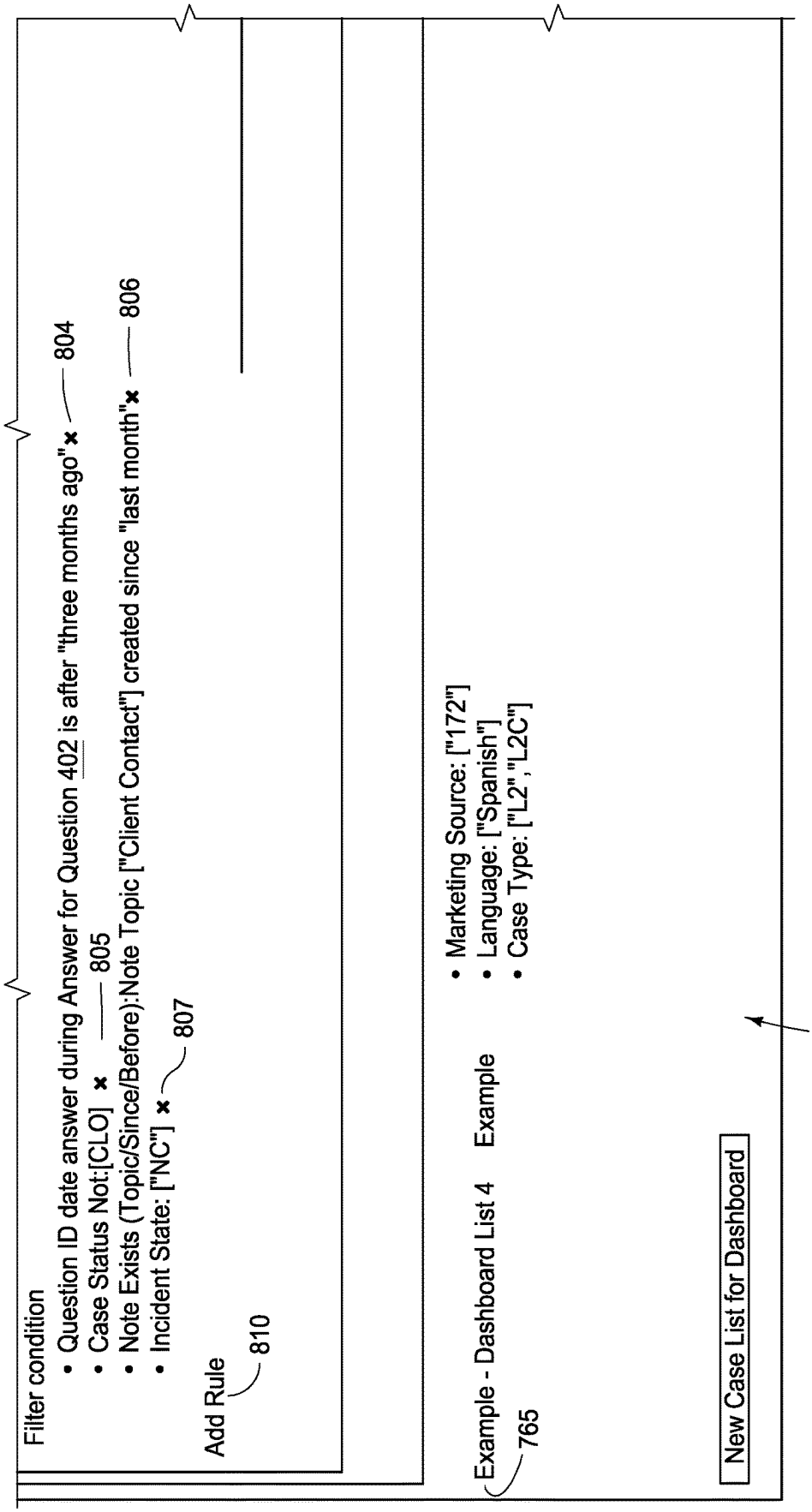
Filter condition
• Question ID date answer during Answer for Question 402 is after "three months ago" ×
804
• Case Status Not:[CLO] ×
805
• Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" ×
806
• Incident State: ["NC"] ×
807
Add Rule
810
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type: ["L2","L2C"]
New Case List for Dashboard
790

FIG. 29C

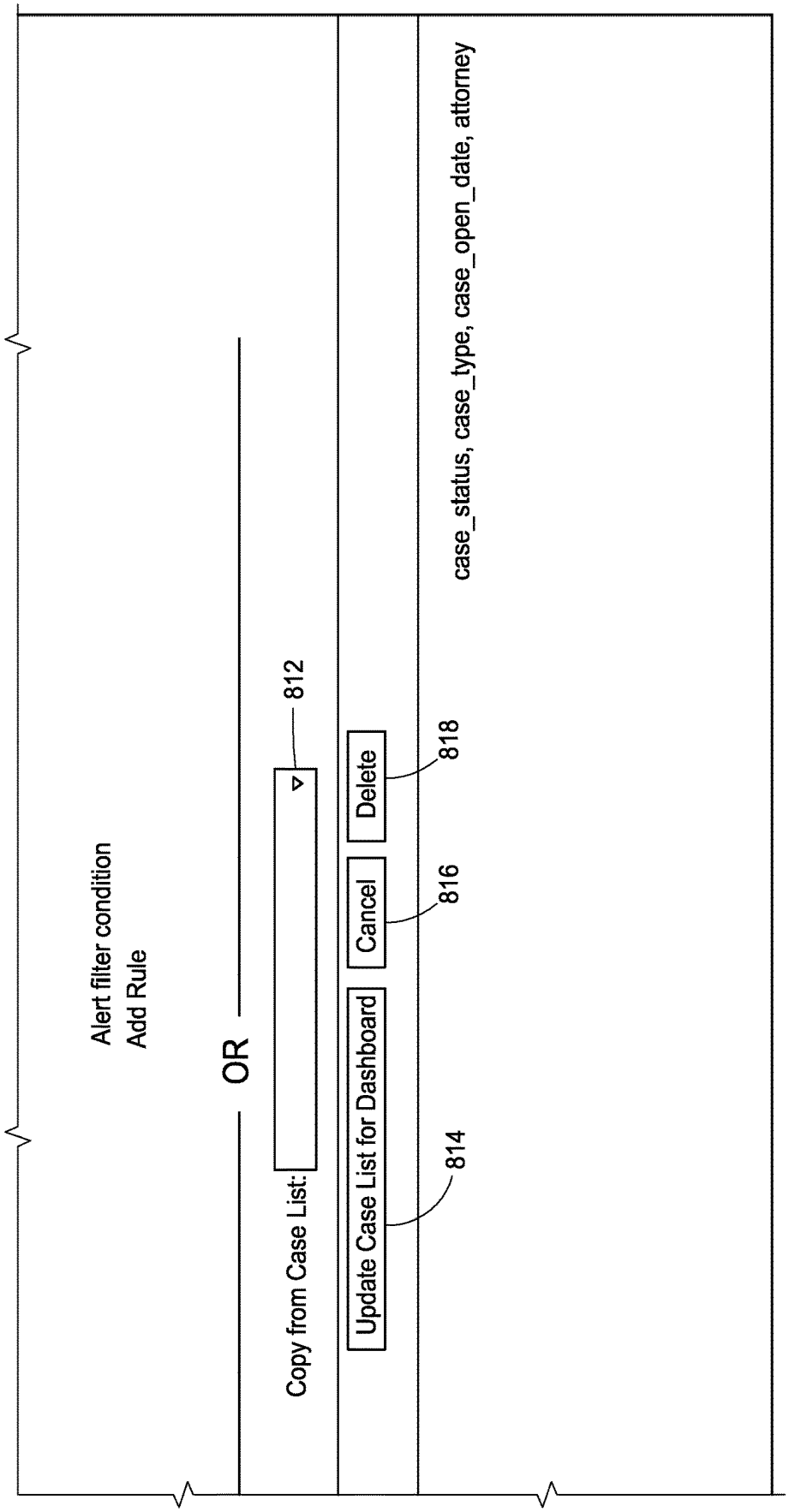
Alert filter condition
Add Rule
OR
Copy from Case List:
812
Update Case List for Dashboard
814
Cancel
816
Delete
818
case_status, case_type, case_open_date, attorney

FIG. 29D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 30A

FIG. 30A	FIG. 30B
FIG. 30C	FIG. 30D

FIG. 30

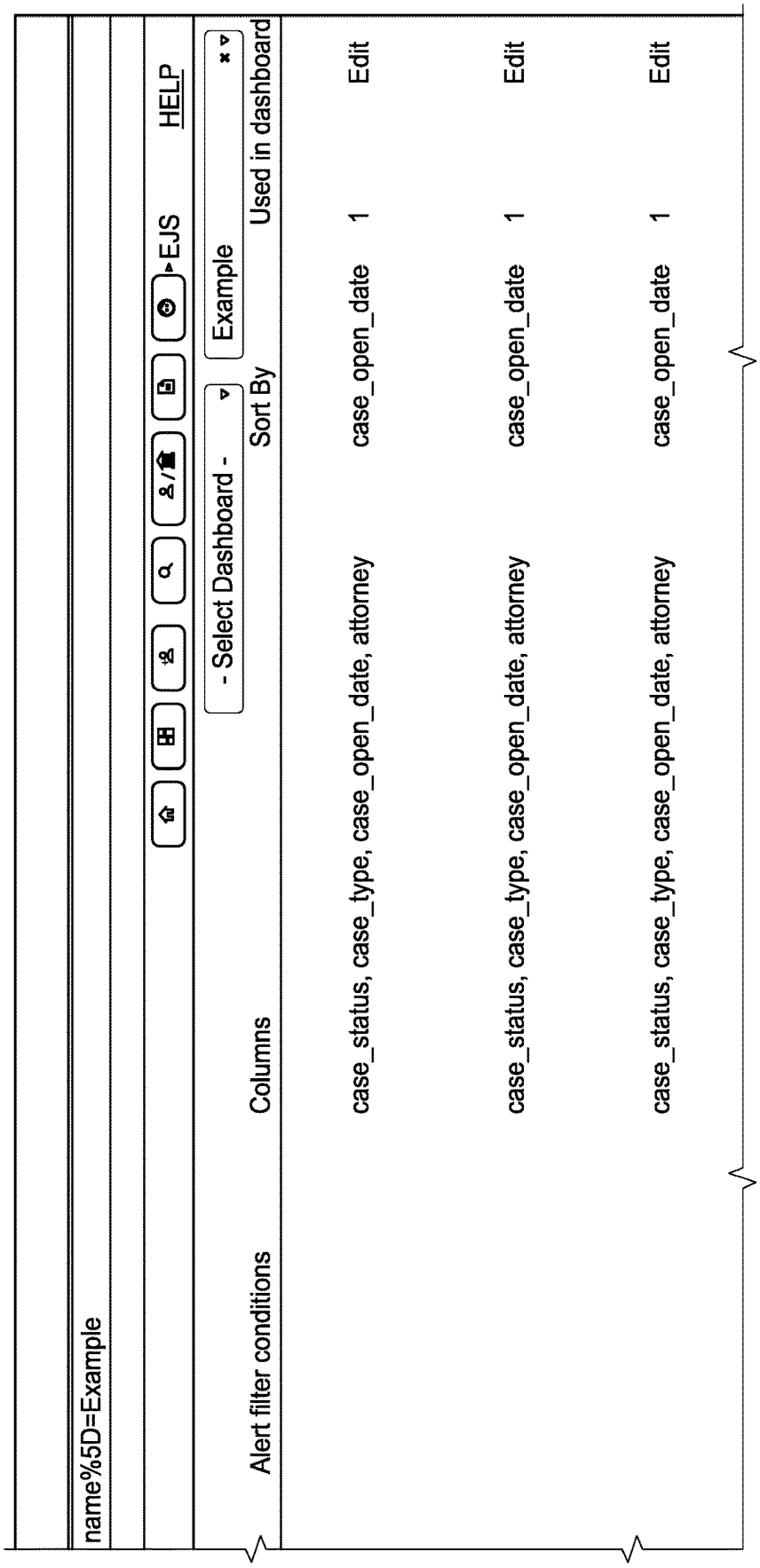
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 30B

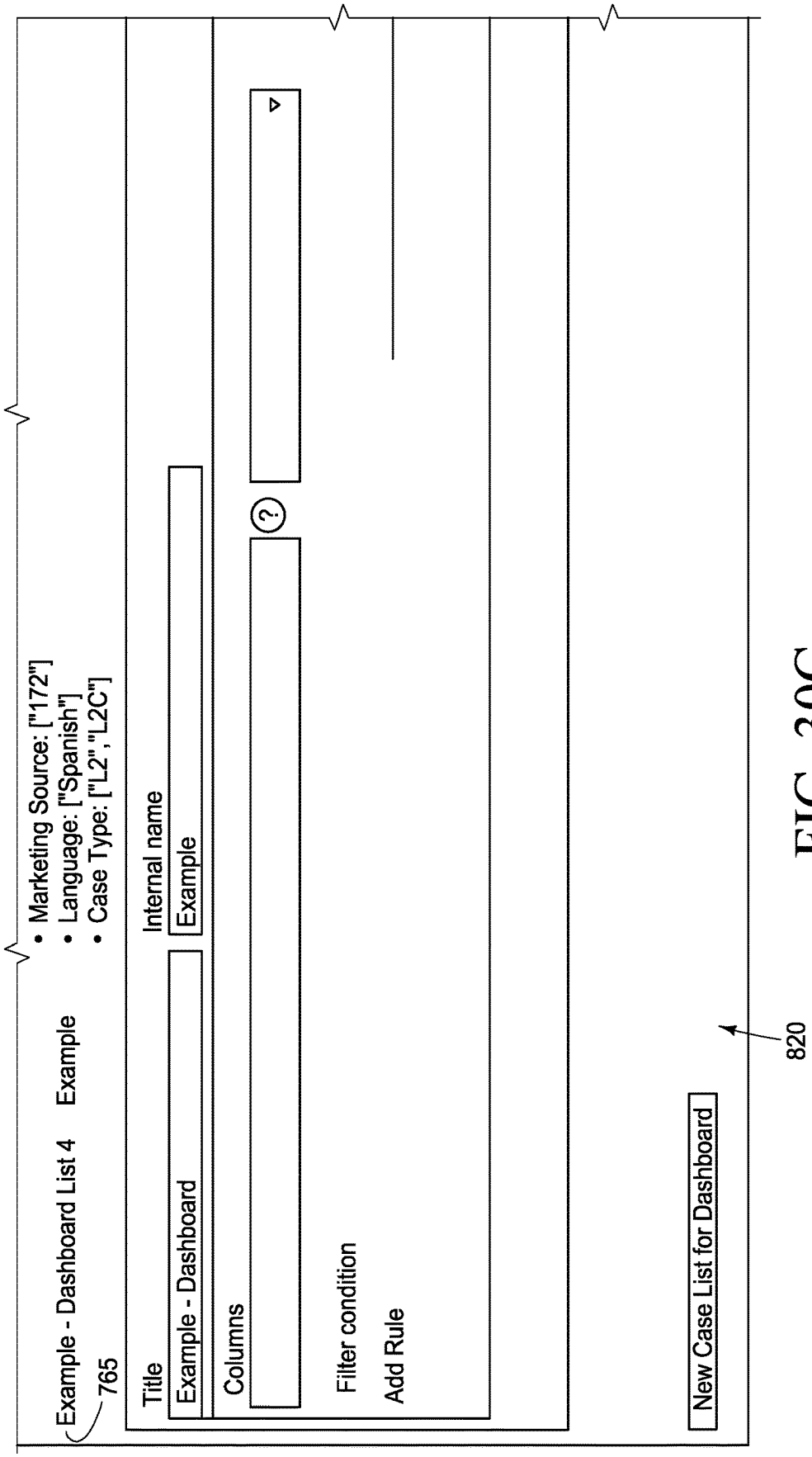
Example - Dashboard List 4
Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type: ["L2", "L2C"]
Title
Example - Dashboard
Internal name
Example
Columns
Filter condition
Add Rule
New Case List for Dashboard
820

FIG. 30C

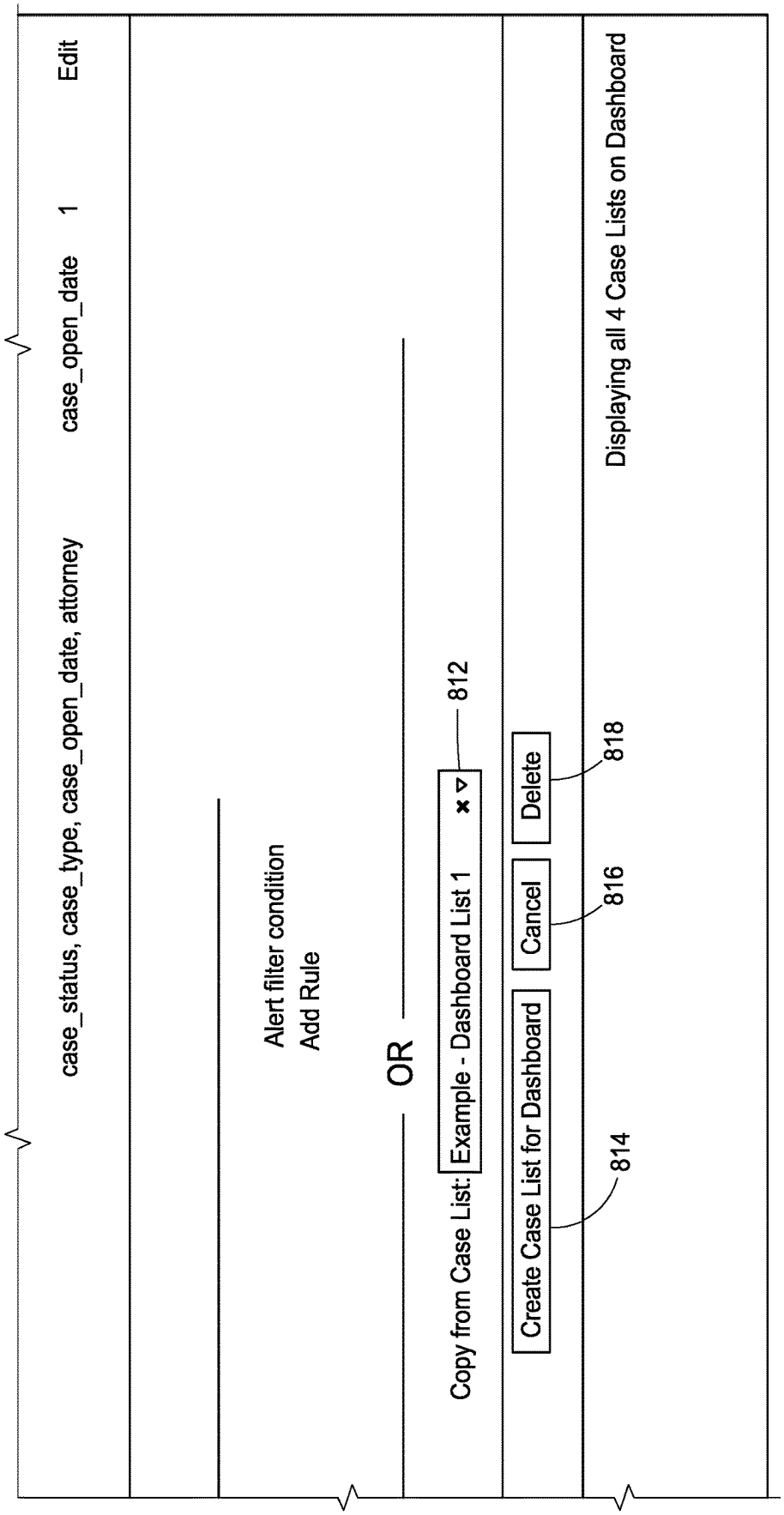
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
Example - Dashboard List 1
812
Create Case List for Dashboard
Cancel
Delete
814
816
818
Displaying all 4 Case Lists on Dashboard

FIG. 30D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 31A

FIG. 31A	FIG. 31B
FIG. 31C	FIG. 31D

FIG. 31

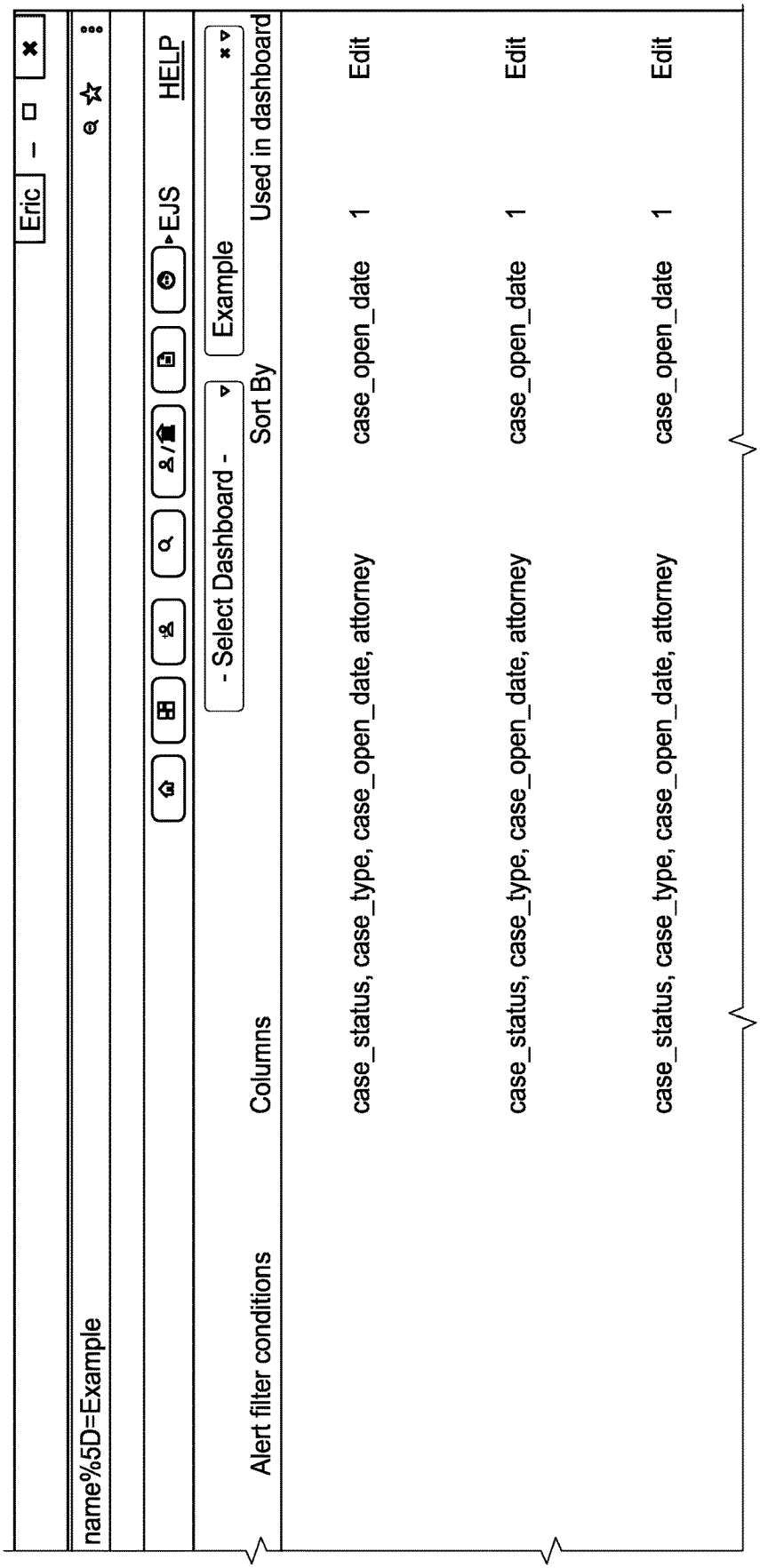
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 31B

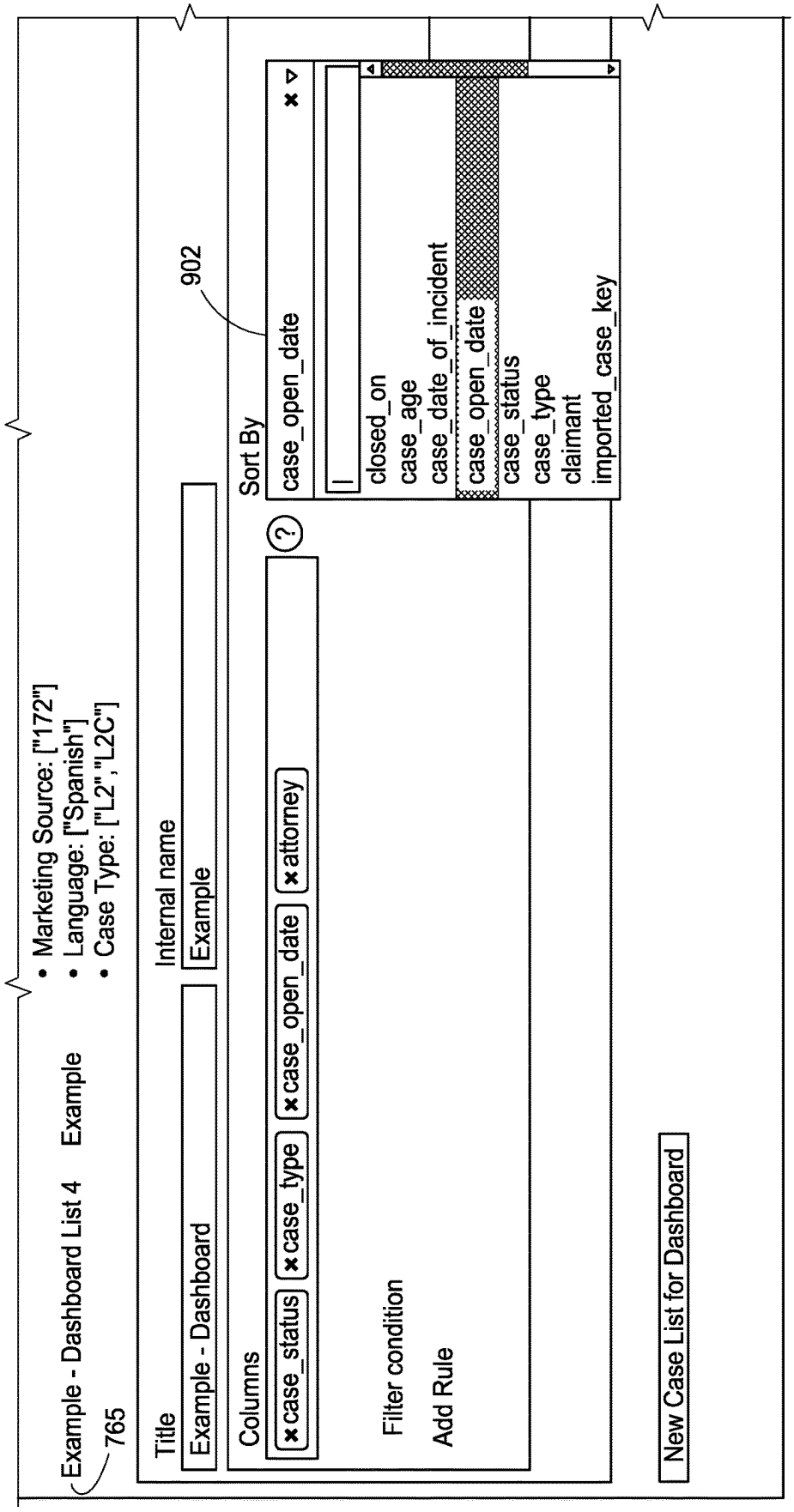
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type: ["L2","L2C"]
Title
Example - Dashboard
Internal name
Example
902
Sort By
case_open_date
closed_on
case_age
case_date_of_incident
case_open_date
case_status
case_type
claimant
imported_case_key
Columns
case_status
case_type
case_open_date
attorney
Filter condition
Add Rule
New Case List for Dashboard

FIG. 31C

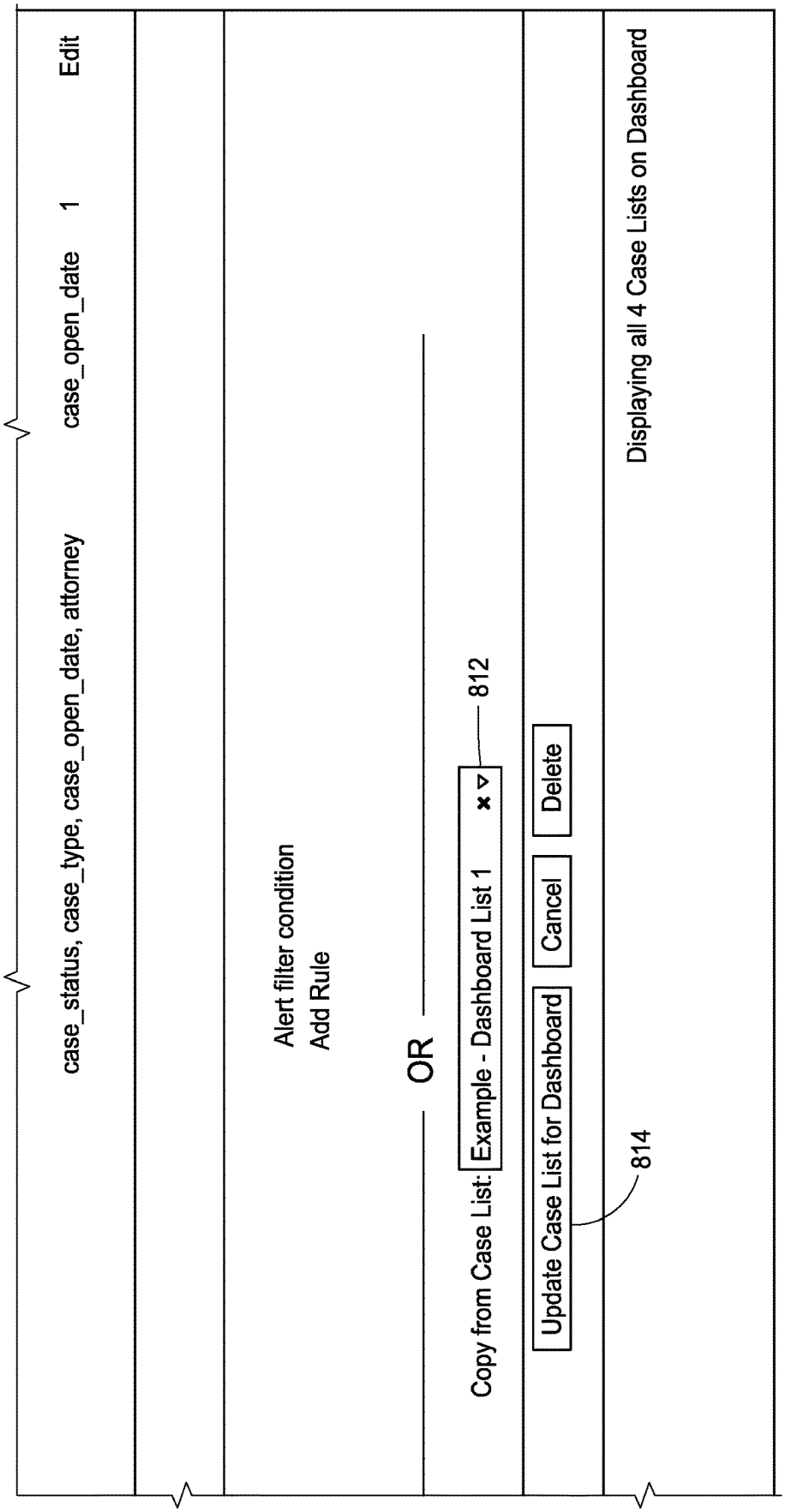
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
Example - Dashboard List 1
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 31D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 32A

FIG. 32A	FIG. 32B
FIG. 32C	FIG. 32D

FIG. 32

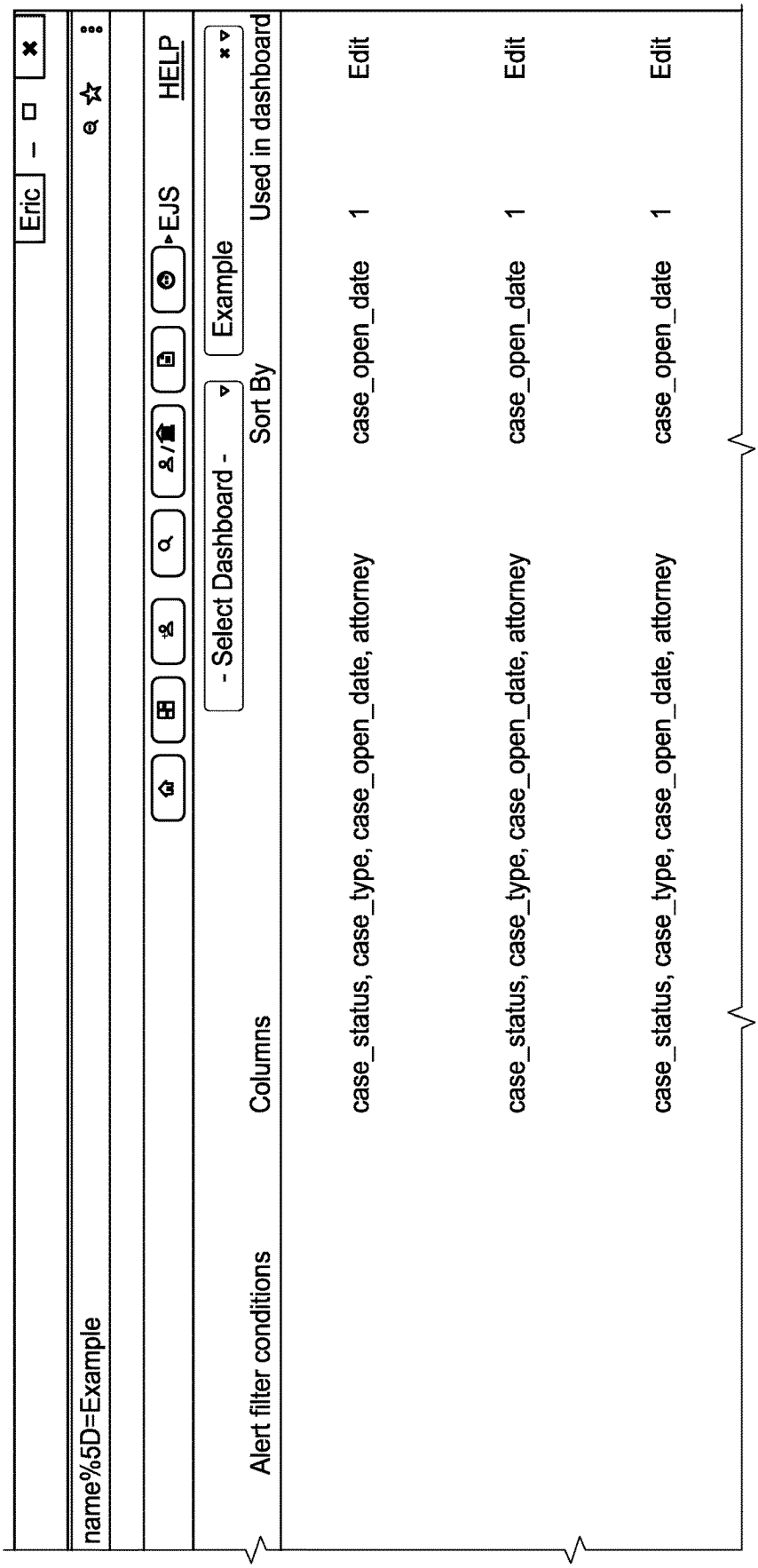
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 32B

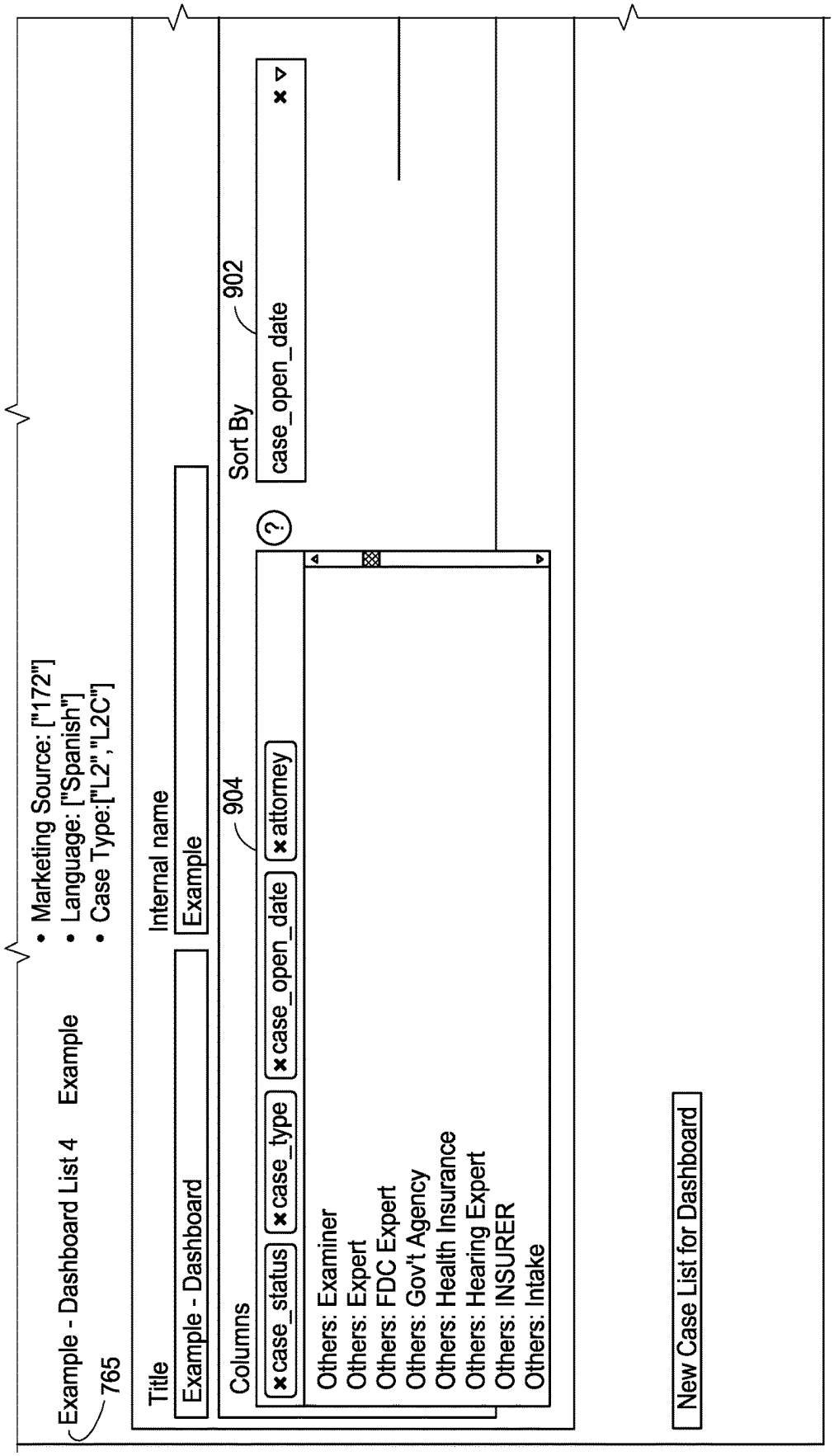
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type:["L2","L2C"]
Title
Example - Dashboard
Internal name
Example
Sort By
case_open_date
902
Columns
904
case_status
case_type
case_open_date
attorney
Others: Examiner
Others: Expert
Others: FDC Expert
Others: Gov't Agency
Others: Health Insurance
Others: Hearing Expert
Others: INSURER
Others: Intake
New Case List for Dashboard

FIG. 32C

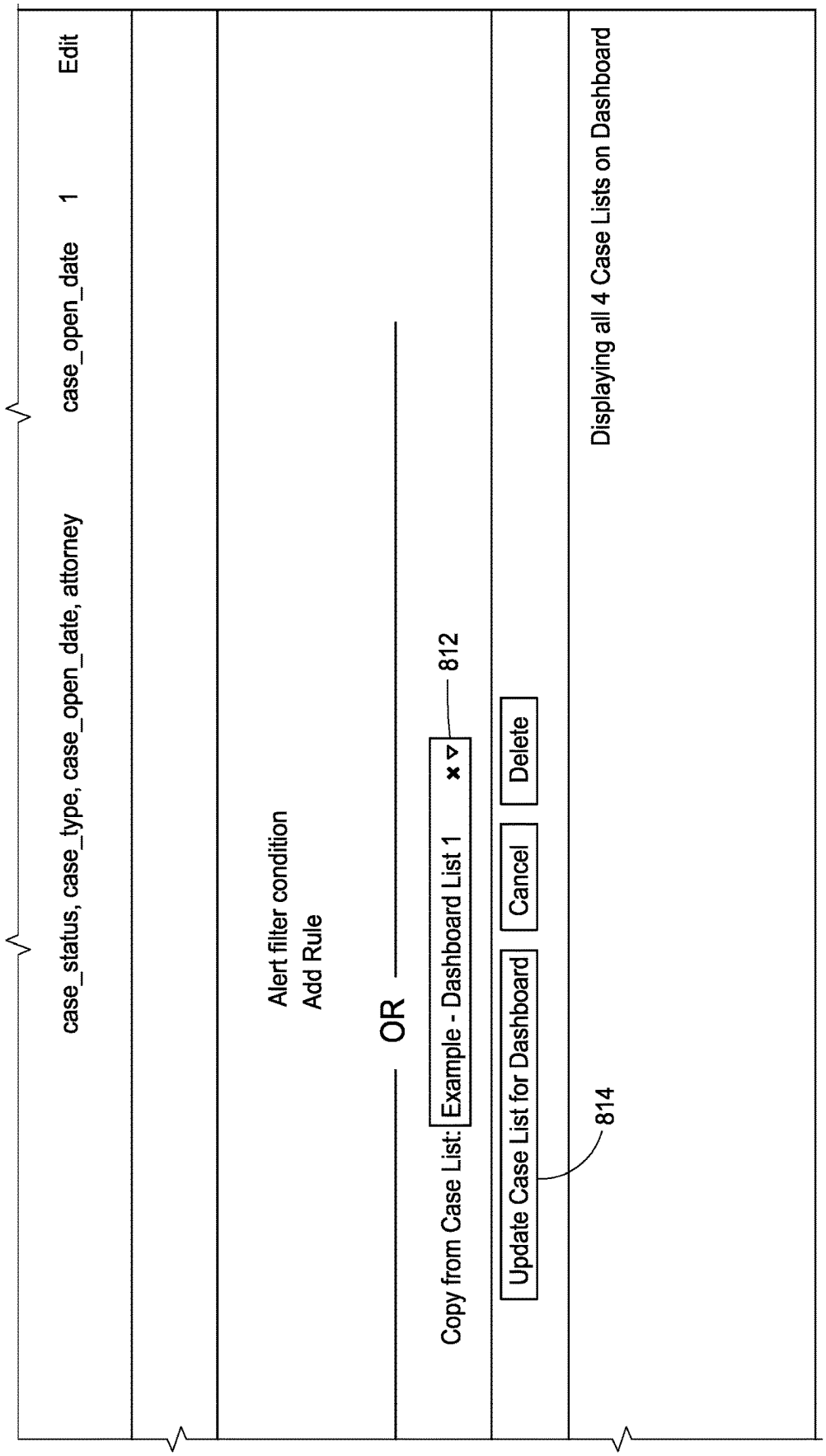
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
Example - Dashboard List 1
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 32D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 33A

FIG. 33A	FIG. 33B
FIG. 33C	FIG. 33D

FIG. 33

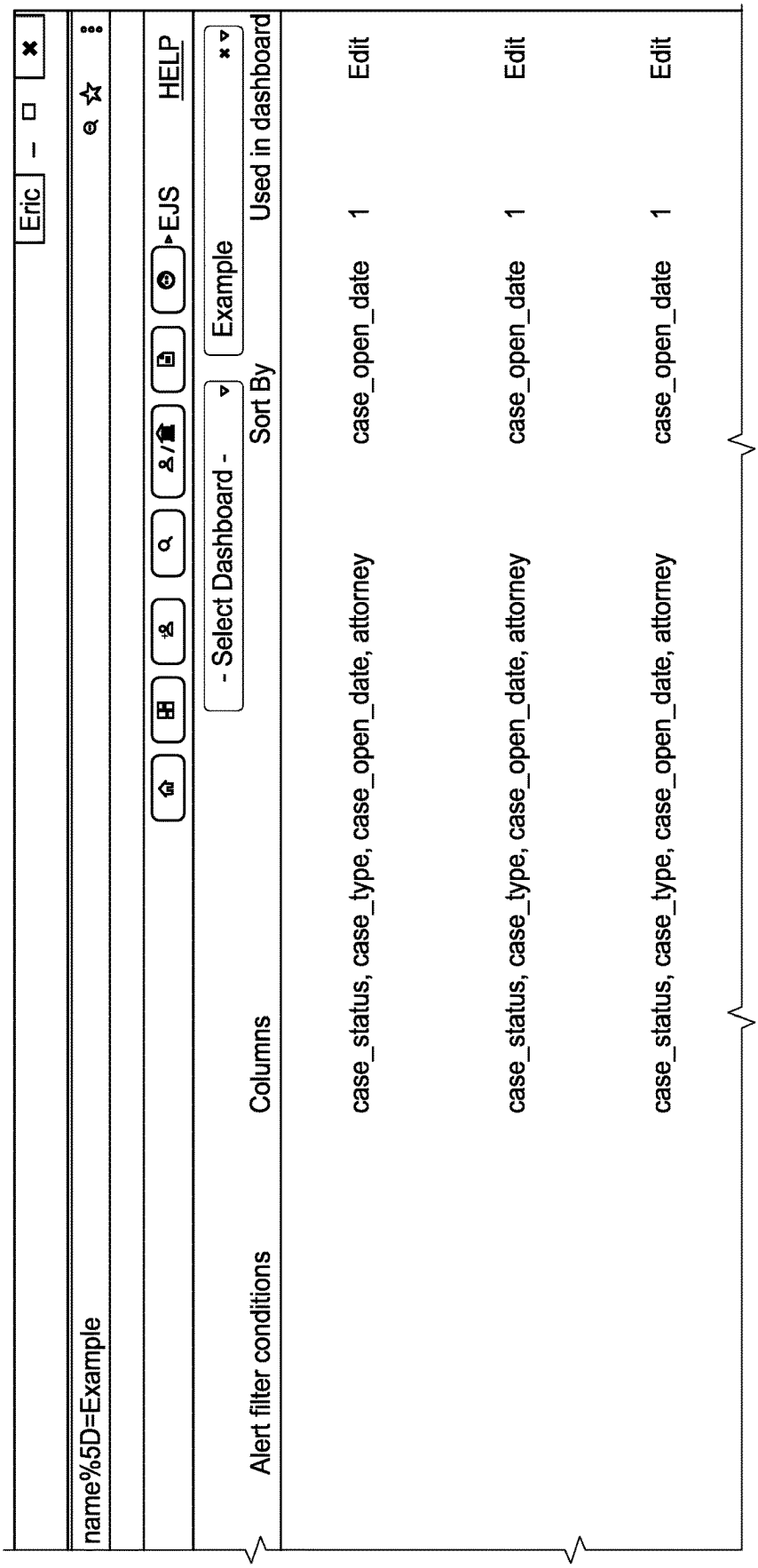
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 33B

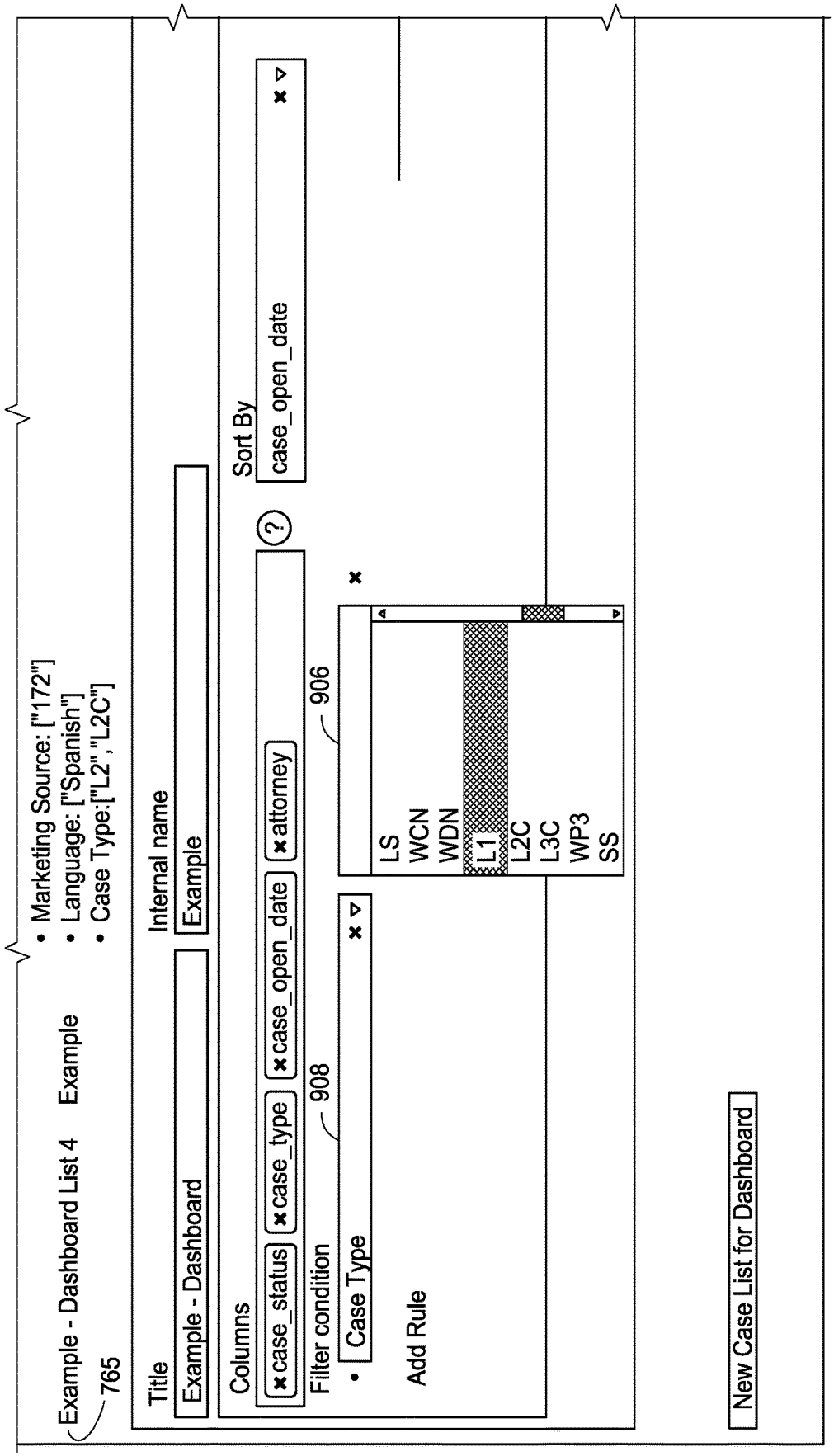
765
Example - Dashboard List 4 Example
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type:["'L2","L2C"]
Title
Example - Dashboard
Internal name
Example
Columns
case_status
case_type
case_open_date
attorney
Sort By
case_open_date
Filter condition
908
Case Type
906
LS
WCN
WDN
L1
L2C
L3C
WP3
SS
Add Rule
New Case List for Dashboard

FIG. 33C

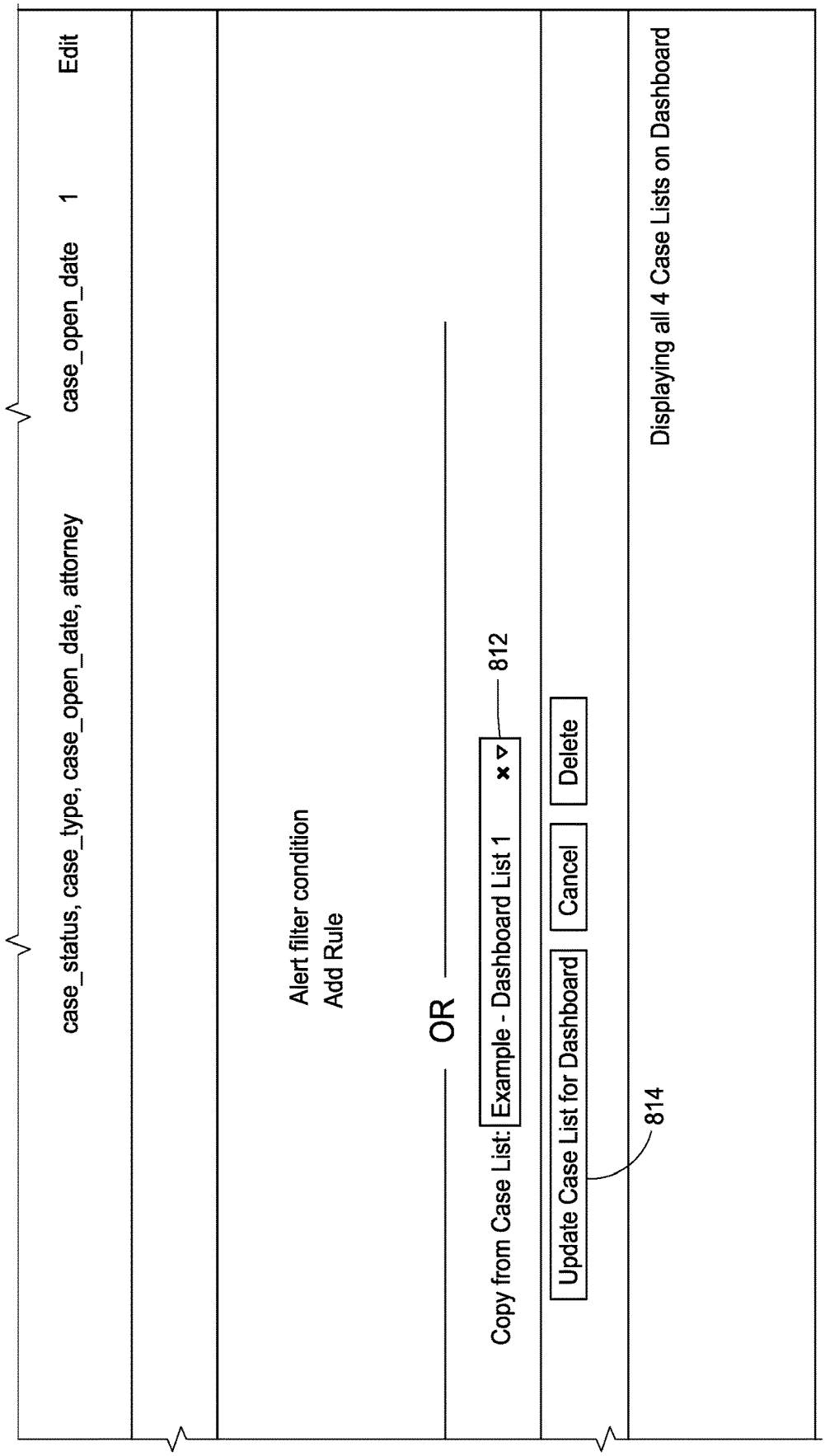
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
Example - Dashboard List 1
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 33D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 34A

FIG. 34A	FIG. 34B
FIG. 34C	FIG. 34D

FIG. 34

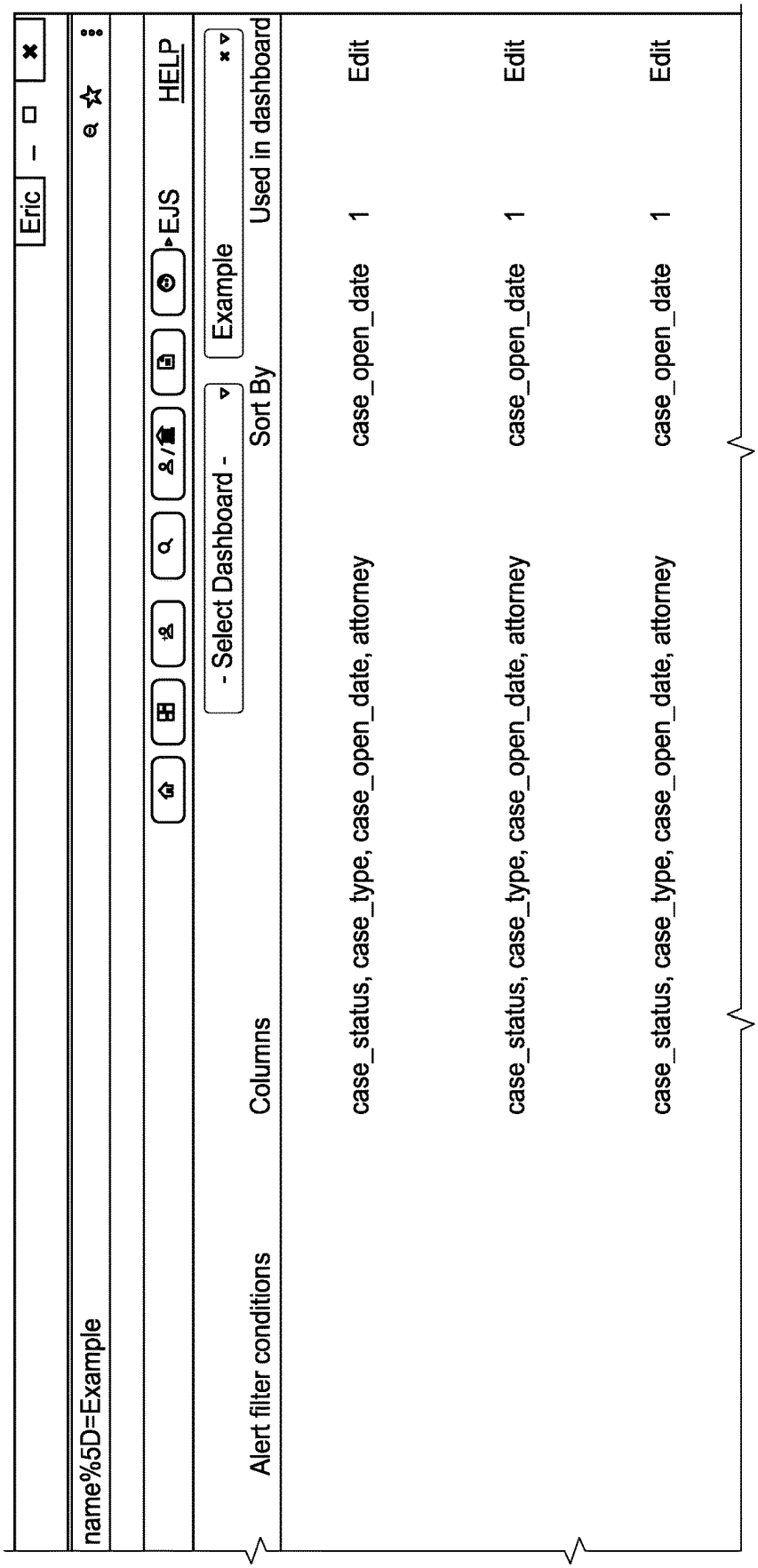
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 34B

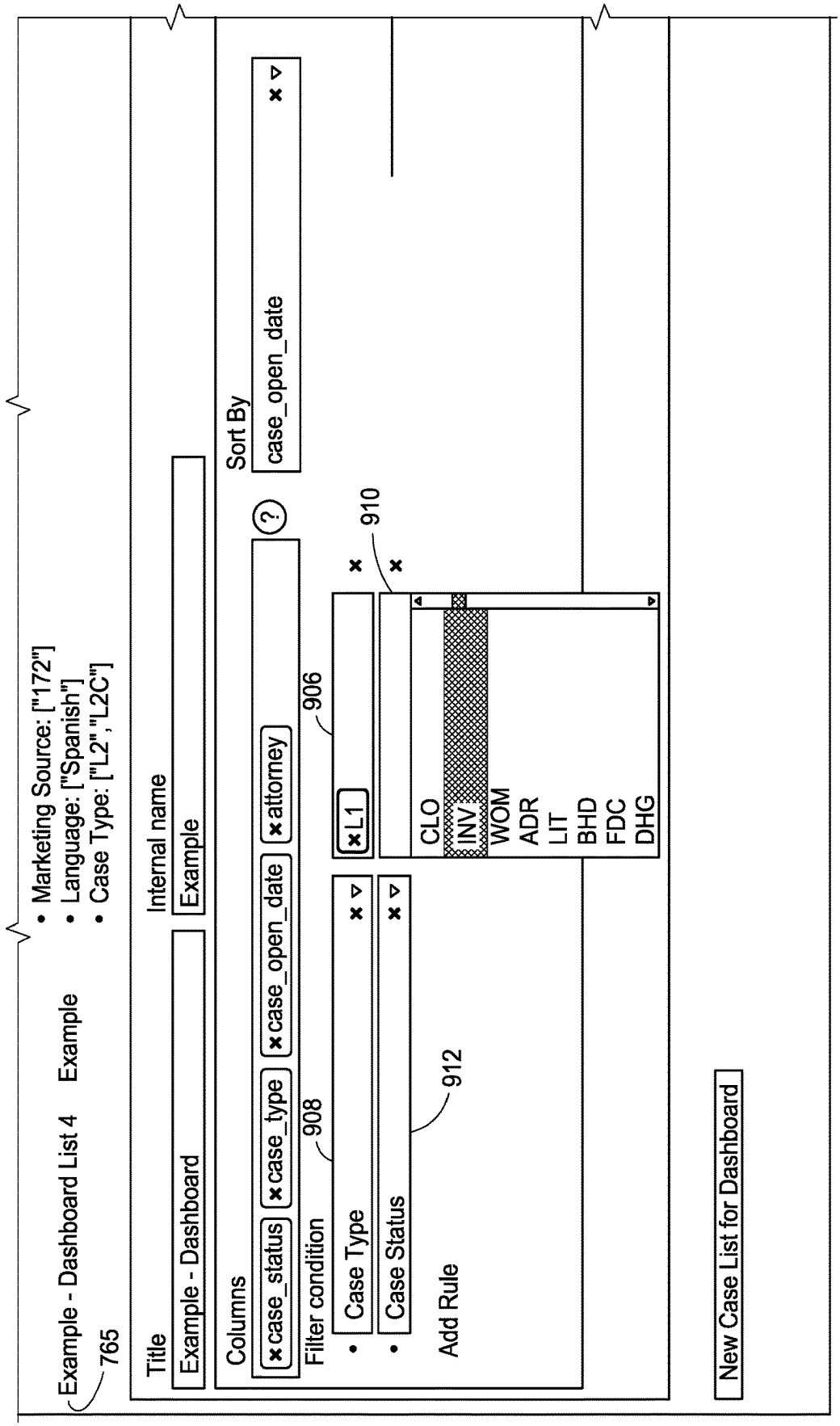
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type: ["L2","L2C"]
Title
Example - Dashboard
Internal name
Example
Columns
case_status
case_type
case_open_date
attorney
Sort By
case_open_date
Filter condition
908
906
910
912
Case Type
L1
Case Status
CLO
INV
WOM
ADR
LIT
BHD
FDC
DHG
Add Rule
New Case List for Dashboard

FIG. 34C

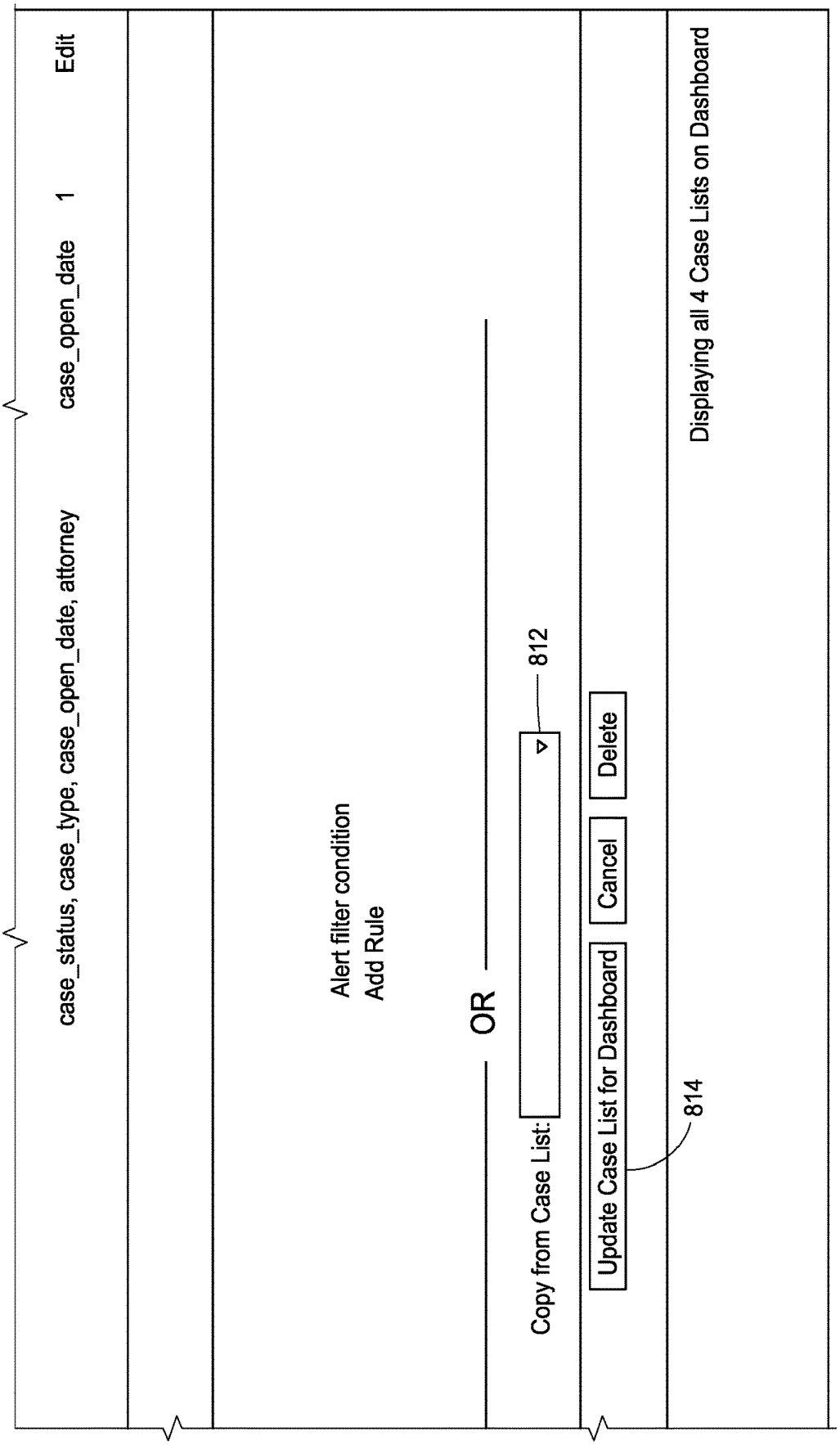
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 34D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 35A

FIG. 35A	FIG. 35B
FIG. 35C	FIG. 35D

FIG. 35

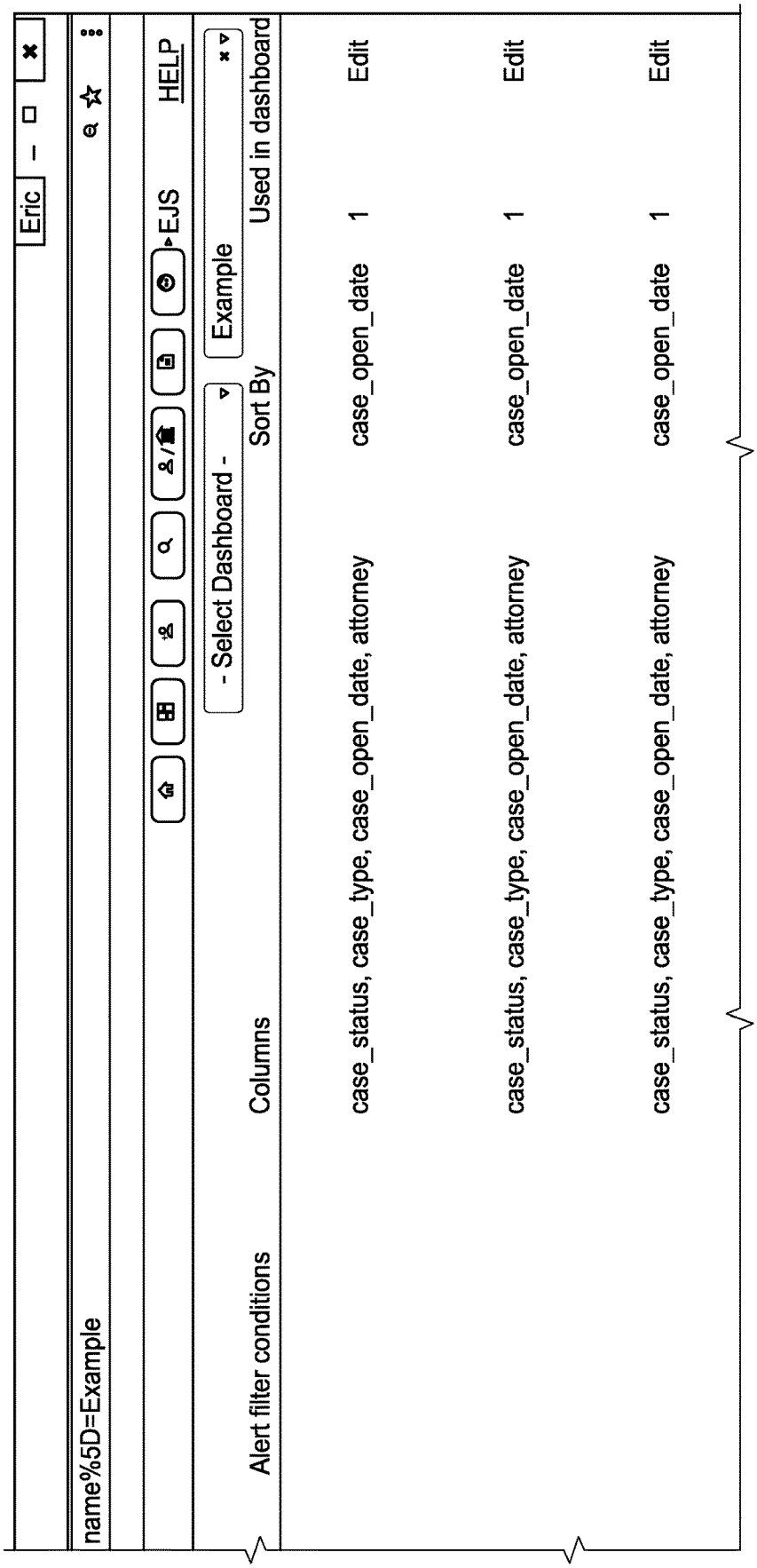
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 35B

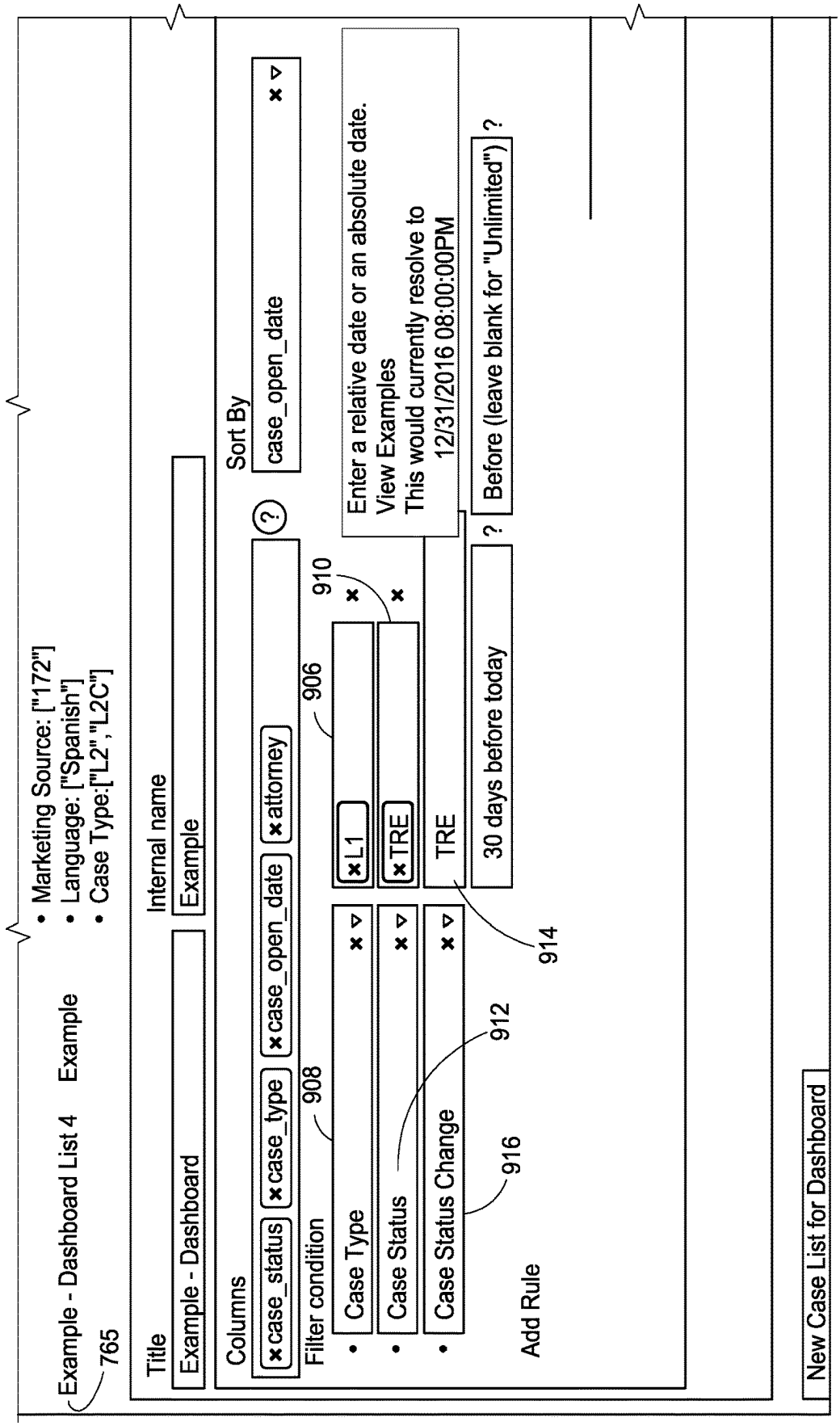
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type:["'L2","L2C"]
Title
Example - Dashboard
Internal name
Example
Columns
case_status
case_type
case_open_date
attorney
Sort By
case_open_date
Filter condition
908
906
910
• Case Type
L1
• Case Status
TRE
• Case Status Change
TRE
912
914
916
Add Rule
30 days before today
Enter a relative date or an absolute date.
View Examples
This would currently resolve to
12/31/2016 08:00:00PM
Before (leave blank for "Unlimited")
New Case List for Dashboard

FIG. 35C

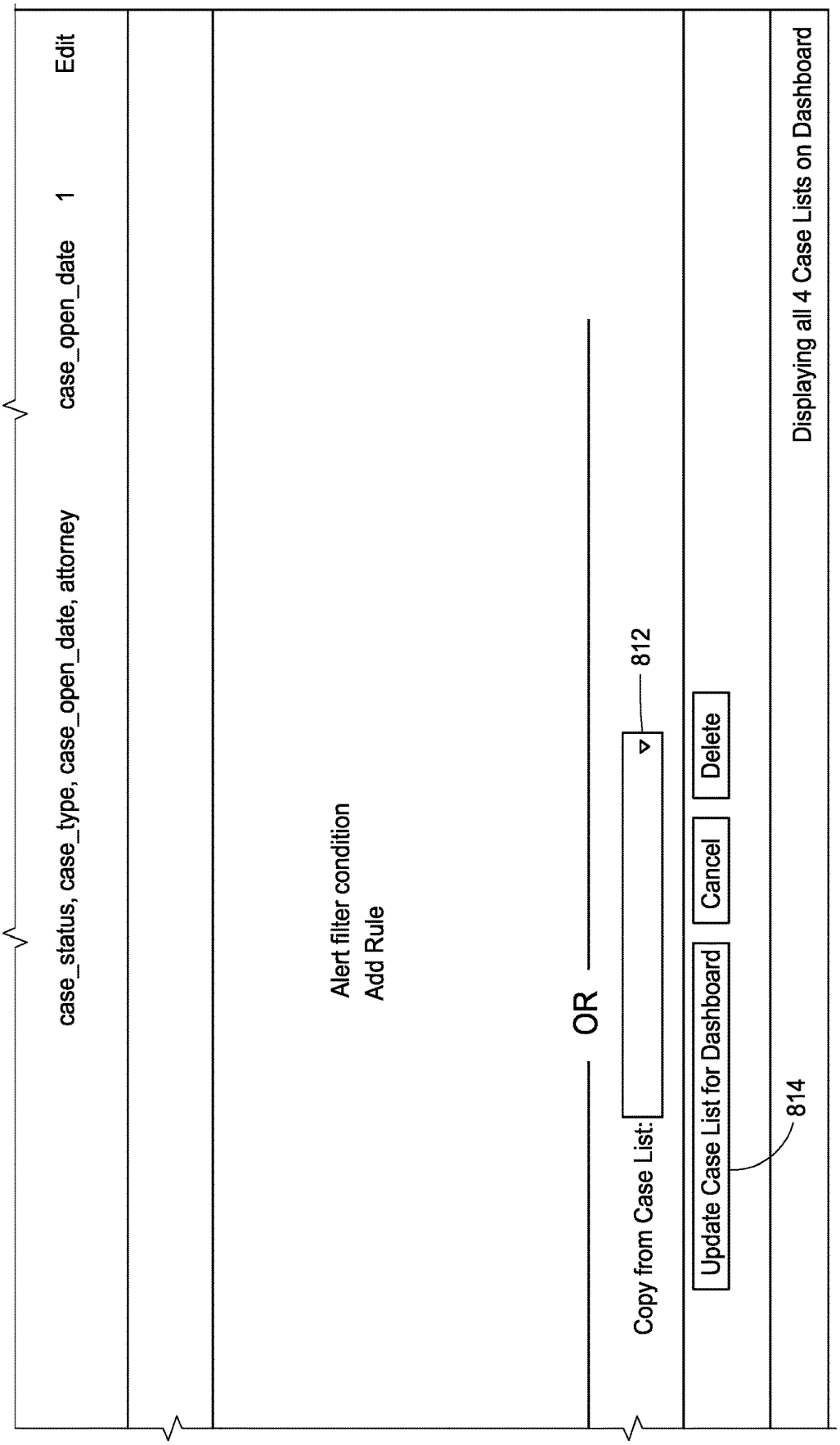
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 35D

Casee

Secure | https://farrin.caseesoftware.com/casey/case_lists?utf8=✓&filter%5Bdachboard_id%5D=&filter%5Binternal_

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Case Lists on Dashboard

Title (768)	Internal name (770)	^ Filter conditions (772)
Example - Dashboard List 1 (762)	Example	• Case Type:["L1"] • Case Status:["TRE"] • Case Status Change:["to_status_id"=>"8","after"=>30 days before today","before"=>" "] • Claimant Age >=:18 • Marketing Source:["183"]
Example - Dashboard List 2 (763)	Example	• Case DOI before (or on): last Thursday • Involving Types # times:At least 1 in Types ["Medical Provider"] • Case Practice Area:PI • Language:["English"]
Example - Dashboard List 3 (764)	Example	• Question ID date answer during :Answer for Question 402 is after "three months ago" • Case Status Not:[CLO] • Note Exists (Topic/Since/Before):Note Topic ["Client Contact"] created since "last month" • Incident State: ["NC"]

FIG. 36A

FIG. 36A	FIG. 36B
FIG. 36C	FIG. 36D

FIG. 36

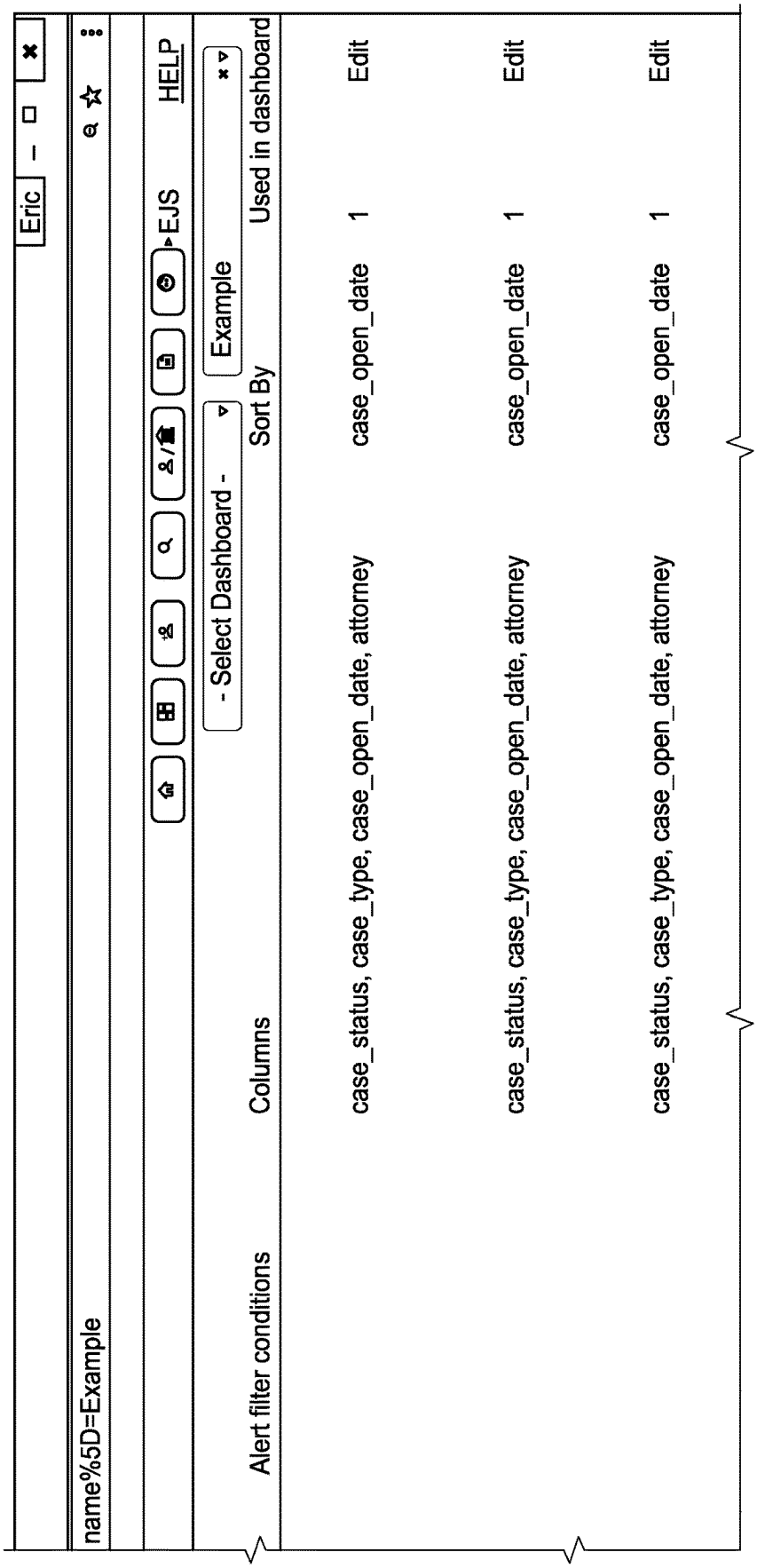
Eric
name%5D=Example
EJS
HELP
- Select Dashboard -
Example
Alert filter conditions
Columns
Sort By
Used in dashboard
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit

FIG. 36B

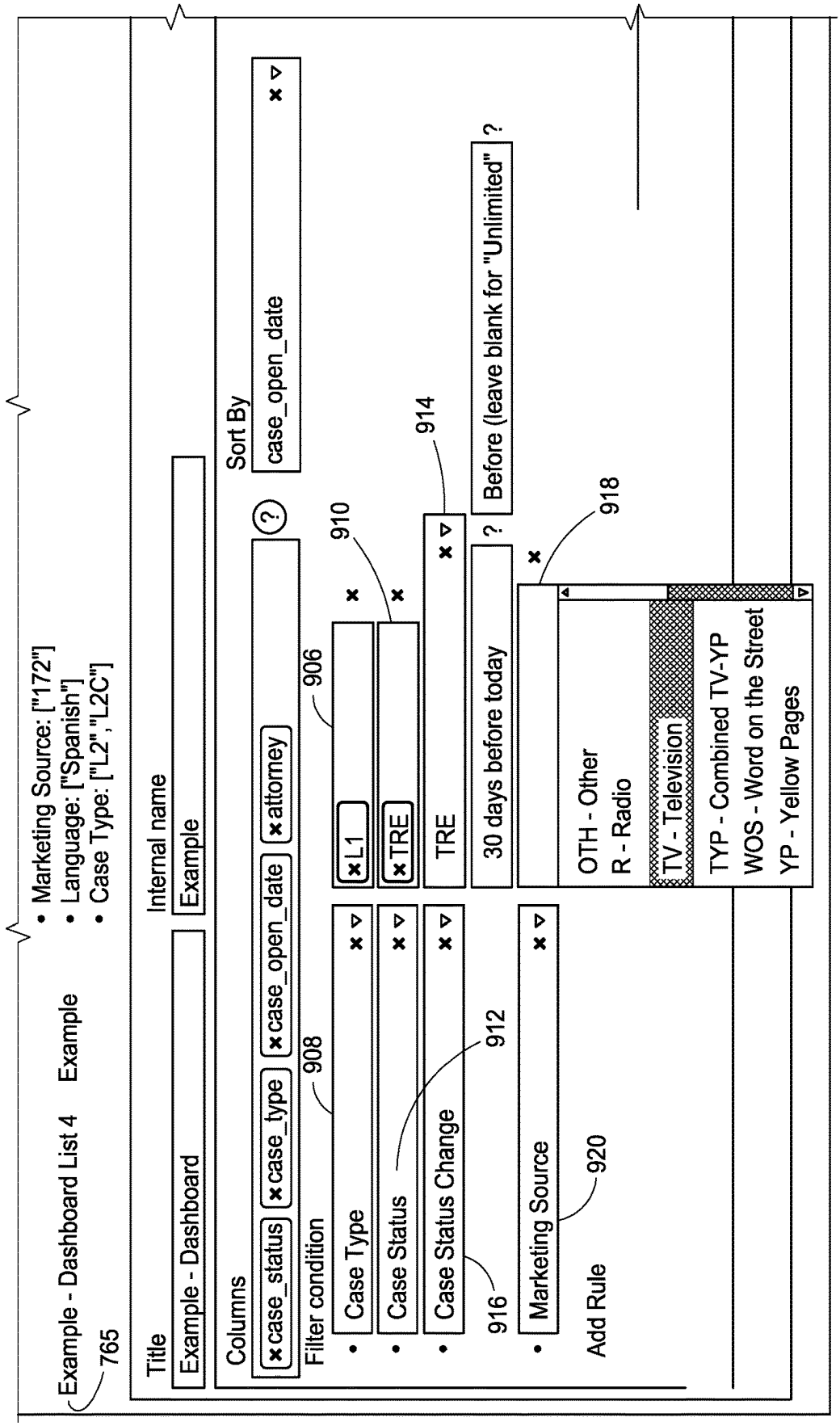
Example - Dashboard List 4 Example
765
• Marketing Source: ["172"]
• Language: ["Spanish"]
• Case Type: ["L2","L2C"]
Title
Example - Dashboard
Internal name
Example
Columns
case_status
case_type
case_open_date
attorney
Sort By
case_open_date
Filter condition
908
906
910
914
918
Case Type
L1
Case Status
TRE
Case Status Change
TRE
30 days before today
Before (leave blank for "Unlimited"
Marketing Source
OTH - Other
R - Radio
TV - Television
TYP - Combined TV-YP
WOS - Word on the Street
YP - Yellow Pages
912
916
920
Add Rule

FIG. 36C

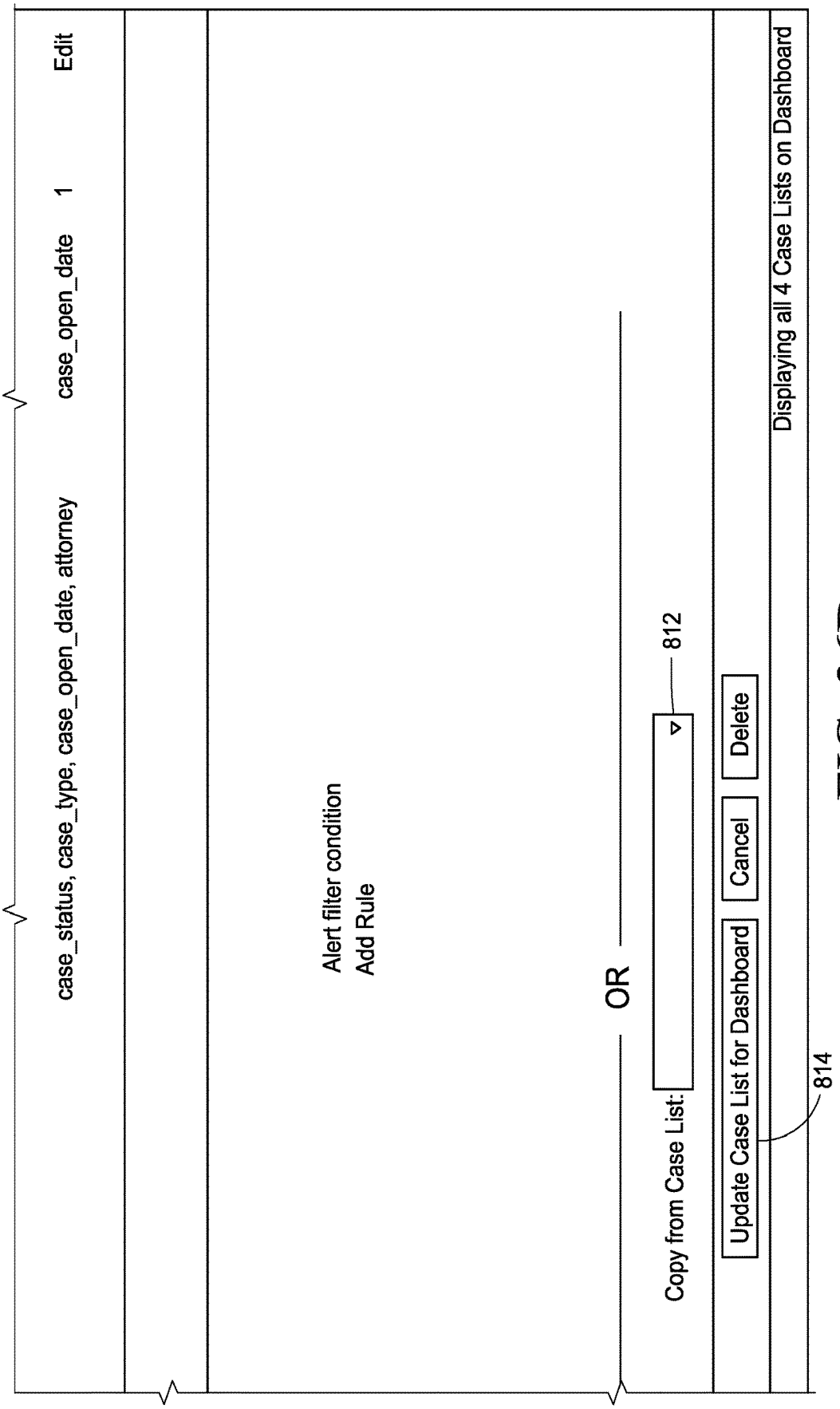
case_status, case_type, case_open_date, attorney
case_open_date
1
Edit
Alert filter condition
Add Rule
OR
Copy from Case List:
812
Update Case List for Dashboard
Cancel
Delete
814
Displaying all 4 Case Lists on Dashboard

FIG. 36D

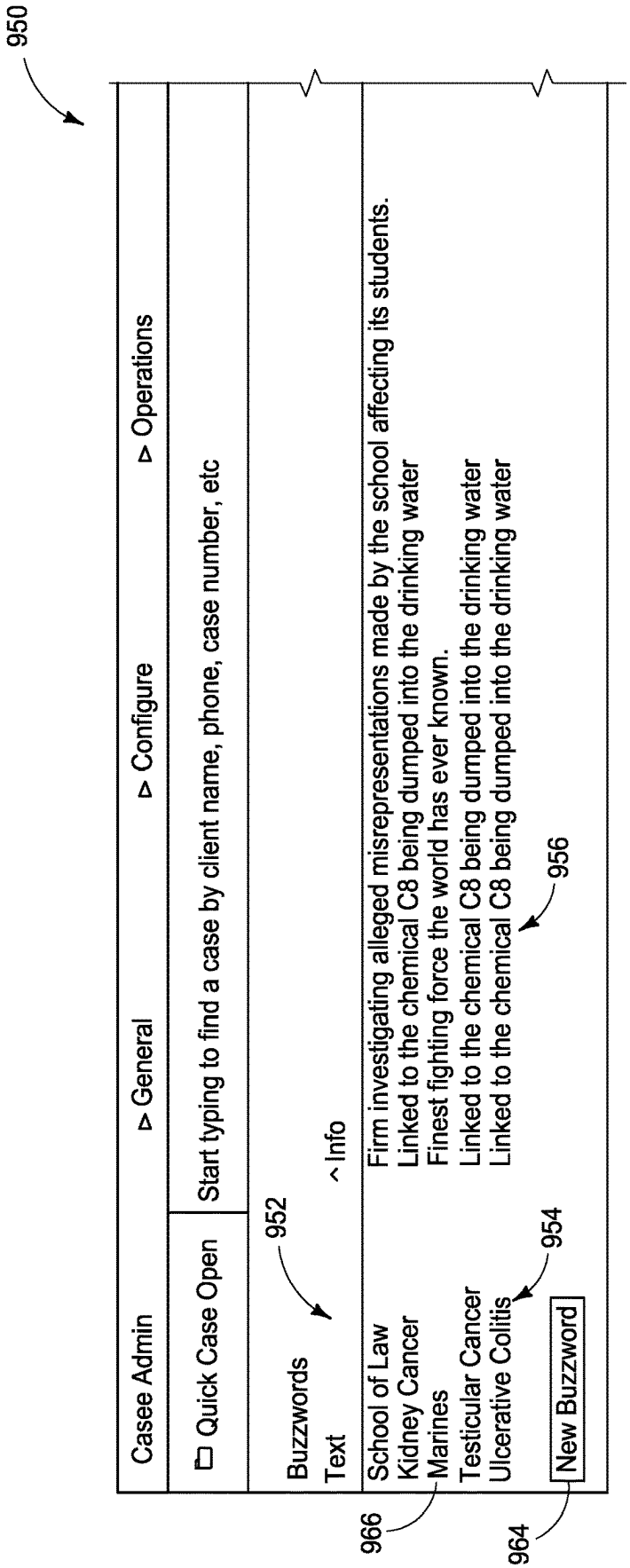

FIG. 37A

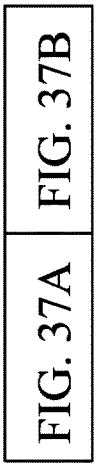

FIG. 37

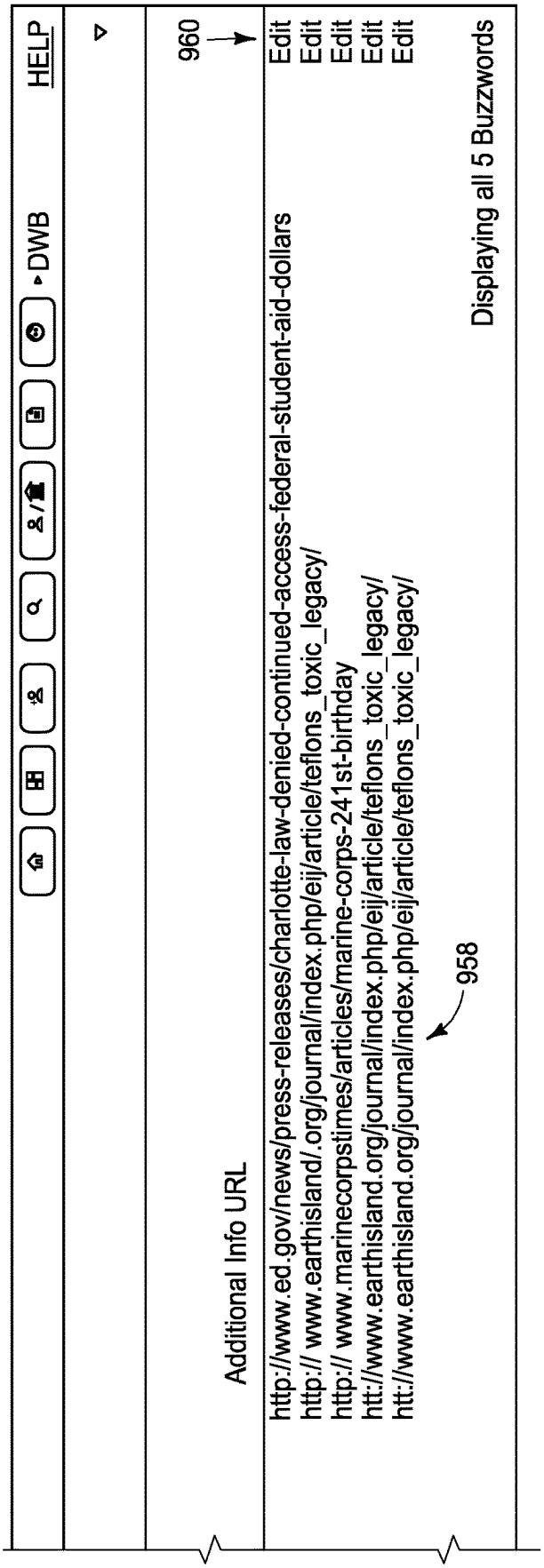
DWB
HELP
960
Additional Info URL
http://www.ed.gov/news/press-releases/charlotte-law-denied-continued-access-federal-student-aid-dollars
http:// www.earthisland/.org/journal/index.php/eij/article/teflons_toxic_legacy/
http:// www.marinecorpstimes/articles/marine-corps-241st-birthday
htt://www.earthisland.org/journal/index.php/eij/article/teflons_toxic_legacy/
htt://www.earthisland.org/journal/index.php/eij/article/teflons_toxic_legacy/
958
Edit
Edit
Edit
Edit
Edit
Displaying all 5 Buzzwords

FIG. 37B

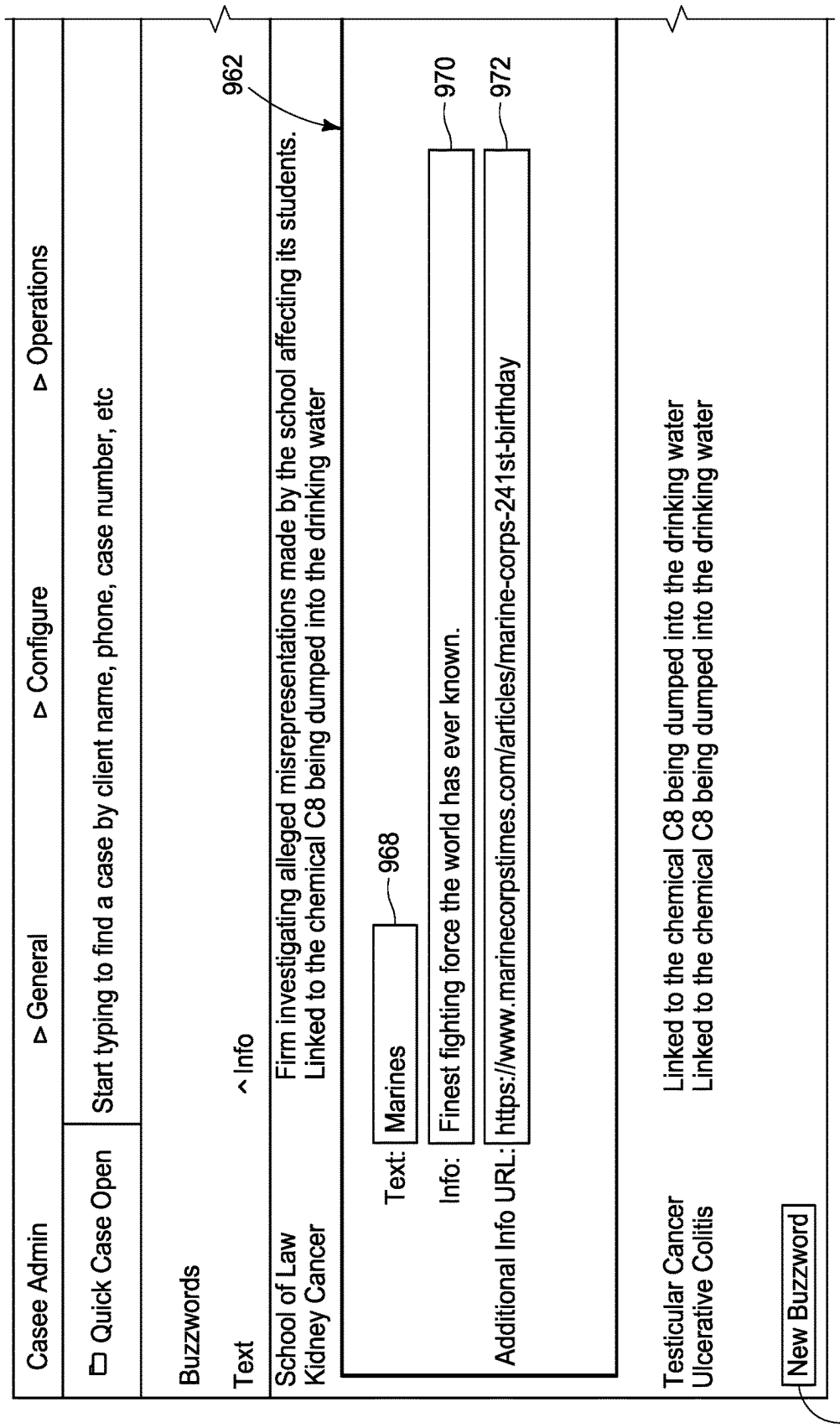

FIG. 38A

FIG. 38A | FIG. 38B

FIG. 38

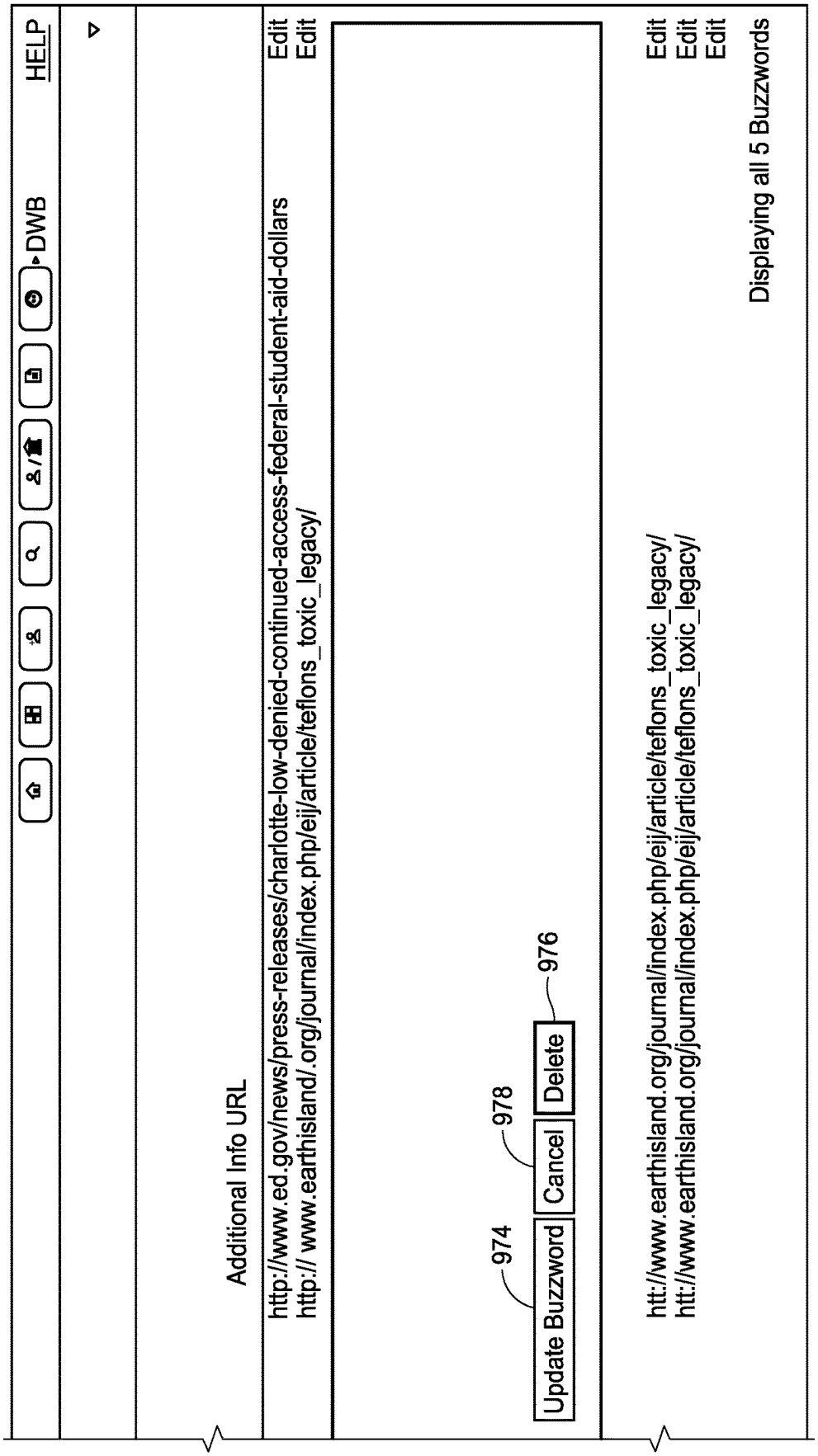
HELP
DWB
Additional Info URL
http://www.ed.gov/news/press-releases/charlotte-low-denied-continued-access-federal-student-aid-dollars
http:// www.earthisland/.org/journal/index.php/eij/article/teflons_toxic_legacy/
Edit
Edit
974
Update Buzzword
Cancel
978
Delete
976
htt://www.earthisland.org/journal/index.php/eij/article/teflons_toxic_legacy/
htt://www.earthisland.org/journal/index.php/eij/article/teflons_toxic_legacy/
Edit
Edit
Edit
Displaying all 5 Buzzwords

FIG. 38B

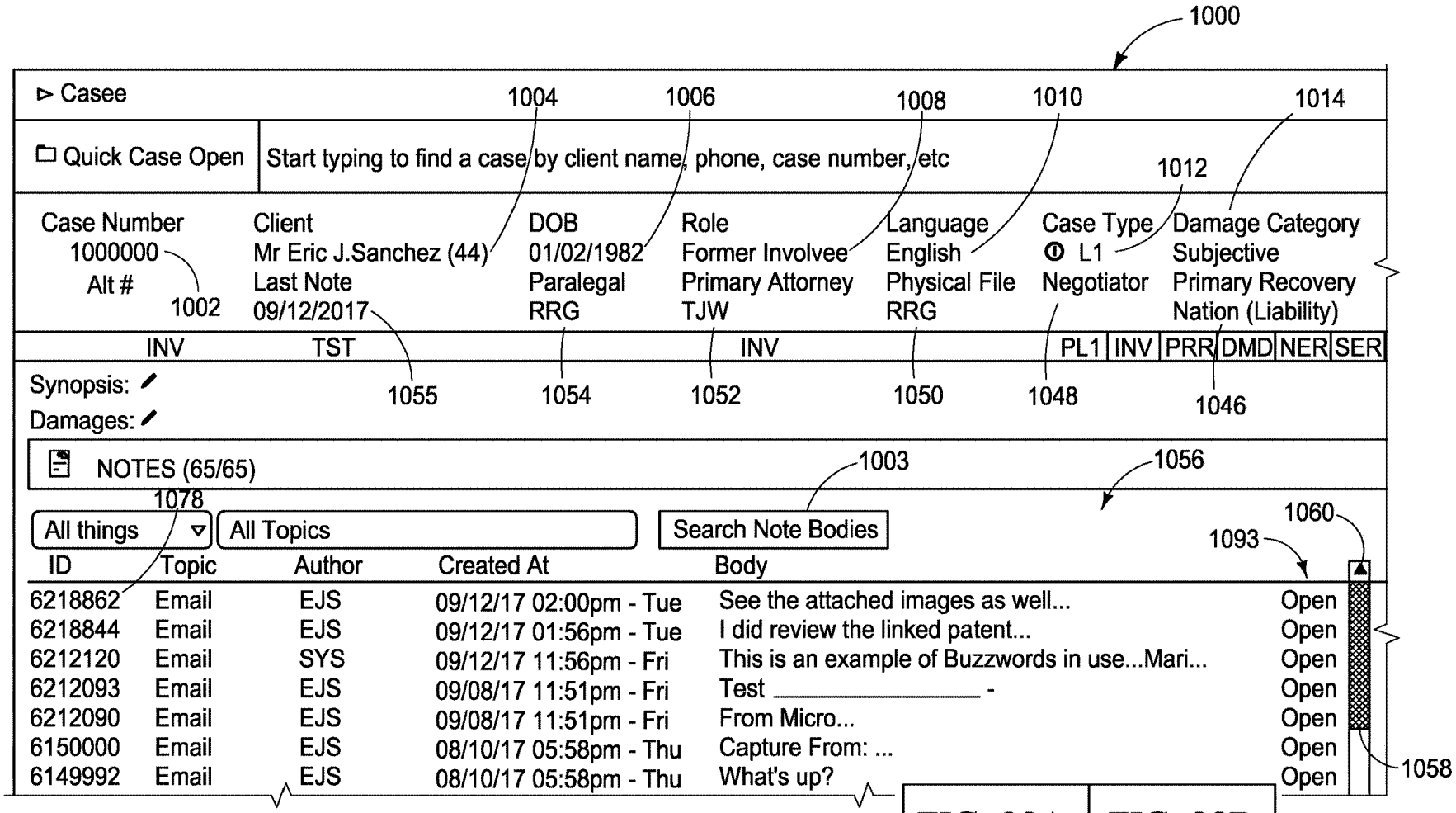

FIG. 39A

FIG. 39A	FIG. 39B
FIG. 39C	FIG. 39D

FIG. 39

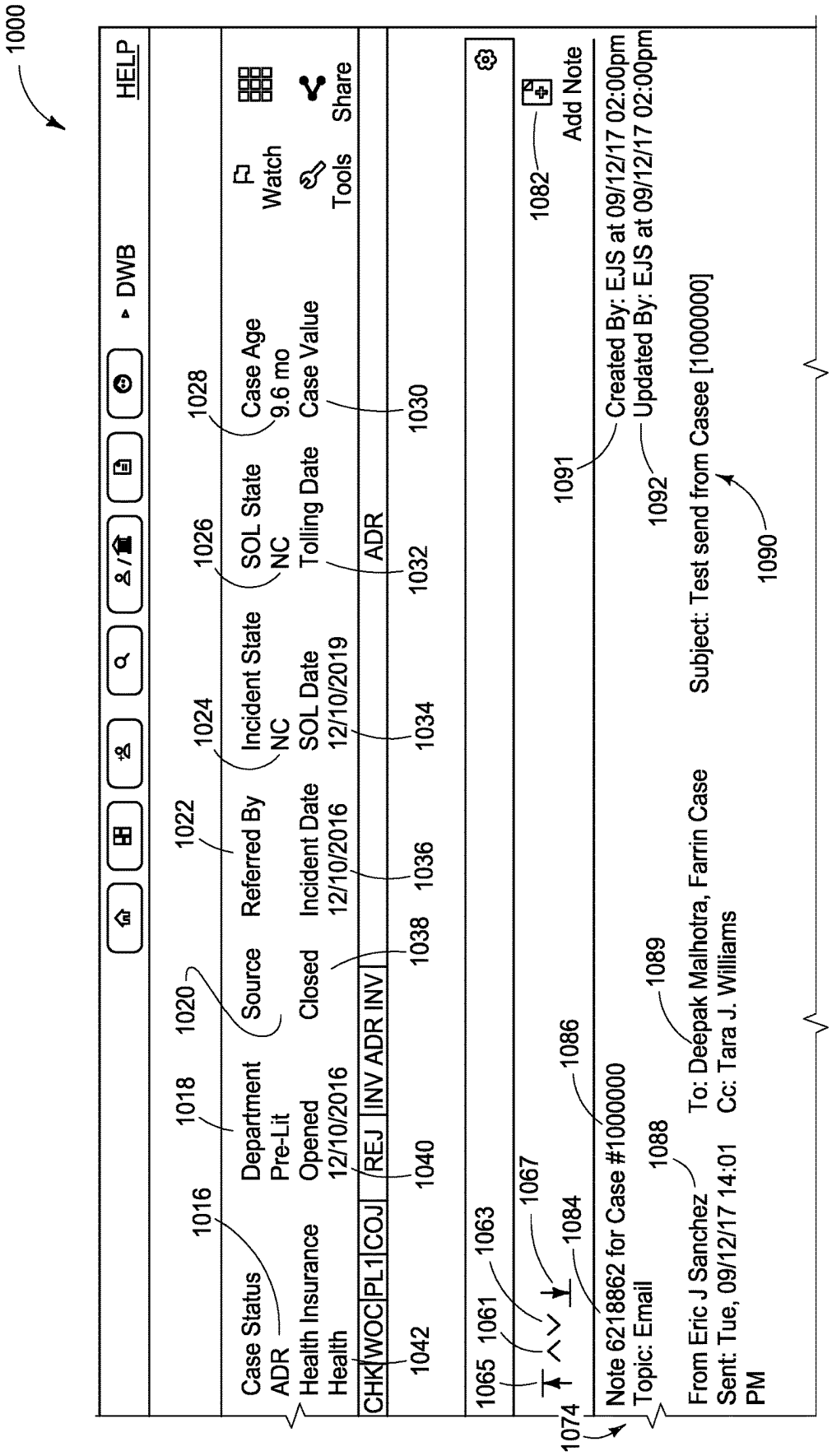
1000
HELP
DWB
Watch
Tools
Share
Case Status
ADR
Health Insurance
Health
Department
Pre-Lit
Opened
12/10/2016
Source
Closed
Referred By
Incident Date
12/10/2016
Incident State
NC
SOL Date
12/10/2019
SOL State
NC
Tolling Date
ADR
Case Age
9.6 mo
Case Value
CHK WOC PL1 COJ REJ INV ADR INV
Add Note
Created By: EJS at 09/12/17 02:00pm
Updated By: EJS at 09/12/17 02:00pm
Subject: Test send from Casee [1000000]
Note 6218862 for Case #1000000
Topic: Email
From Eric J Sanchez
Sent: Tue, 09/12/17 14:01 PM
To: Deepak Malhotra, Farrin Case
Cc: Tara J. Williams
1016
1018
1020
1022
1024
1026
1028
1030
1032
1034
1036
1038
1040
1042
1061
1063
1065
1067
1074
1082
1084
1086
1088
1089
1090
1091
1092

FIG. 39B

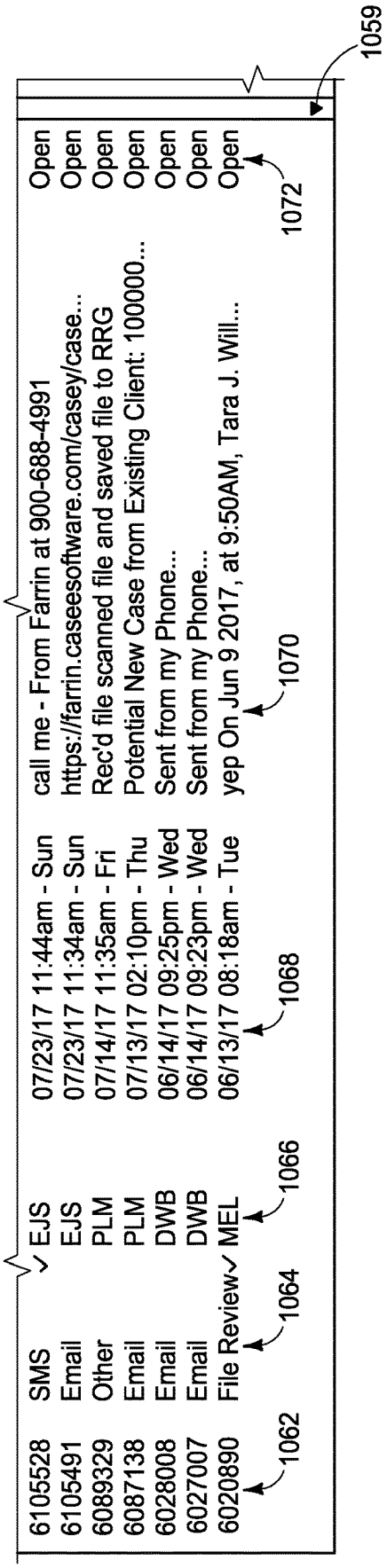
1059
6105528 SMS EJS 07/23/17 11:44am - Sun call me - From Farrin at 900-688-4991 Open
6105491 Email EJS 07/23/17 11:34am - Sun https://farrin.caseesoftware.com/casey/case... Open
6089329 Other PLM 07/14/17 11:35am - Fri Rec'd file scanned file and saved file to RRG Open
6087138 Email PLM 07/13/17 02:10pm - Thu Potential New Case from Existing Client: 100000... Open
6028008 Email DWB 06/14/17 09:25pm - Wed Sent from my Phone... Open
6027007 Email DWB 06/14/17 09:23pm - Wed Sent from my Phone... Open
6020890 File Review MEL 06/13/17 08:18am - Tue yep On Jun 9 2017, at 9:50AM, Tara J. Will... Open
1062
1064
1066
1068
1070
1072

FIG. 39C

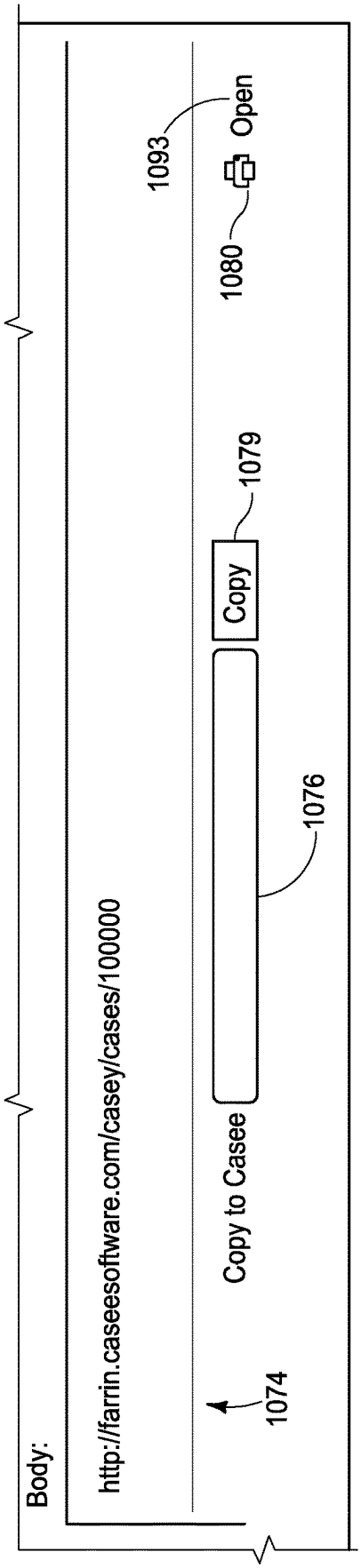
Body:
http://farrin.caseesoftware.com/casey/cases/100000
1074
Copy to Casee
1076
Copy
1079
1080
1093
Open

FIG. 39D

▷ Casee

Quick Case Open | Start typing to find a case by client name, phone, case number, etc

Case Number	Client	DOB	Role	Language	Case Type	Damage Category
1000000	Mr Eric J.Sanchez (44)	01/02/1982	Former Involvee	English	L1	Subjective
Alt #	Last Note	Paralegal	Primary Attorney	Physical File	Negotiator	Primary Recovery
	09/12/2017	RRG	TJW	RRG		Nation (Liability)

1002 1004 1006 1008 1010 1012 1050 1052 1054 1055

INV TST INV PL1 INV PRR DMD NER SER

Synopsis:

Damages:

NOTES (65/65)

All things | All Topics | Search Note Bodies

ID		Author	Created At
6218862	Email	EJS	09/12/17 02:00pm - Tue
6218844	Email	EJS	09/12/17 01:56pm - Tue
6212120	Email	SYS	09/12/17 11:56pm - Fri
6212093	Email	EJS	09/08/17 11:51pm - Fri
6212090	Email	EJS	09/08/17 11:51pm - Fri
6150000	Email	EJS	08/10/17 05:58pm - Thu
6149992	Email	EJS	08/10/17 05:58pm - Thu

Note for Case #1000000

Topic 1095

1097 1099

B I U S

This is an example of a rich text note.

We can do a number of things like:

FIG. 40A

FIG. 40A	FIG. 40B
FIG. 40C	FIG. 40D

FIG. 40

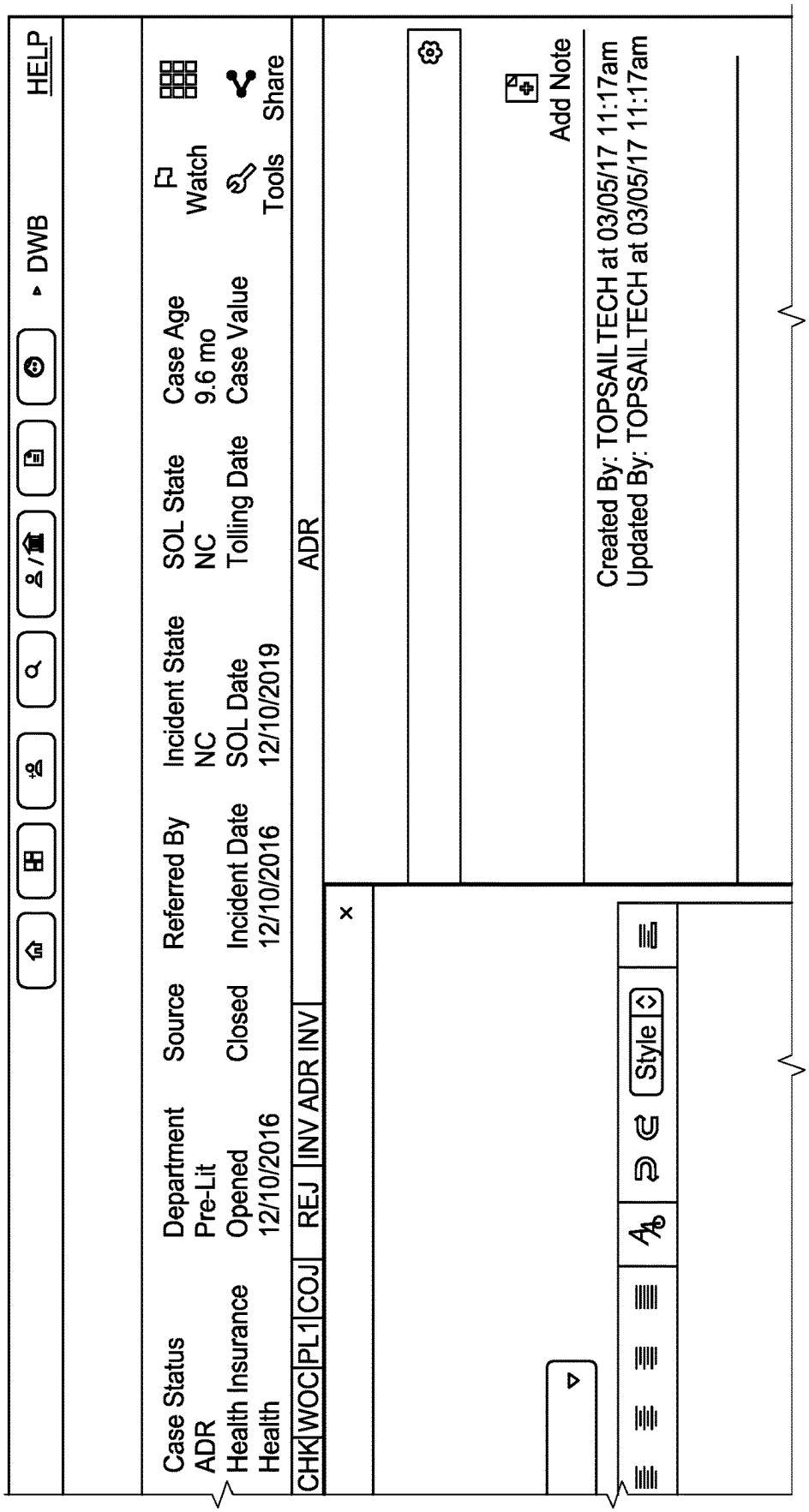
DWB
HELP
Case Status
ADR
Health Insurance
Health
Department
Pre-Lit
Opened
12/10/2016
Source
Closed
Referred By
Incident Date
12/10/2016
Incident State
NC
SOL Date
12/10/2019
SOL State
NC
Tolling Date
Case Age
9.6 mo
Case Value
Watch
Tools
Share
CHK
WOC
PL1
COJ
REJ
INV
ADR
INV
ADR
Style
Add Note
Created By: TOPSAILTECH at 03/05/17 11:17am
Updated By: TOPSAILTECH at 03/05/17 11:17am

FIG. 40B

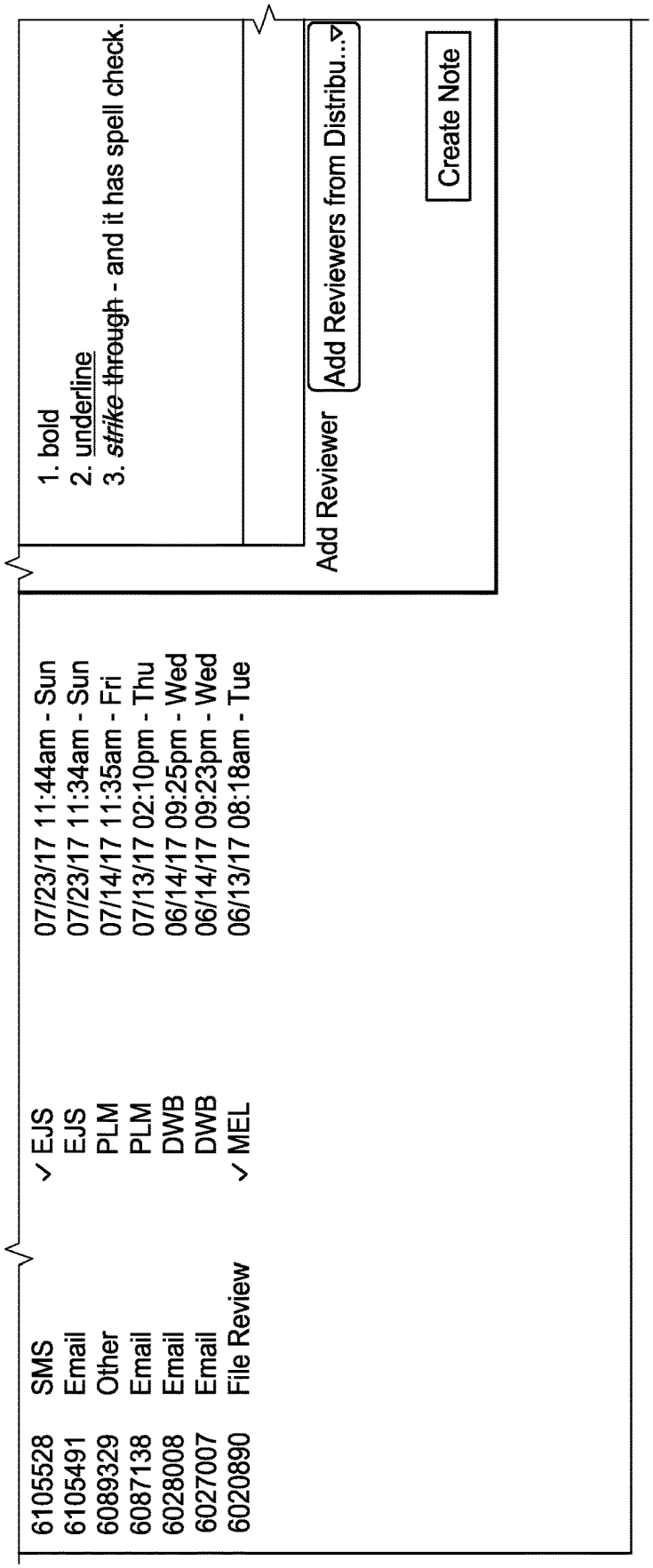
1. bold
2. underline
3. strike through - and it has spell check.
Add Reviewer
Add Reviewers from Distribu...
Create Note
6105528 SMS ✓ EJS 07/23/17 11:44am - Sun
6105491 Email EJS 07/23/17 11:34am - Sun
6089329 Other PLM 07/14/17 11:35am - Fri
6087138 Email PLM 07/13/17 02:10pm - Thu
6028008 Email DWB 06/14/17 09:25pm - Wed
6027007 Email DWB 06/14/17 09:23pm - Wed
6020890 File Review ✓ MEL 06/13/17 08:18am - Tue

FIG. 40C

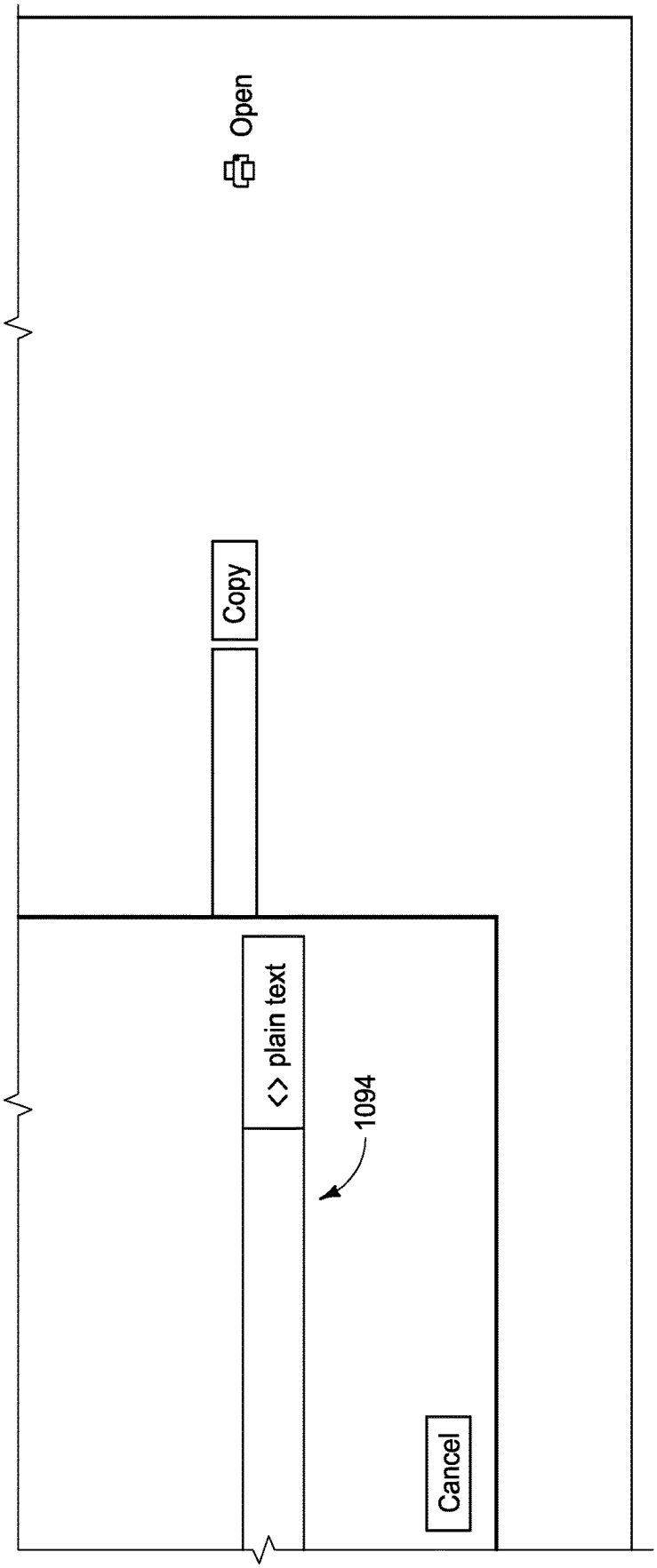

FIG. 40D

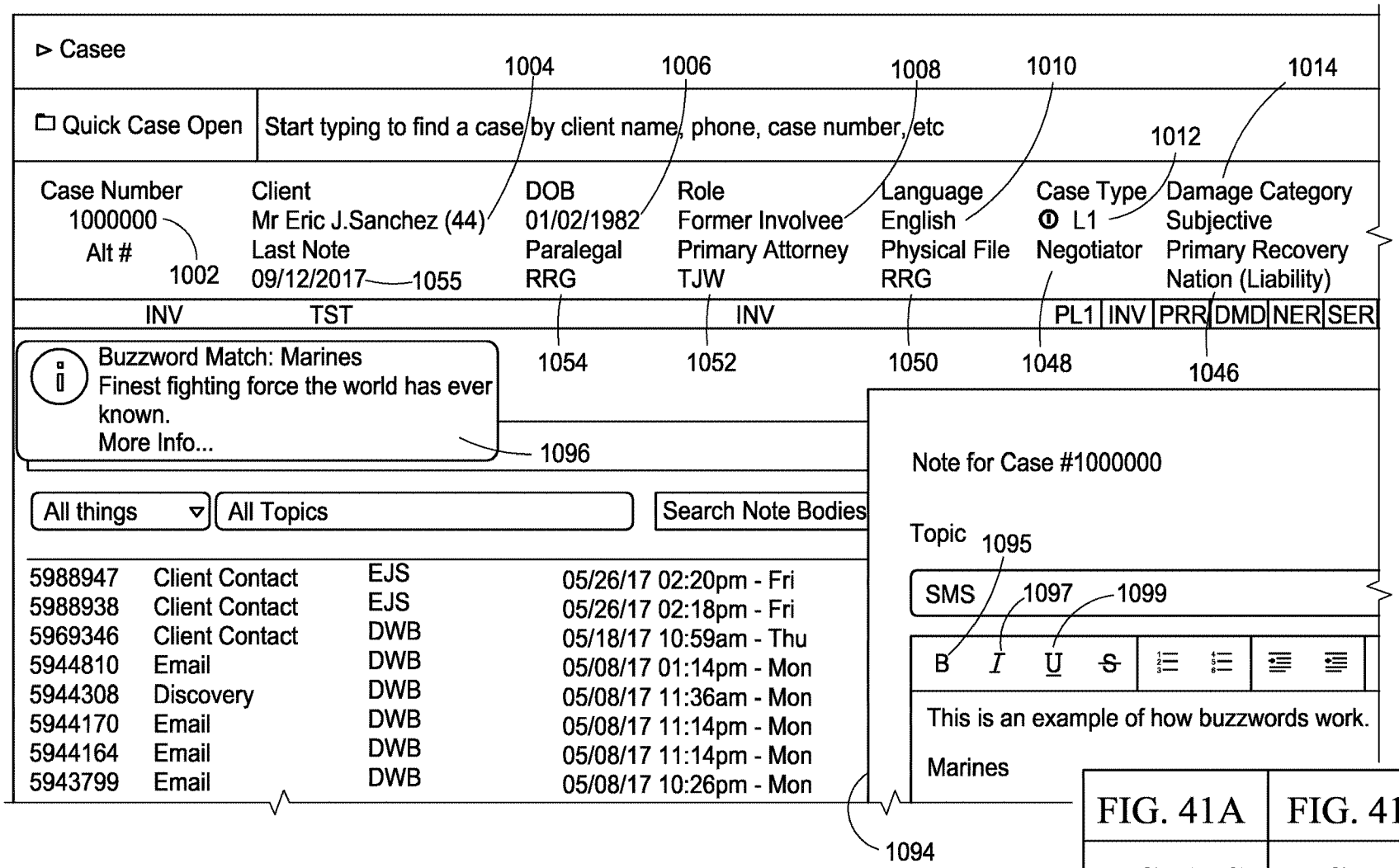

FIG. 41A

FIG. 41A	FIG. 41B
FIG. 41C	FIG. 41D

FIG. 41

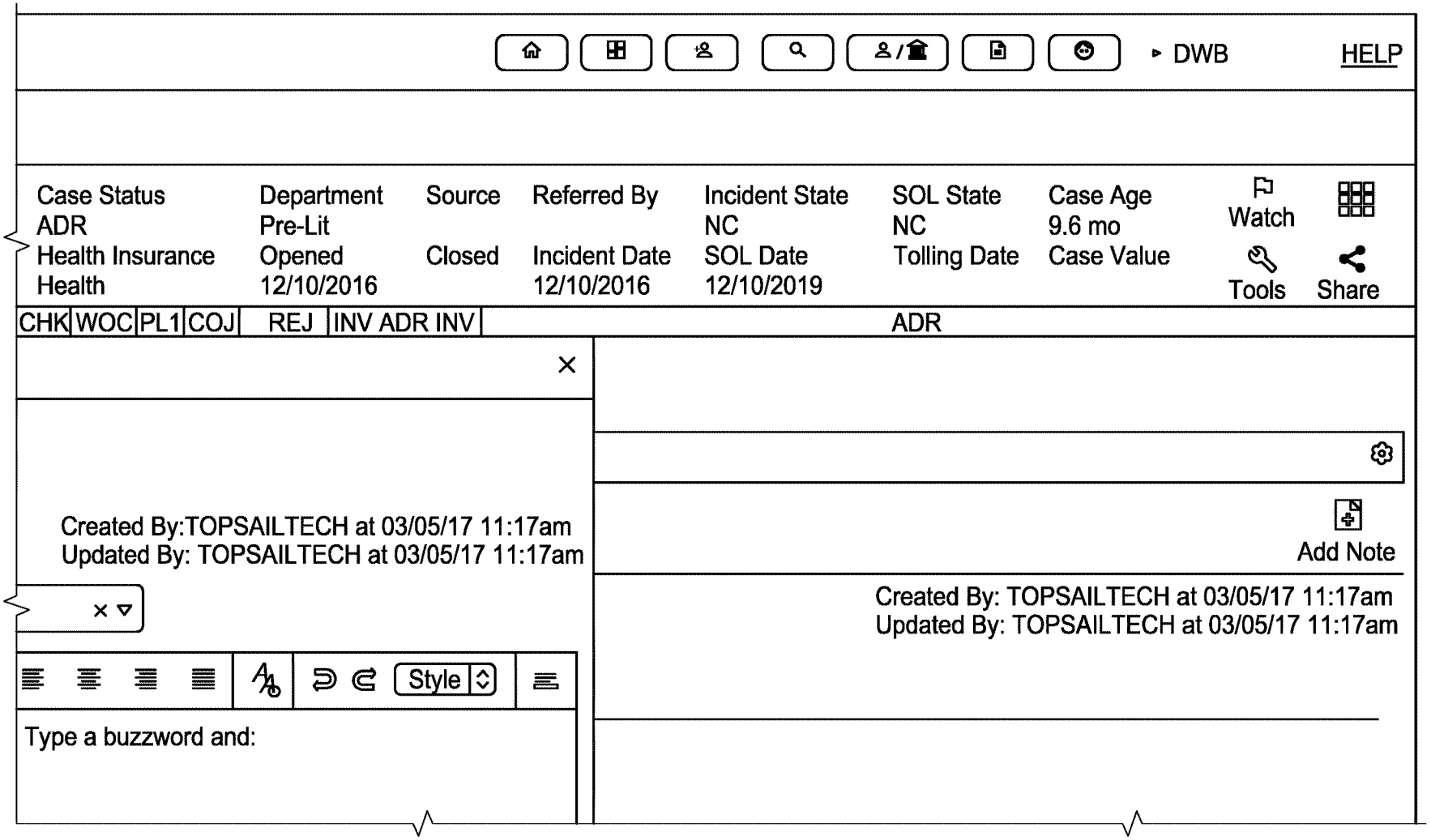
DWB
HELP
Case Status
ADR
Health Insurance
Health
Department
Pre-Lit
Opened
12/10/2016
Source
Closed
Referred By
Incident Date
12/10/2016
Incident State
NC
SOL Date
12/10/2019
SOL State
NC
Tolling Date
Case Age
9.6 mo
Case Value
Watch
Tools
Share
CHK
WOC
PL1
COJ
REJ
INV ADR INV
ADR
Created By:TOPSAILTECH at 03/05/17 11:17am
Updated By: TOPSAILTECH at 03/05/17 11:17am
Add Note
Created By: TOPSAILTECH at 03/05/17 11:17am
Updated By: TOPSAILTECH at 03/05/17 11:17am
Style
Type a buzzword and:

FIG. 41B

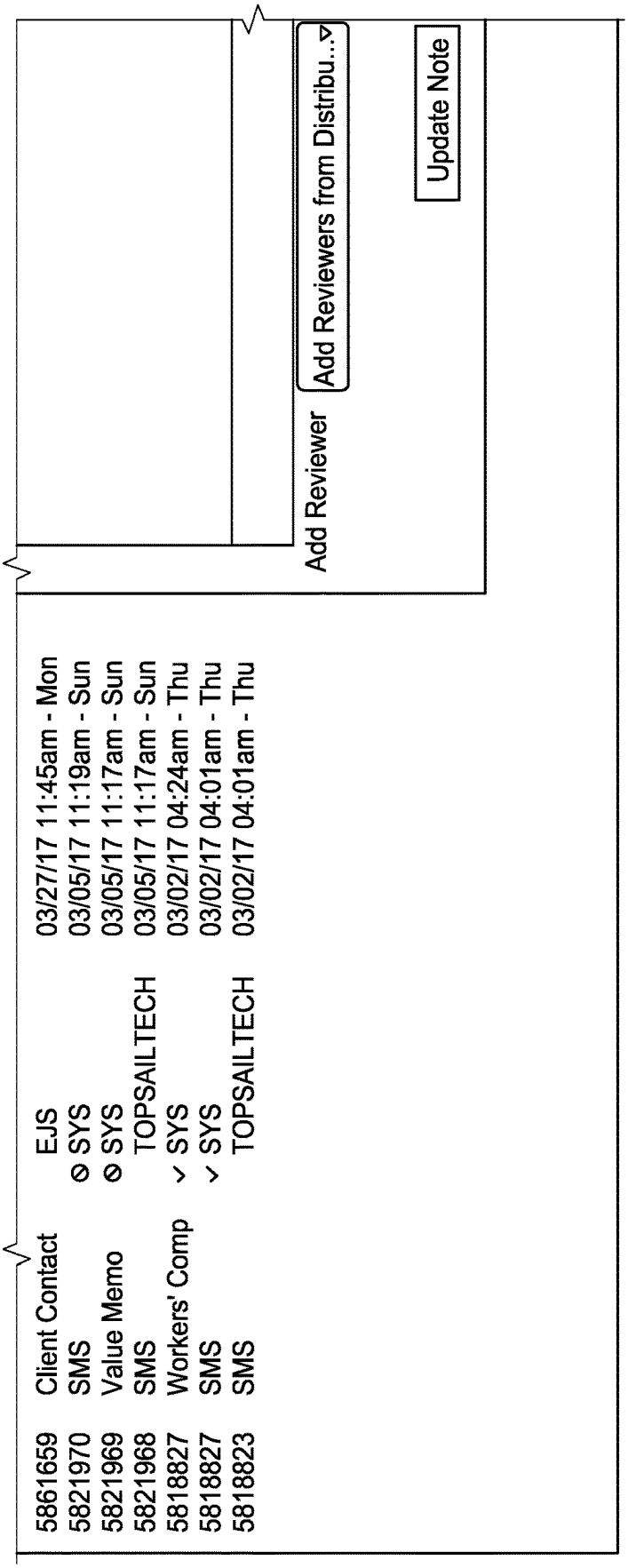
5861659 Client Contact EJS 03/27/17 11:45am - Mon
5821970 SMS SYS 03/05/17 11:19am - Sun
5821969 Value Memo SYS 03/05/17 11:17am - Sun
5821968 SMS TOPSAILTECH 03/05/17 11:17am - Sun
5818827 Workers' Comp SYS 03/02/17 04:24am - Thu
5818827 SMS SYS 03/02/17 04:01am - Thu
5818823 SMS TOPSAILTECH 03/02/17 04:01am - Thu
Add Reviewer
Add Reviewers from Distribu...
Update Note

FIG. 41C

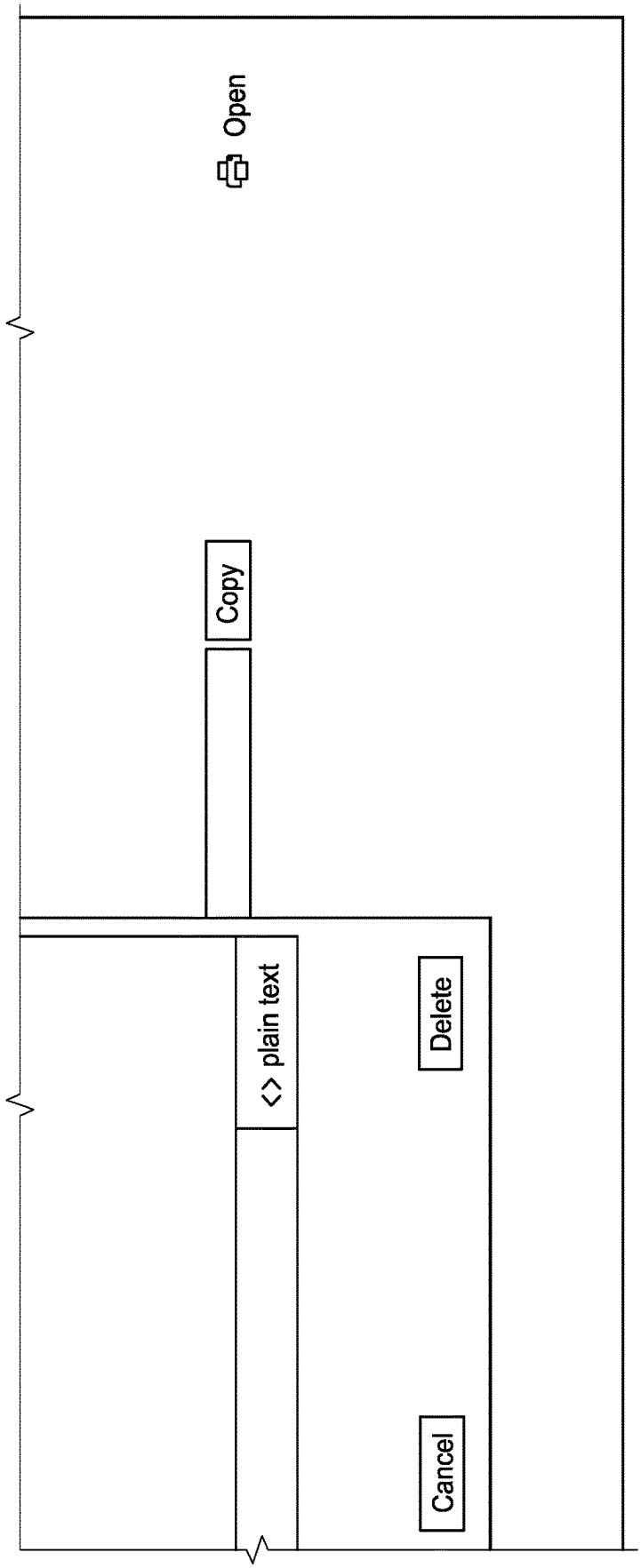

FIG. 41D

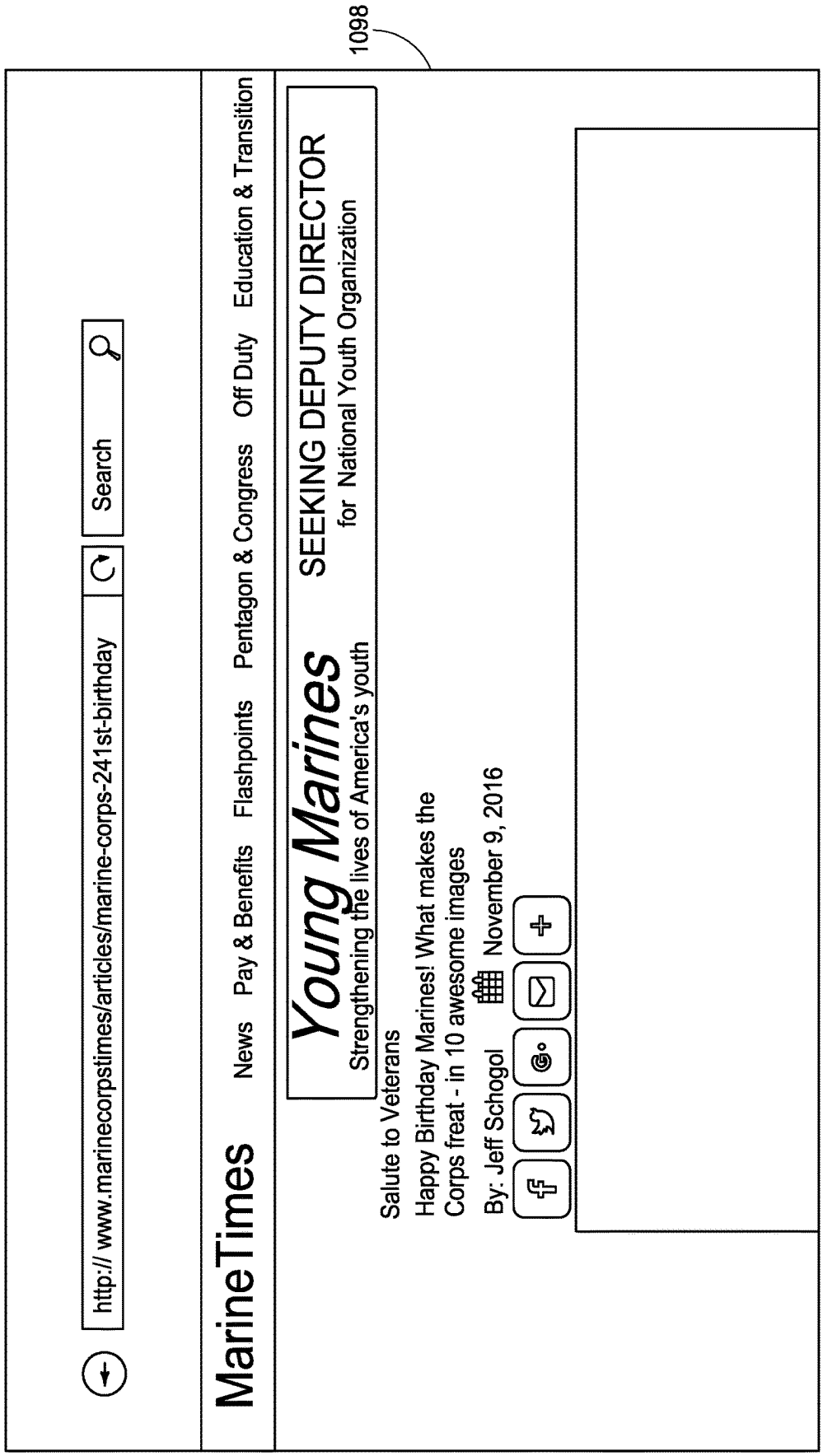
1098
http:// www.marinecorpstimes/articles/marine-corps-241st-birthday
Search
MarineTimes
News
Pay & Benefits
Flashpoints
Pentagon & Congress
Off Duty
Education & Transition
Young Marines
Strengthening the lives of America's youth
SEEKING DEPUTY DIRECTOR
for National Youth Organization
Salute to Veterans
Happy Birthday Marines! What makes the
Corps freat - in 10 awesome images
By: Jeff Schogol
November 9, 2016

FIG. 42

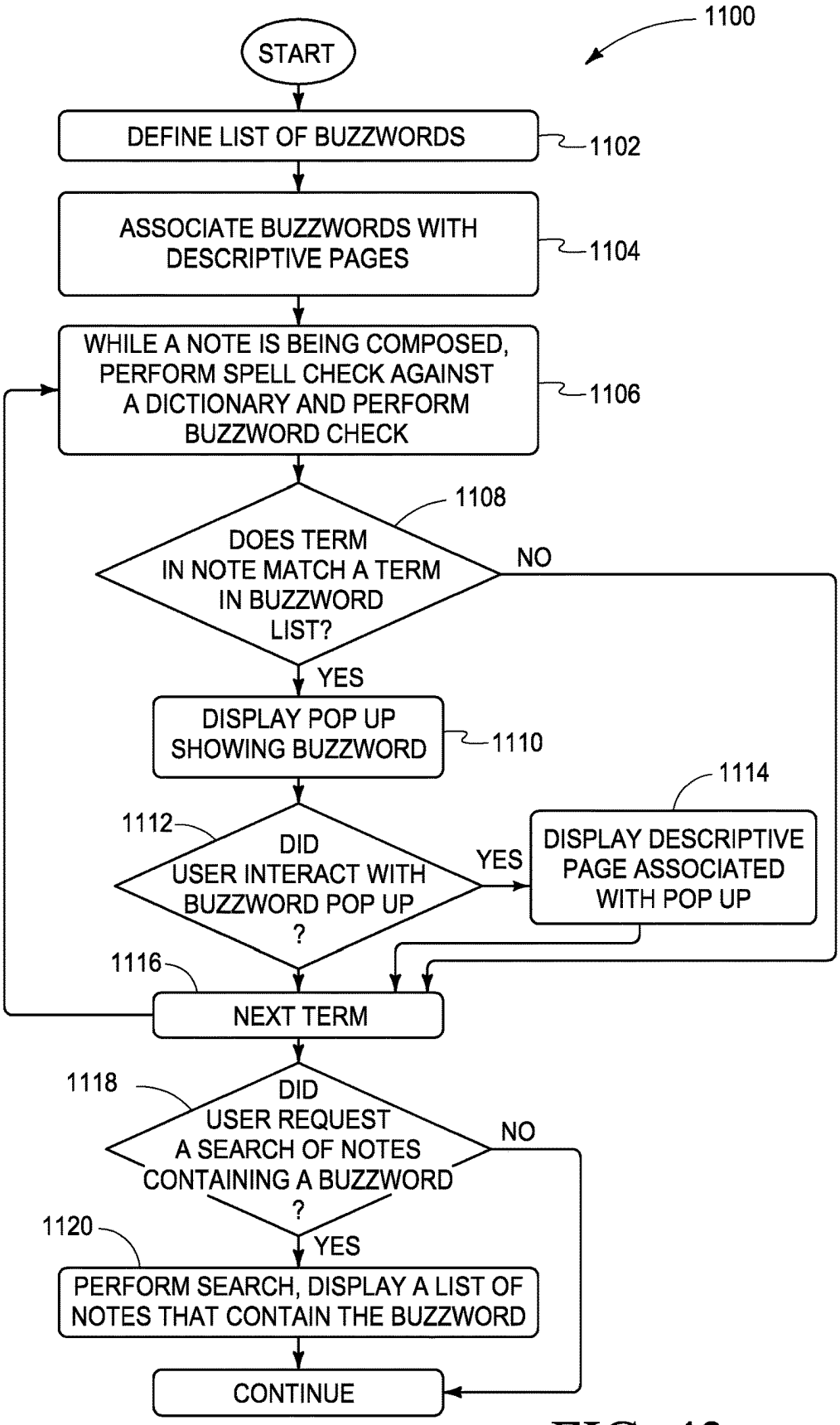
1100
START
DEFINE LIST OF BUZZWORDS
1102
ASSOCIATE BUZZWORDS WITH DESCRIPTIVE PAGES
1104
WHILE A NOTE IS BEING COMPOSED, PERFORM SPELL CHECK AGAINST A DICTIONARY AND PERFORM BUZZWORD CHECK
1106
1108
DOES TERM IN NOTE MATCH A TERM IN BUZZWORD LIST?
NO
YES
DISPLAY POP UP SHOWING BUZZWORD
1110
1114
1112
DID USER INTERACT WITH BUZZWORD POP UP ?
YES
DISPLAY DESCRIPTIVE PAGE ASSOCIATED WITH POP UP
1116
NEXT TERM
1118
DID USER REQUEST A SEARCH OF NOTES CONTAINING A BUZZWORD ?
NO
YES
1120
PERFORM SEARCH, DISPLAY A LIST OF NOTES THAT CONTAIN THE BUZZWORD
CONTINUE

FIG. 43

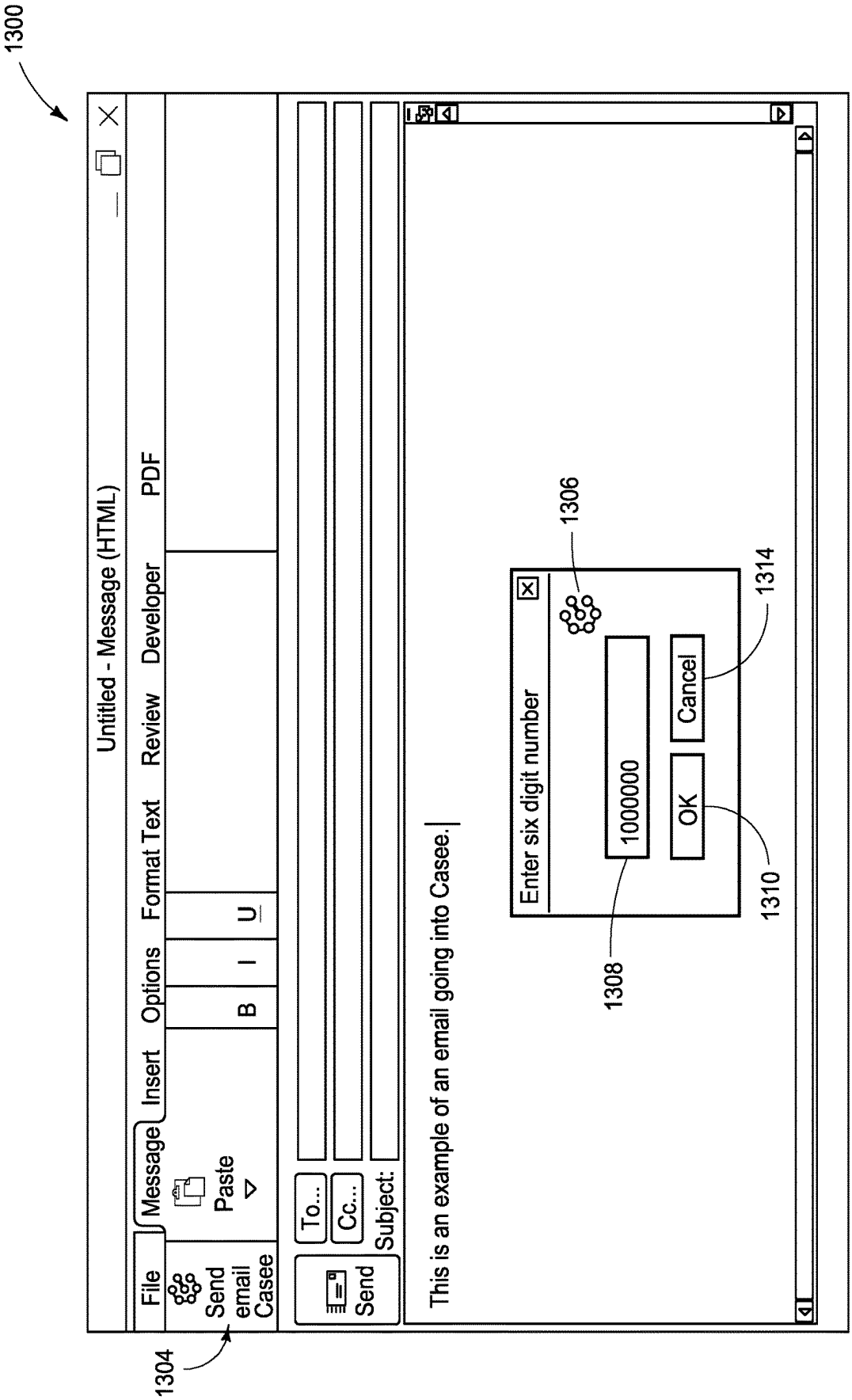
1300
Untitled - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Developer
PDF
Send email Casee
Paste
B
I
U
Send
To...
Cc...
Subject:
This is an example of an email going into Casee.
Enter six digit number
1000000
OK
Cancel
1304
1306
1308
1310
1314

FIG. 44

▷ Casee

Quick Case Open | Start typing to find a case by client name, phone, case number, etc

Case Number	Client	DOB	Role	Language	Case Type	Damage Category
1000000	Mr Eric J.Sanchez (44)	01/02/1982	Former Involvee	English	L1	Subjective
Alt #	Last Note	Paralegal	Primary Attorney	Physical File	Negotiator	Primary Recovery
	09/12/2017	RRG	TJW	RRG		Nation (Liability)

INV	TST	INV	PL1	INV	PRR	DMD	NER	SER

Synopsis:

Damages:

NOTES (65/65)

All things | All Topics | Search Note Bodies

ID	Topic	Author	Created At	Body	
6259341	Email	EJS	10/01/17 02:21pm - Sun	This is an example of an email ...	Open
6218862	Email	EJS	09/12/17 02:00pm - Tue	See the attached images as well...	Open
6218844	Email	EJS	09/12/17 01:56pm - Tue	I did review the linked patent...	Open
6212120	Email	SYS	09/08/17 11:56pm - Fri	This is an example of Buzzwords in use...Mari...	Open
6212093	Email	EJS	09/08/17 11:51pm - Fri	Test _____	Open
6112090	Email	EJS	09/08/17 11:51pm - Fri	From Micro...	Open
6150000	Email	EJS	08/10/17 05:58pm - Thu	Capture From: ...	Open

FIG. 45A

FIG. 45A	FIG. 45B
FIG. 45C	FIG. 45D

FIG. 45

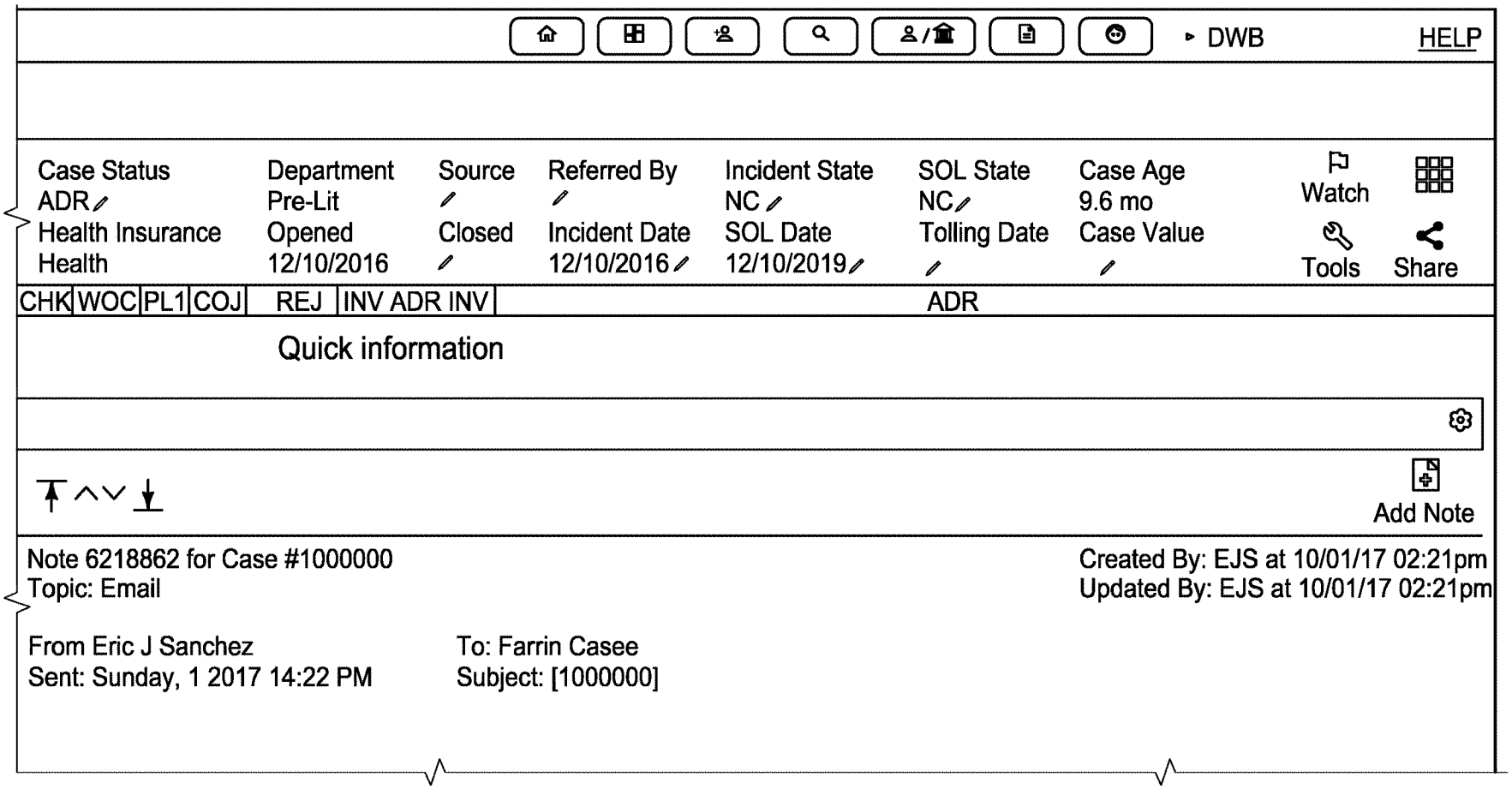
DWB
HELP
Case Status
ADR
Health Insurance
Health
Department
Pre-Lit
Opened
12/10/2016
Source
Closed
Referred By
Incident Date
12/10/2016
Incident State
NC
SOL Date
12/10/2019
SOL State
NC
Tolling Date
Case Age
9.6 mo
Case Value
Watch
Tools
Share
CHK WOC PL1 COJ
REJ
INV ADR INV
ADR
Quick information
Add Note
Note 6218862 for Case #1000000
Topic: Email
Created By: EJS at 10/01/17 02:21pm
Updated By: EJS at 10/01/17 02:21pm
From Eric J Sanchez
Sent: Sunday, 1 2017 14:22 PM
To: Farrin Casee
Subject: [1000000]

FIG. 45B

6149992	Email	EJS	01/1017 05:55pm - Thu	What's up?	Open
6105528	SMS	✓ EJS	07/23/17 11:44am - Sun	call me - From Farrin at 900-688-4991	Open
6105491	Email	EJS	07/23/17 11:34am - Sun	https://farrin.caseesoftware.com/casey/case...	Open
6089329	Other	PLM	07/14/17 11:35am - Fri	Rec'd file scanned file and saved file to RRG	Open
6087138	Email	PLM	07/13/17 02:10pm - Thu	Potential New Case from Existing Client: 100000...	Open
6027007	Email	DWB	06/14/17 09:25pm - Wed	Sent from my Phone	Open
6027007	Email	DWB	06/14/17 09:23pm - Wed	Sent from my Phone	Open
6020890	File Review	✓MEL	06/13/17 08:18am - Tue	yep On Jun 9 2017, at 9:50AM, Tara J. Will...	Open

FIG. 45C

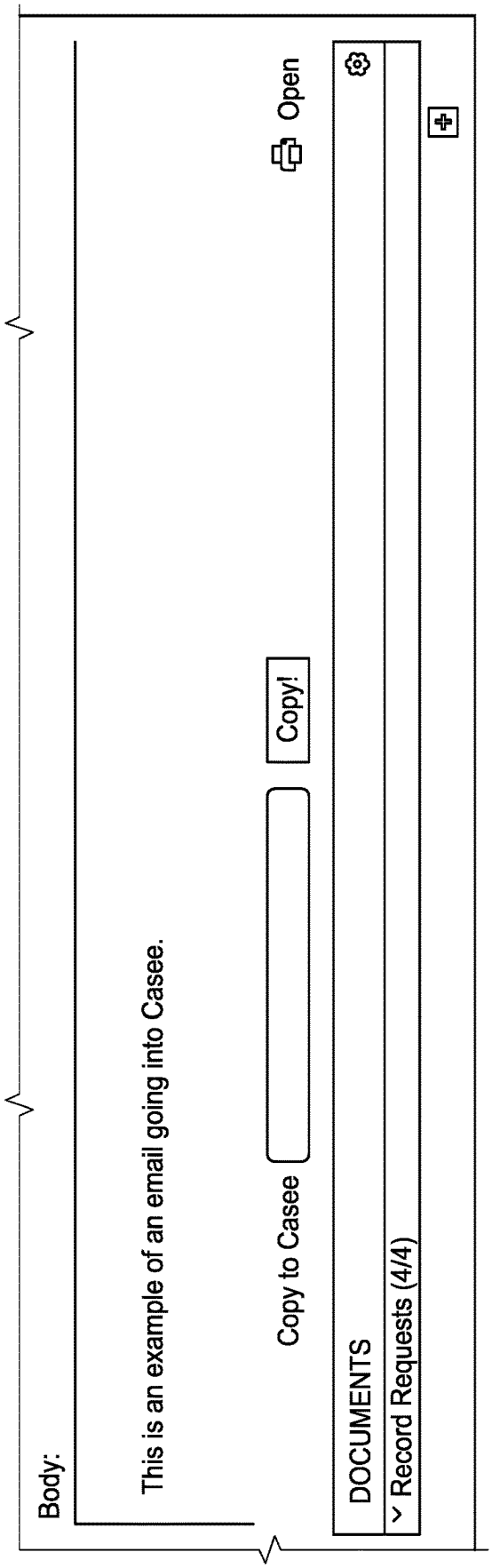
Body:
This is an example of an email going into Casee.
Copy to Casee
Copy!
Open
DOCUMENTS
Record Requests (4/4)

FIG. 45D

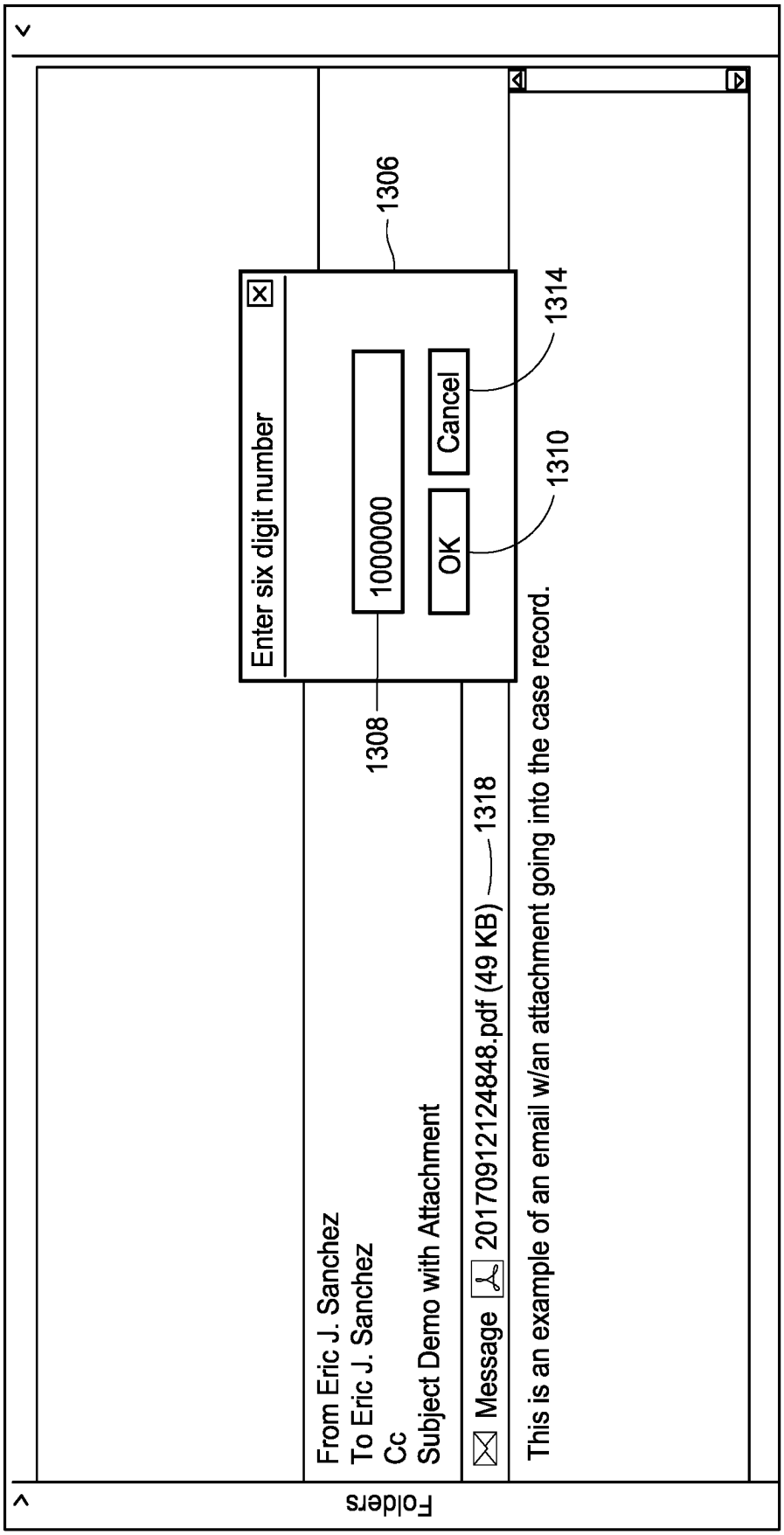
Folders
From Eric J. Sanchez
To Eric J. Sanchez
Cc
Subject Demo with Attachment
Message 20170912124848.pdf (49 KB)
1318
This is an example of an email w/an attachment going into the case record.
Enter six digit number
1000000
1308
OK
Cancel
1306
1310
1314

FIG. 46

1350

Primary - Citrix XenApp Plugins for Hosted Apps

#1000000 -Sanchez, Eric ×

Secure | https://farrin.caseesoftware.com/casey/cases/1000000

Apps Casee Casee - Staging ConverTrack

▹ Casee

Case Number	Client	DOB	Role	Language	Case Type	Damage Category
1000000	Mr Eric J.Sanchez (44)	01/02/1982	Former Involvee	English	L1	Subjective
Alt #	Last Note	Paralegal	Primary Attorney	Physical File	Negotiator	Primary Recovery
	10/01/2017	RRG	TJW	RRG		Nation (Liability)

6089329	Other	PLM	07/14/17 11:35am - Fri	Rec'd file scanned file and saved file to RRG	Open
6087138	Email	PLM	07/13/17 o2:10pm - Thu	Potential New Case from Existing Client: 1000000...	Open
6027008	Email	DWB	06/14/17 09:25pm - Wed	Sent from my Phone	Open
6027007	Email	DWB	06/14/17 09:23pm - Wed	Sent from my Phone	Open
6020890	File Review	✓MEL	06/13/17 08:18am - Tue	yep On Jun 9 2017, at 9:50AM, Tara J. Will...	Open

FIG. 47A

FIG. 47A	FIG. 47B
FIG. 47C	FIG. 47D

FIG. 47

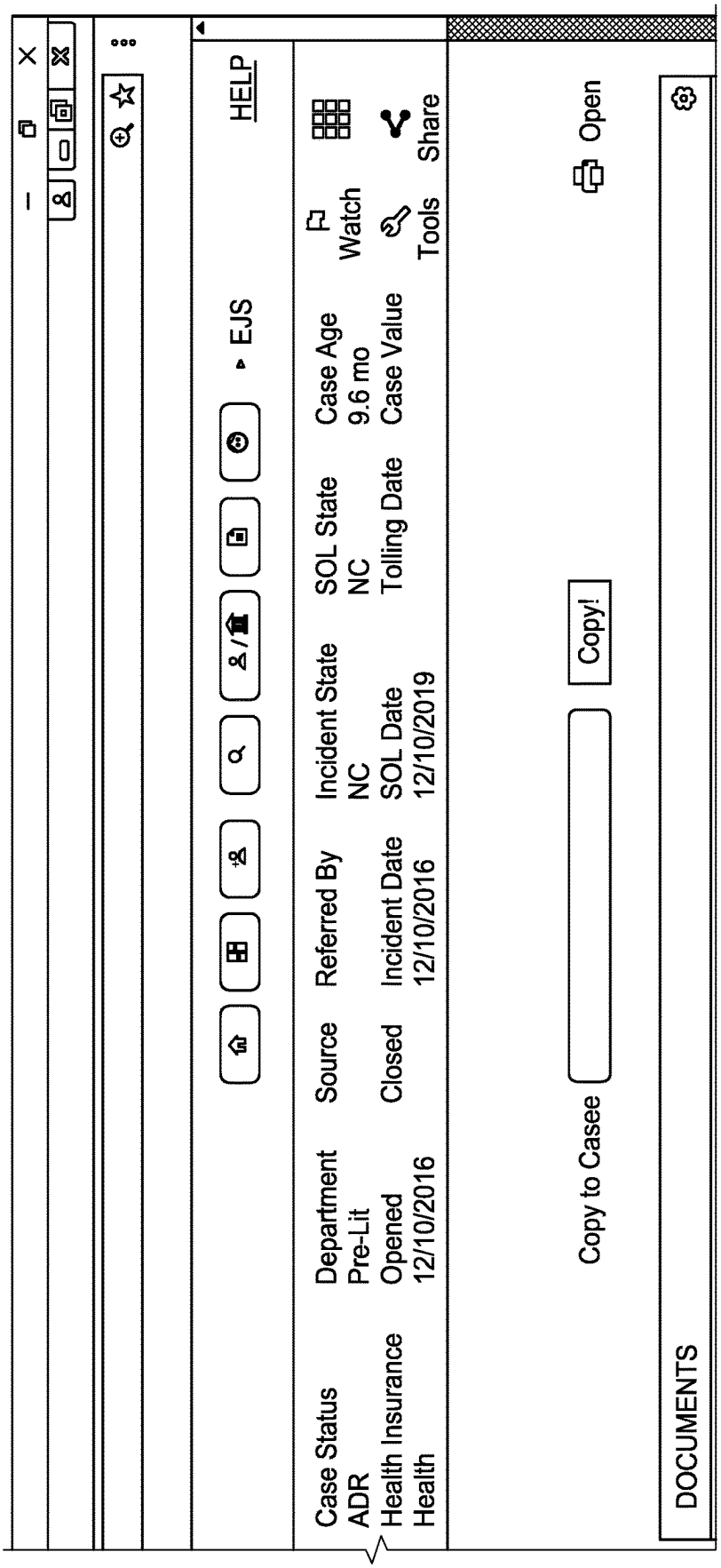
HELP
EJS
Watch
Tools
Share
Case Status
ADR
Health Insurance
Health
Department
Pre-Lit
Opened
12/10/2016
Source
Closed
Referred By
Incident Date
12/10/2016
Incident State
NC
SOL Date
12/10/2019
SOL State
NC
Tolling Date
Case Age
9.6 mo
Case Value
Copy to Casee
Copy!
Open
DOCUMENTS

FIG. 47B

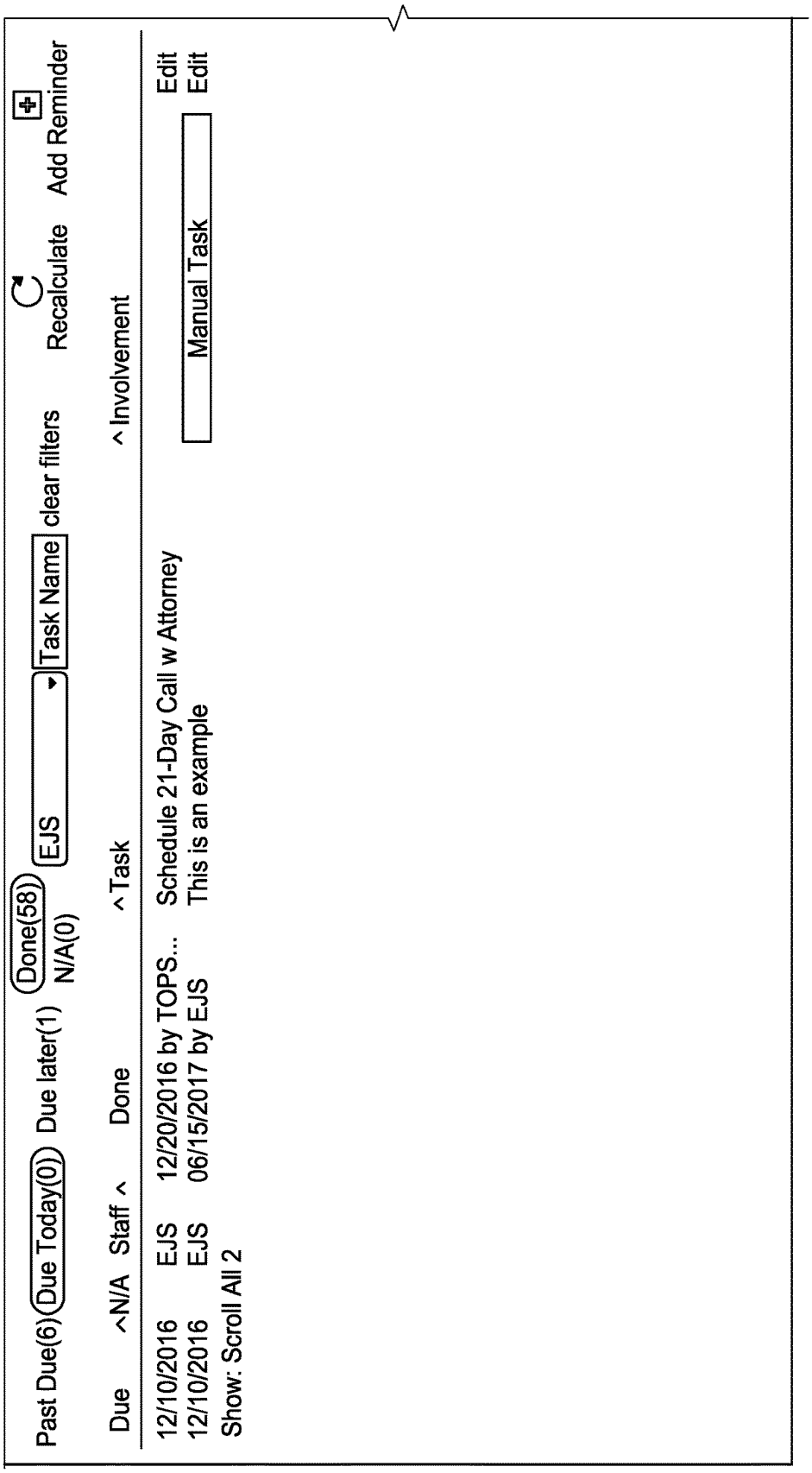
Past Due(6)
Due Today(0)
Due later(1)
Done(58)
N/A(0)
EJS
Task Name
clear filters
Recalculate
Add Reminder
Due
N/A
Staff
Done
Task
Involvement
12/10/2016 EJS 12/20/2016 by TOPS... Schedule 21-Day Call w Attorney
12/10/2016 EJS 06/15/2017 by EJS This is an example
Manual Task
Edit
Edit
Show: Scroll All 2

FIG. 47C

Record Requests (4/4)

Document (3) Medical Record (1) | Only Not Rec'd (0) clear filters

Add Record Request

Type	With	Sent	Rec'd	Due On	
> Document	Eric J. Sanchez (Plaintiff)	7/21/17	7/31/17		Edit | Note
> Document	Malhotra (Defendant)	7/21/17	7/31/17		Edit | Note
> Document	Malhotra (Defendant)	7/21/17	7/31/17		Edit | Note
> Medical Records	Wellness Center (Chiropractor)	8/29/17	8/30/17	Redo Mail Merge	Edit | Note

Show: Scroll All 4

> Files (13/23)

1324 1325 1326 1327 1328 1320

Email Attachments (12) Merge Documents (2) Other URL (1) Photos & Video (1) Social Media URL (1) Refresh Add File

Uncategorized (5) clear filters 1329

1322

	Name	Category	Created By	Created On
1352	> 20170912124848.pdf	Email Attachments	EJS	10/1/17 ···
1353	> image008.jpg	Email Attachments	EJS	9/12/17
1354	> Emailer_Example 1.JPG	Email Attachments	EJS	9/12/17
1355	> Emailer_Example 2.JPG	Email Attachments	EJS	9/12/17
1356	> image003.jpg	Email Attachments	EJS	9/12/17
1357	> image001.jpg	Email Attachments	EJS	8/10/17

1334 1336 1338 1340

FIG. 47D

FIG. 48A	FIG. 48B

FIG. 48

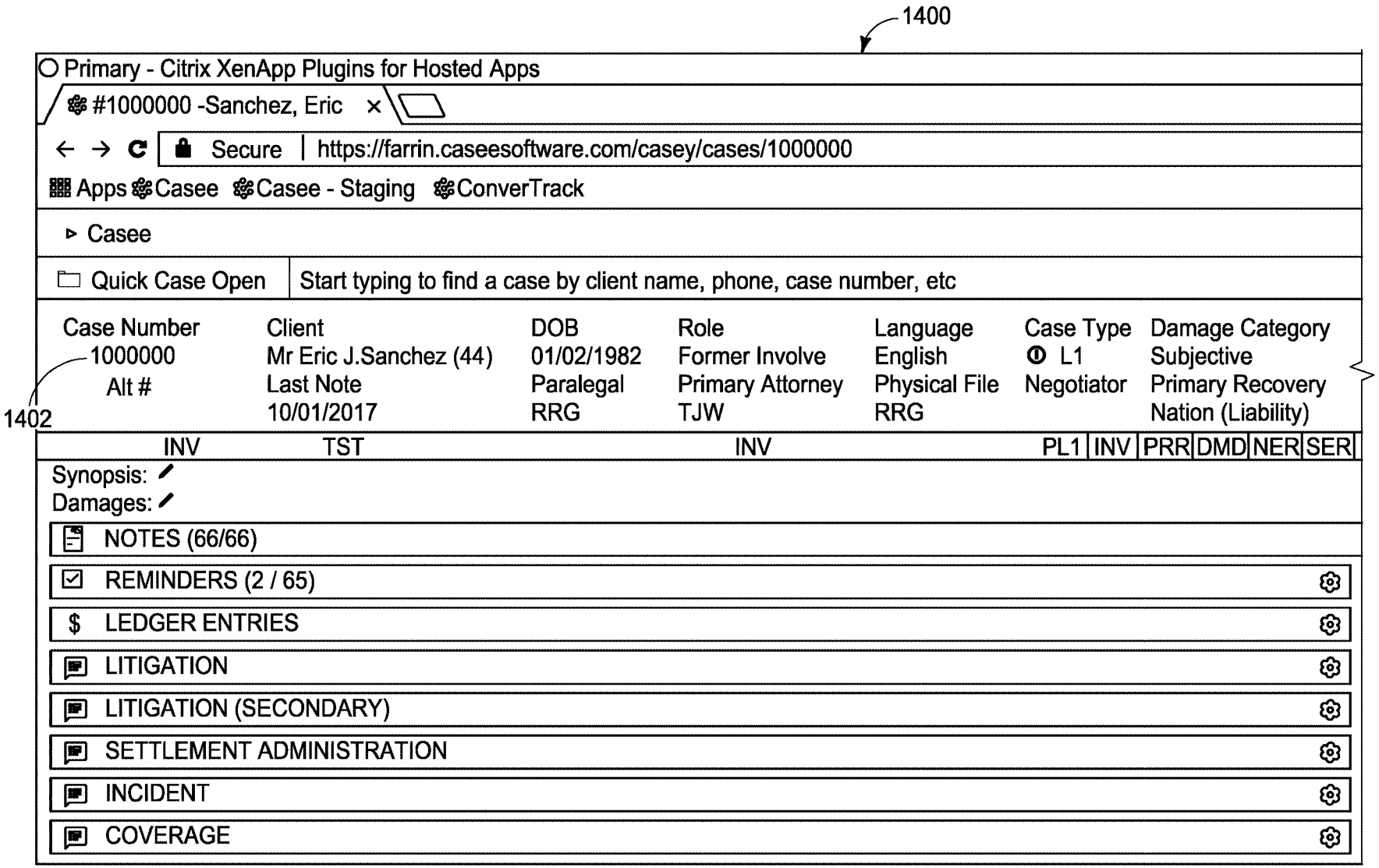
1400
Primary - Citrix XenApp Plugins for Hosted Apps
#1000000 -Sanchez, Eric
Secure
https://farrin.caseesoftware.com/casey/cases/1000000
Apps Casee Casee - Staging ConverTrack
Casee
Quick Case Open
Start typing to find a case by client name, phone, case number, etc
Case Number
1000000
Alt #
1402
Client
Mr Eric J.Sanchez (44)
Last Note
10/01/2017
DOB
01/02/1982
Paralegal
RRG
Role
Former Involve
Primary Attorney
TJW
Language
English
Physical File
RRG
Case Type
L1
Negotiator
Damage Category
Subjective
Primary Recovery
Nation (Liability)
INV
TST
INV
PL1
INV
PRR
DMD
NER
SER
Synopsis:
Damages:
NOTES (66/66)
REMINDERS (2 / 65)
LEDGER ENTRIES
LITIGATION
LITIGATION (SECONDARY)
SETTLEMENT ADMINISTRATION
INCIDENT
COVERAGE

FIG. 48A

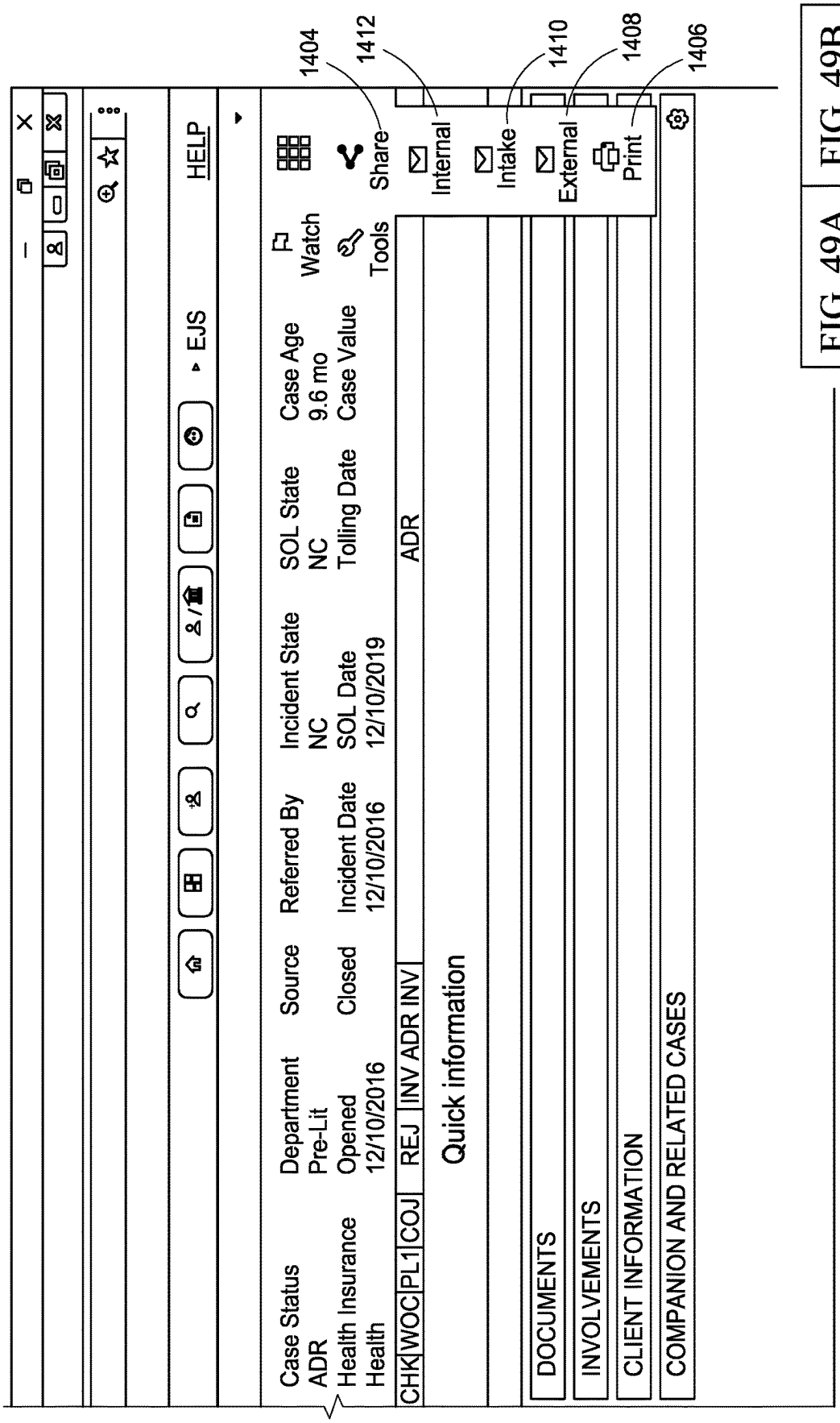

FIG. 48B

FIG. 49A | FIG. 49B

FIG. 49

Primary - Citrix XenApp Plugins for Hosted Apps

#1000000 -Sanchez, Eric ×

Secure | https://farrin.caseesoftware.com/casey/case/1000000

Apps Casee Casee - Staging ConverTrack

Casee

Quick Case Open | Start typing to find a ca

Case Number	Client
1000000	Mr Eric J.Sanchez (44)
Alt #	Last Note 10/01/2017

INV TST

Synopsis:

Damages:

NOTES (66/66)

REMINDERS (2 / 65)

$ LEDGER ENTRIES 1438

LITIGATION

LITIGATION (SECONDARY)

SETTLEMENT ADMINISTRATION

INCIDENT 1442

COVERAGE

1420

Casee Mail originating from case #1000000 1422

From 1424

Eric Sanchez <esanchez@farrin.com

To 1426

Cc 1428

esanchez@farrin.com

Bcc 1430

Subject 1434 1432

[1000000]

Body 1436

https://farrin.caseesoftware.com/casey/cases/1000000

Select attachments to include in the email

☐ 1000000_1500_PI_CLT_Attorney_Departure_

☑ 20170912124848.pdf

☐ 468 SS FOLLOW UP MER LETTER.docx

☐ casee_schema.pdf

☐ Emailer_Example 1.JPG

1440

1446 Send Email Cancel

1440

FIG. 49A

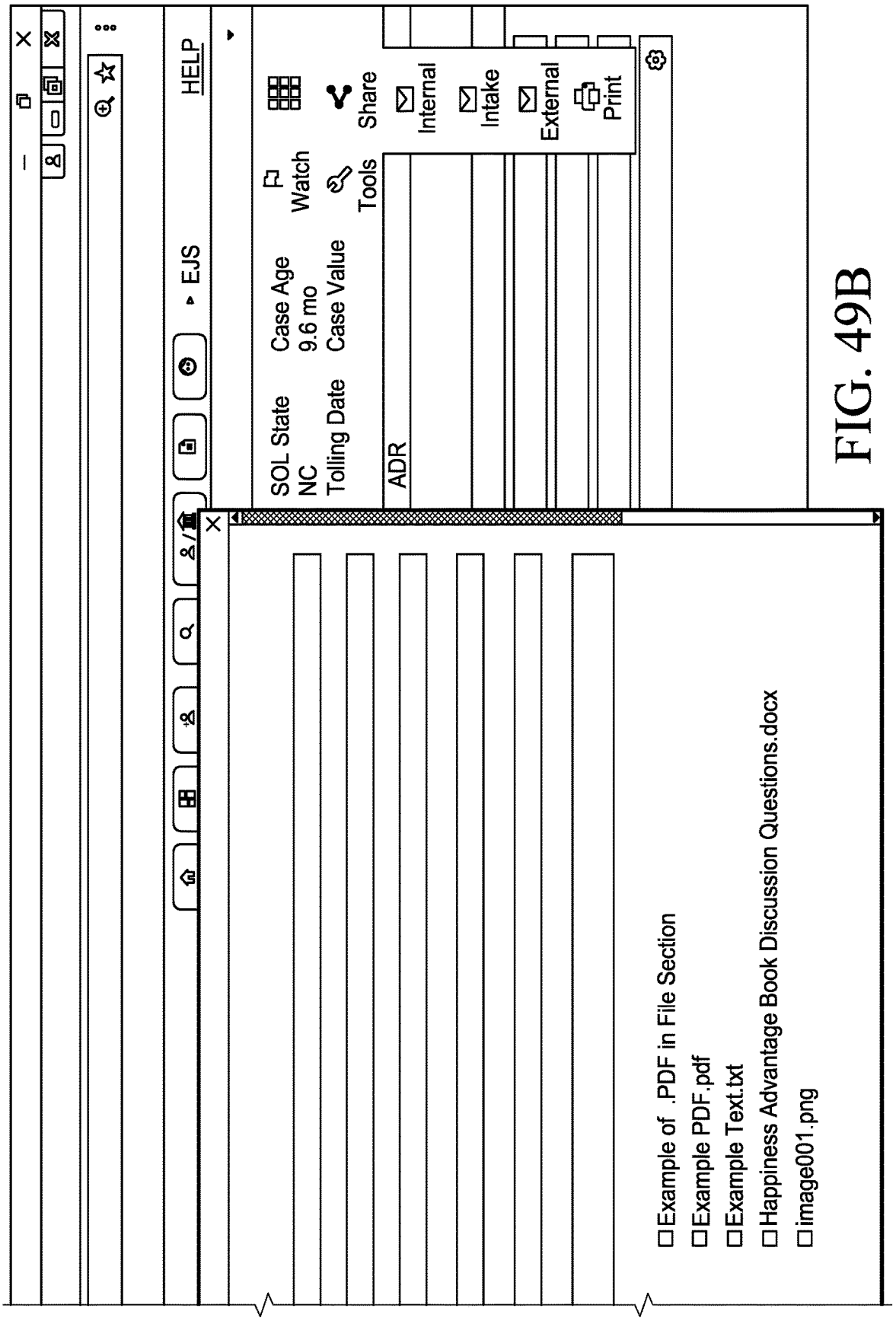
HELP
EJS
SOL State
NC
Tolling Date
Case Age
9.6 mo
Case Value
Watch
Tools
Share
ADR
Internal
Intake
External
Print
Example of .PDF in File Section
Example PDF.pdf
Example Text.txt
Happiness Advantage Book Discussion Questions.docx
image001.png

FIG. 49B

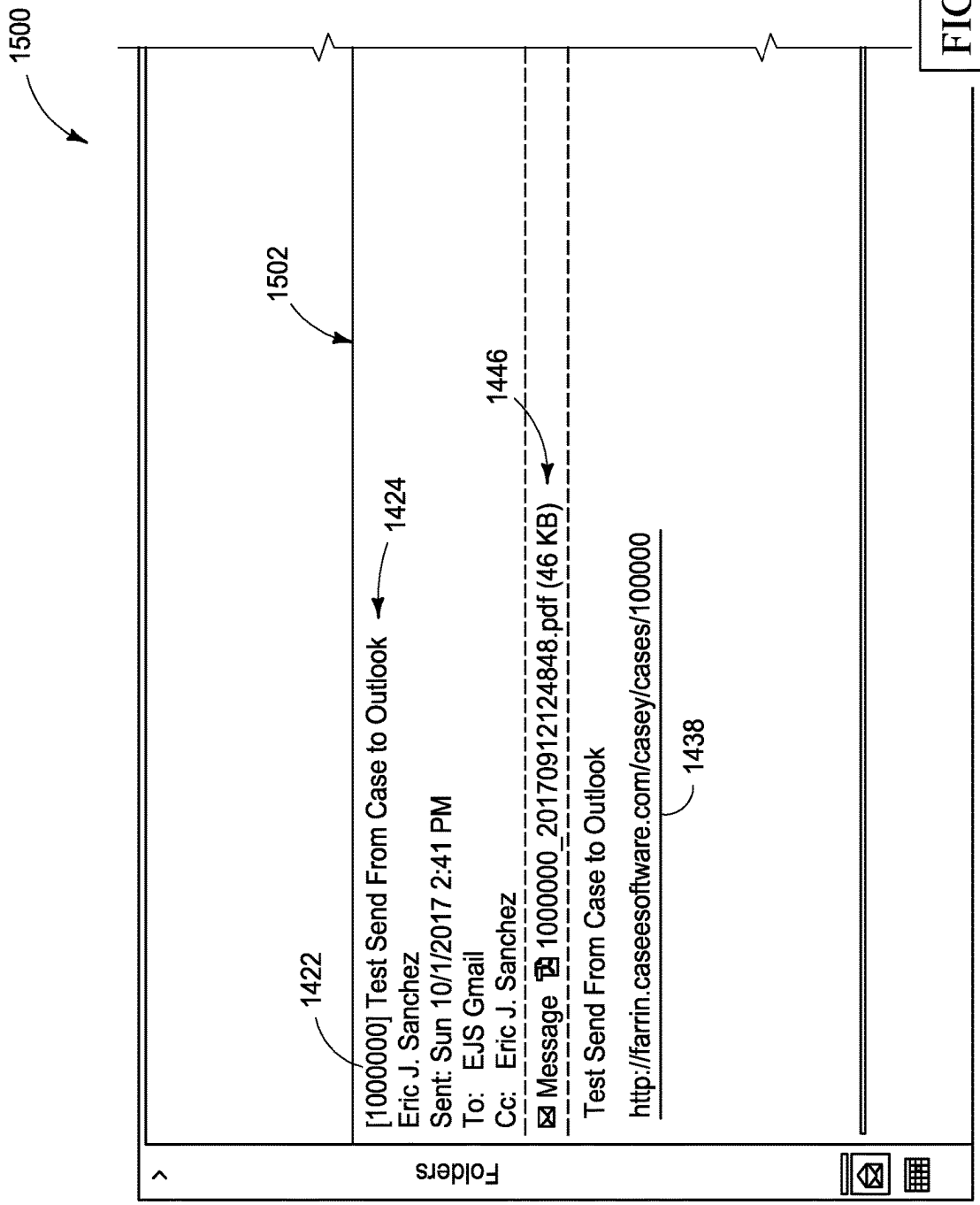

FIG. 50A

FIG. 50A | FIG. 50B

FIG. 50

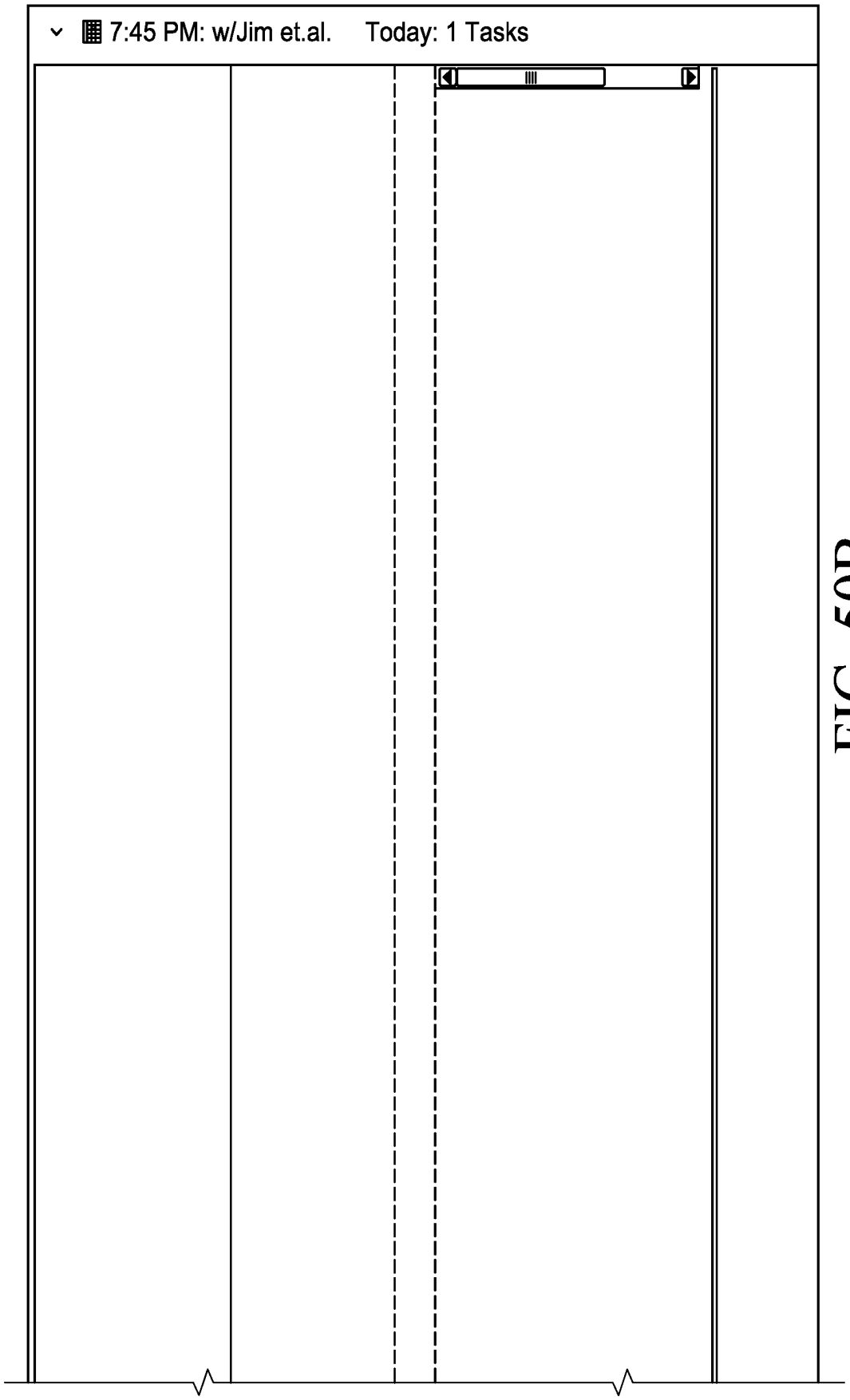

FIG. 50B

▷ Casee 1002 1006

Quick Case Open | Start typing to find a case by client name, phone, case number, etc 1010 1012

Case Number	Client	DOB	Role	Language	Case Type	Damage Category
1000000	Mr Eric J.Sanchez (44)	01/02/1982	Former Involvee	English	L1	Subjective
Alt #	Last Note	Paralegal	Primary Attorney	Physical File	Negotiator	Primary Recovery
	09/12/2017	RRG	TJW	RRG		Nationwide (Liability)

1552 1004 1008 1014

INV TST INV PL1 INV PRR DMD NER SER

Synopsis:
Damages:

1054 1052 1050 1048 1046 1554

NOTES (65/65) 1003

All things | All Topics | Search Note Bodies 1056 1060

1502

ID	Topic	Author	Created At	Body	
6259345	Email	EJS	10/01/17 02:40pm - Sun	Test Send From Case to Outlook	Open
6259342	Email	EJS	10/01/17 02:28pm - Sun	From: Eric J. S...	Open
6259341	Email	EJS	10/01/17 02:21pm - Sun	This is an example of an email...	Open
6218862	Email	EJS	09/12/17 02:00pm - Tue	See the attached images as well...	Open
6218844	Email	EJS	09/12/17 01:56pm - Tue	I did review the linked patent...	Open
6112120	Email	SYS	09/08/17 11:56pm - Fri	This is an example of Buzzwords in use...Mari...	Open
6112093	Email	EJS	09/08/17 11:51pm - Fri	Test	Open

1058

FIG. 51A

FIG. 51A	FIG. 51B
FIG. 51C	FIG. 51D

FIG. 51

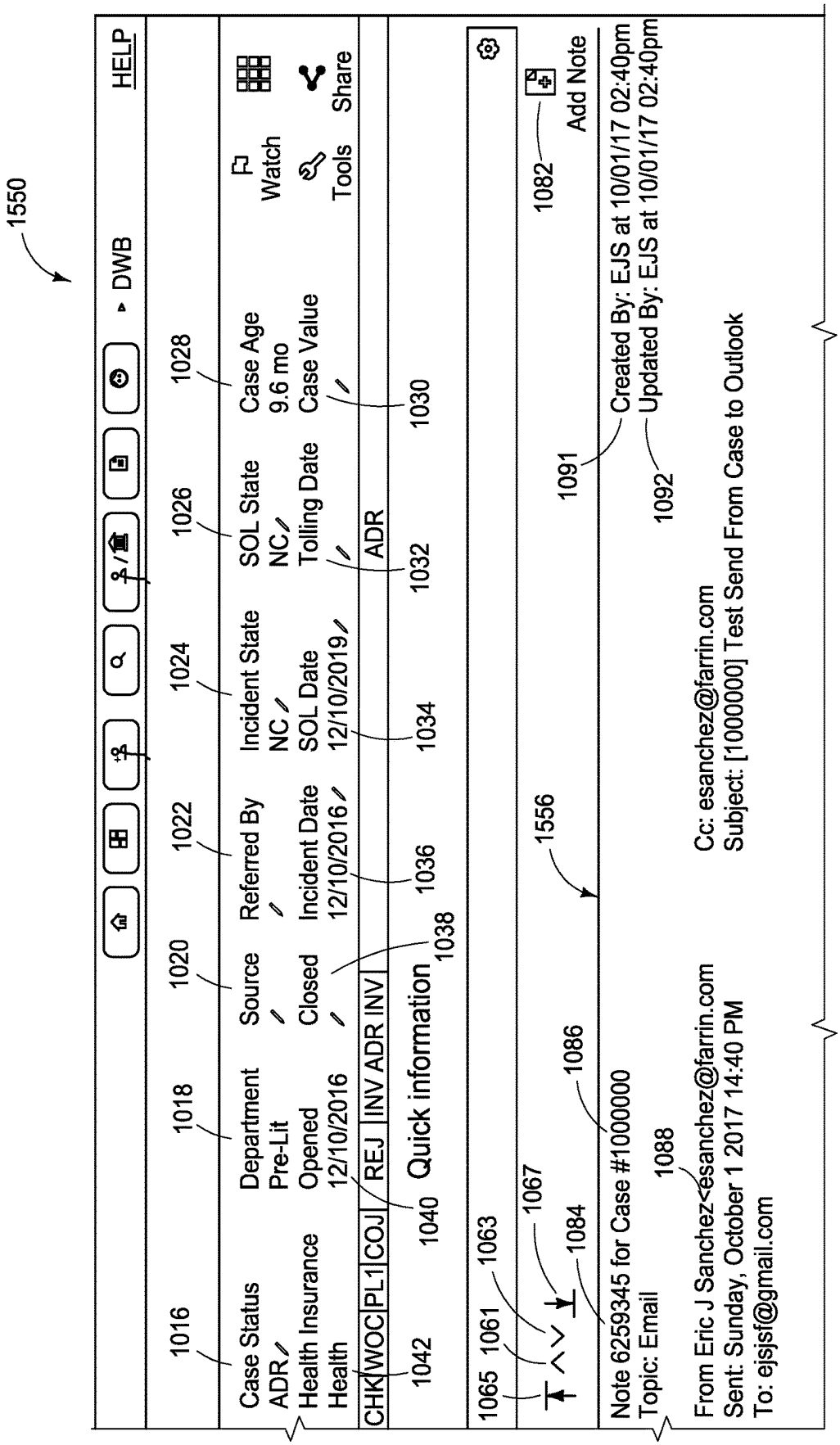
1550
HELP
DWB
1016
1018
1020
1022
1024
1026
1028
Case Status
ADR
Department
Pre-Lit
Source
Referred By
Incident State
NC
SOL State
NC
Case Age
9.6 mo
Health Insurance
Health
Opened
12/10/2016
Closed
Incident Date
12/10/2016
SOL Date
12/10/2019
Tolling Date
Case Value
Watch
Tools
Share
CHK
WOC
PL1
COJ
REJ
INV
ADR
INV
1042
1040
Quick information
1038
1036
1034
1032
1030
1065
1061
1063
1067
1084
1086
1556
1082
Add Note
Note 6259345 for Case #1000000
Topic: Email
1088
From Eric J Sanchez<esanchez@farrin.com
Sent: Sunday, October 1 2017 14:40 PM
To: ejsjsf@gmail.com
Cc: esanchez@farrin.com
Subject: [1000000] Test Send From Case to Outlook
1091
Created By: EJS at 10/01/17 02:40pm
1092
Updated By: EJS at 10/01/17 02:40pm

FIG. 51B

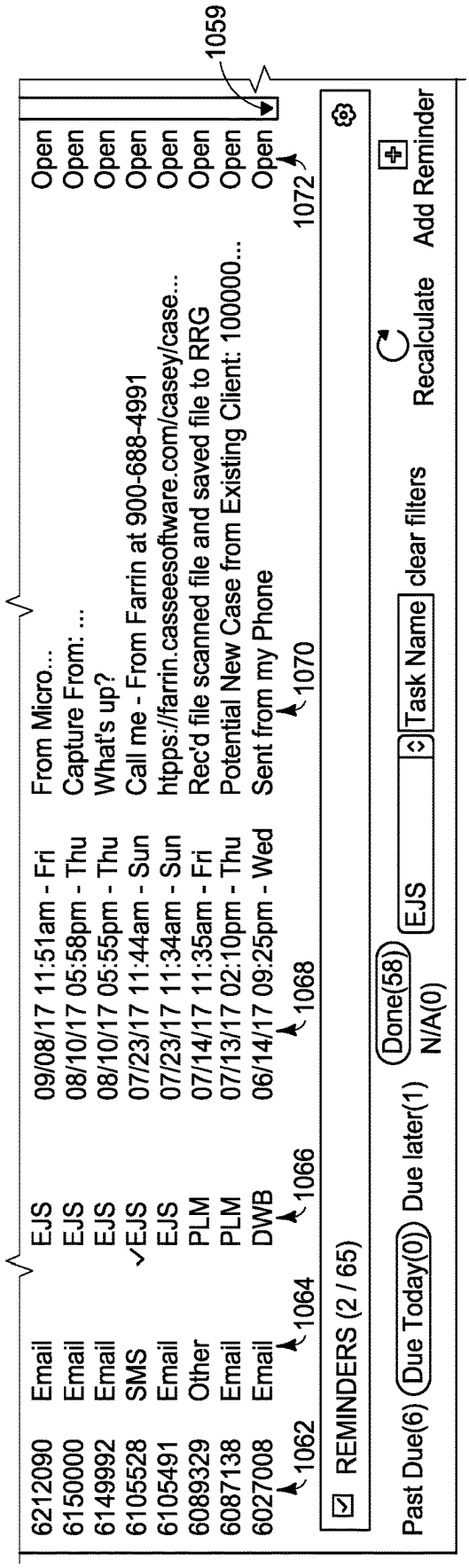
1059
6212090 Email EJS 09/08/17 11:51am - Fri From Micro... Open
6150000 Email EJS 08/10/17 05:58pm - Thu Capture From: ... Open
6149992 Email EJS 08/10/17 05:55pm - Thu What's up? Open
6105528 SMS ✓EJS 07/23/17 11:44am - Sun Call me - From Farrin at 900-688-4991 Open
6105491 Email EJS 07/23/17 11:34am - Sun htpps://farrin.casseesoftware.com/casey/case... Open
6089329 Other PLM 07/14/17 11:35am - Fri Rec'd file scanned file and saved file to RRG Open
6087138 Email PLM 07/13/17 02:10pm - Thu Potential New Case from Existing Client: 100000... Open
6027008 Email DWB 06/14/17 09:25pm - Wed Sent from my Phone Open
1062
1064
1066
1068
1070
1072
REMINDERS (2 / 65)
Past Due(6) Due Today(0) Due later(1) Done(58) N/A(0) EJS Task Name clear filters Recalculate Add Reminder

FIG. 51C

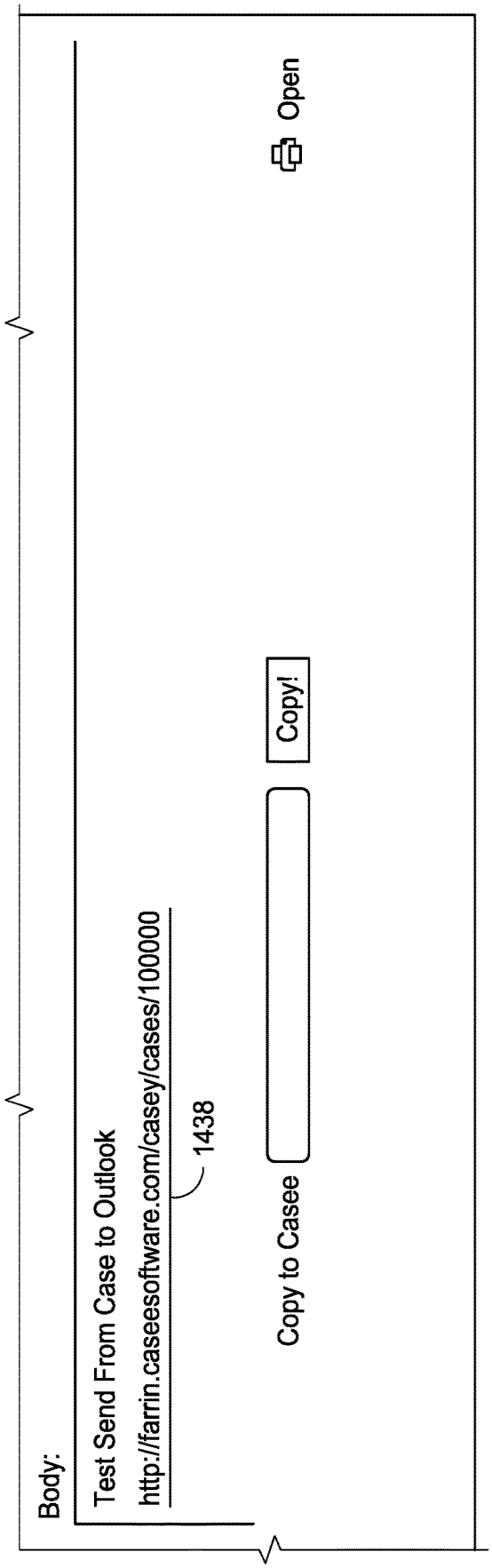
Body:
Test Send From Case to Outlook
http://farrin.caseesoftware.com/casey/cases/100000
1438
Copy to Casee
Copy!
Open

FIG. 51D

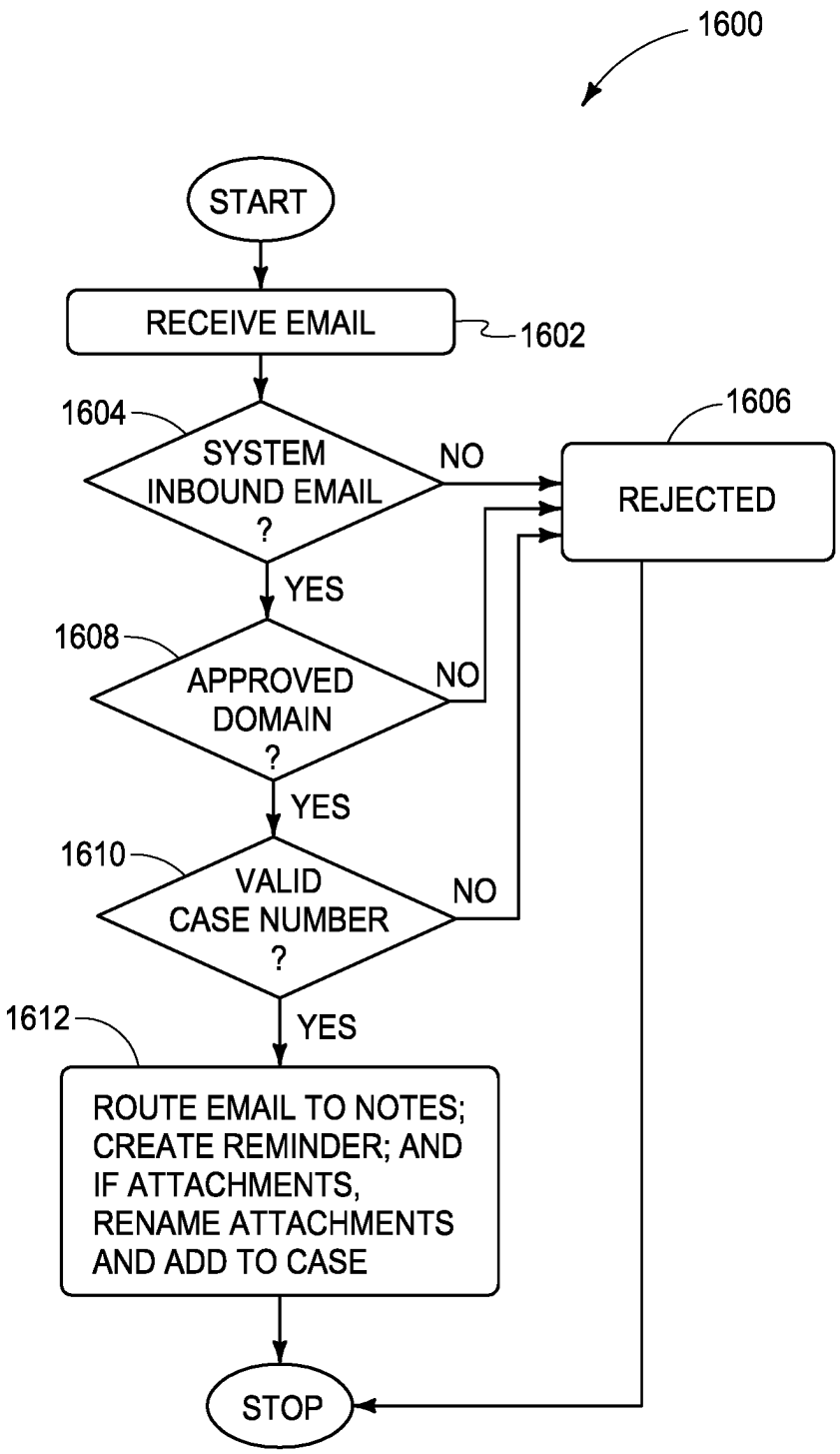
1600
START
RECEIVE EMAIL
1602
1604
SYSTEM INBOUND EMAIL ?
NO
1606
REJECTED
YES
1608
APPROVED DOMAIN ?
NO
YES
1610
VALID CASE NUMBER ?
NO
YES
1612
ROUTE EMAIL TO NOTES; CREATE REMINDER; AND IF ATTACHMENTS, RENAME ATTACHMENTS AND ADD TO CASE
STOP

FIG. 52

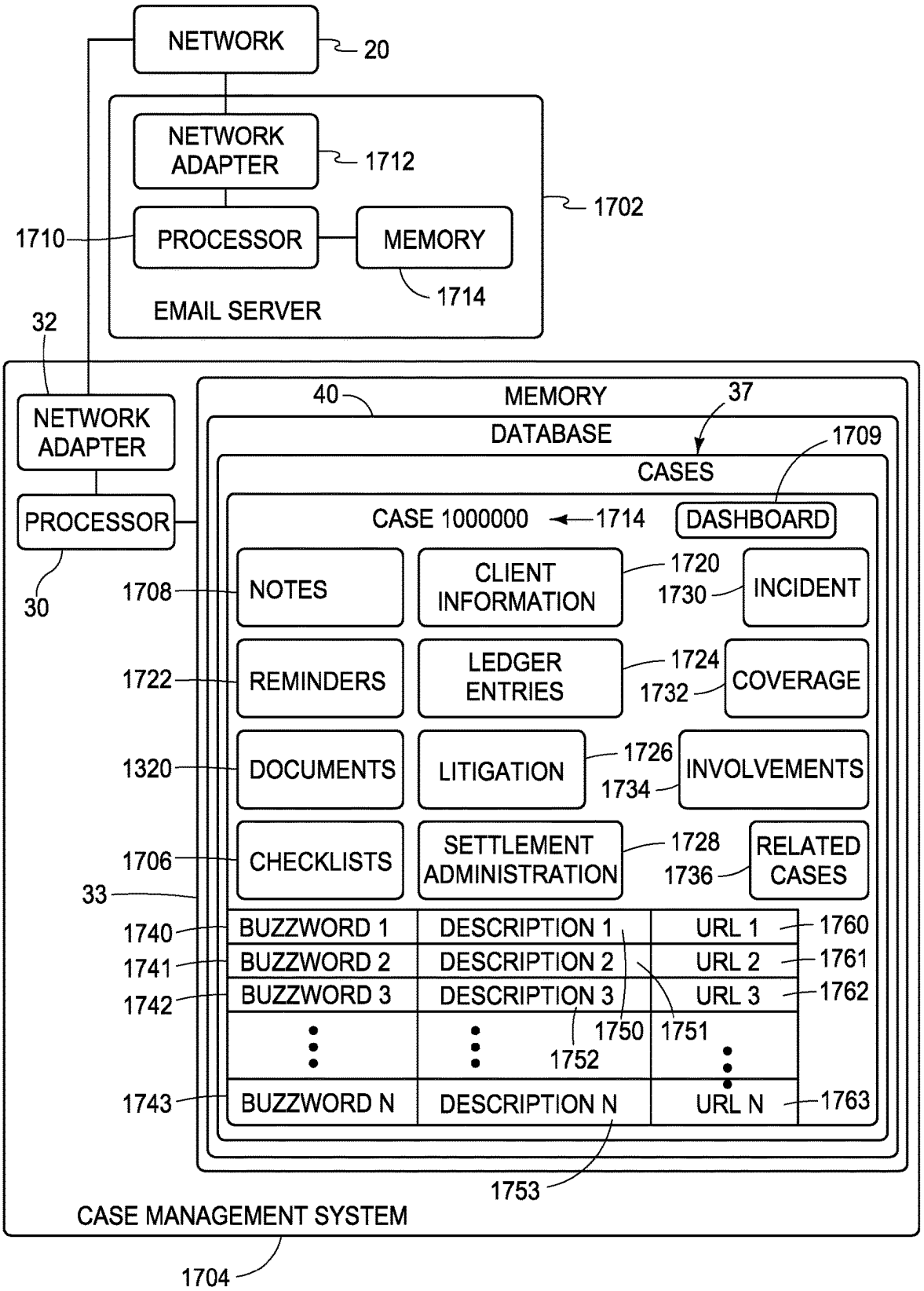
NETWORK
20
NETWORK ADAPTER
1712
1702
1710
PROCESSOR
MEMORY
1714
EMAIL SERVER
32
NETWORK ADAPTER
PROCESSOR
30
40
MEMORY
37
DATABASE
1709
CASES
CASE 1000000
1714
DASHBOARD
1708
NOTES
CLIENT INFORMATION
1720
1730
INCIDENT
1722
REMINDERS
LEDGER ENTRIES
1724
1732
COVERAGE
1320
DOCUMENTS
LITIGATION
1726
1734
INVOLVEMENTS
1706
CHECKLISTS
SETTLEMENT ADMINISTRATION
1728
1736
RELATED CASES
33
1740
BUZZWORD 1
DESCRIPTION 1
URL 1
1760
1741
BUZZWORD 2
DESCRIPTION 2
URL 2
1761
1742
BUZZWORD 3
DESCRIPTION 3
URL 3
1762
1750
1751
1752
1743
BUZZWORD N
DESCRIPTION N
URL N
1763
1753
CASE MANAGEMENT SYSTEM
1704

FIG. 53

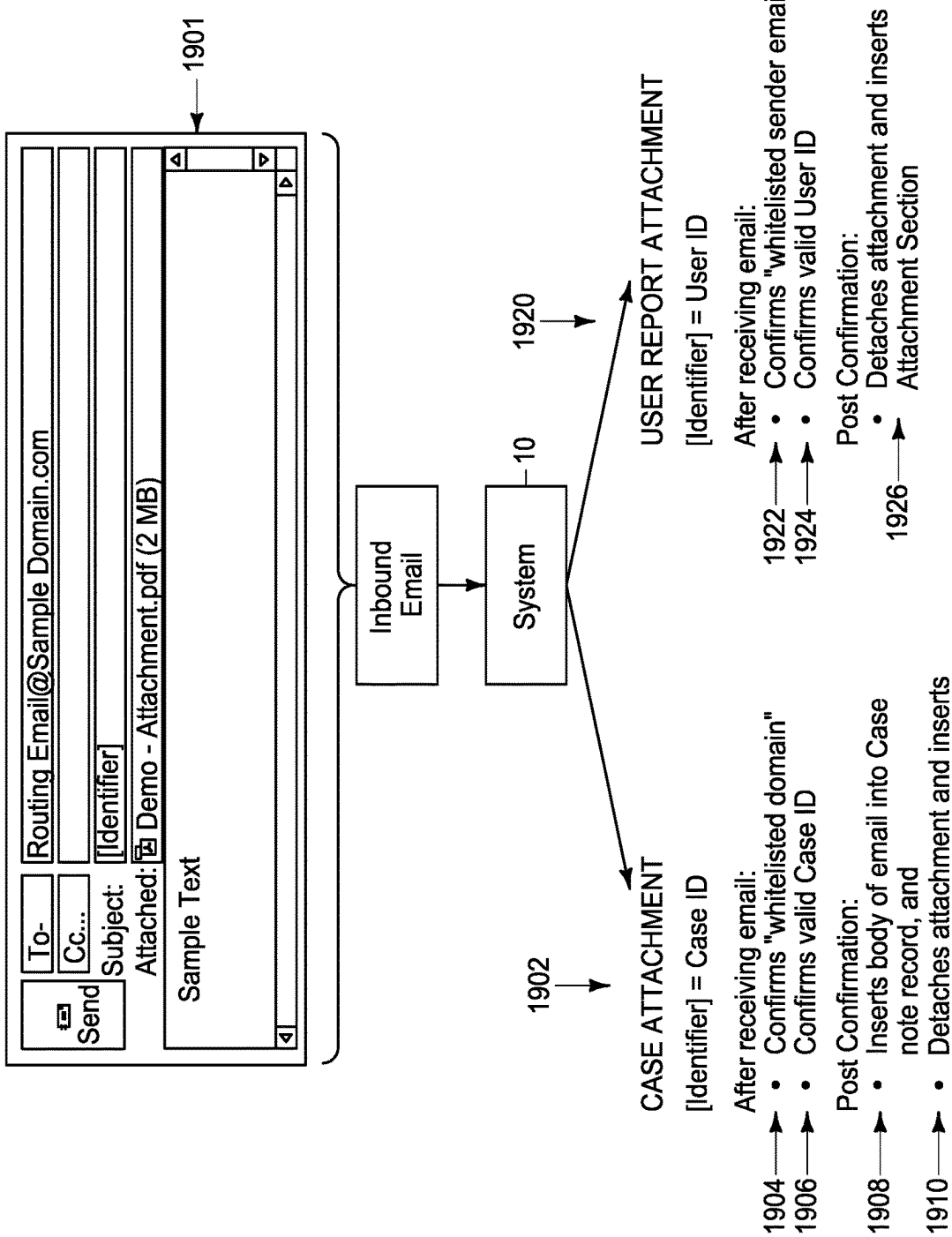
1901
Send
To-
Routing Email@Sample Domain.com
Cc...
Subject:
[Identifier]
Attached:
Demo - Attachment.pdf (2 MB)
Sample Text
Inbound Email
System
10
1902
CASE ATTACHMENT
[Identifier] = Case ID
After receiving email:
1904
Confirms "whitelisted domain"
1906
Confirms valid Case ID
Post Confirmation:
1908
Inserts body of email into Case note record, and
1910
Detaches attachment and inserts into Case File Section.
1920
USER REPORT ATTACHMENT
[Identifier] = User ID
After receiving email:
1922
Confirms "whitelisted sender email address"
1924
Confirms valid User ID
Post Confirmation:
1926
Detaches attachment and inserts into User's Attachment Section

FIG. 54

FIG. 55A	FIG. 55B	FIG. 55C	FIG. 55D
FIG. 55E	FIG. 55F	FIG. 55G	FIG. 55H

FIG. 55

Open a matter using client name, phone number, or other identifying info

Reminders

✓ Before ✓ On After 04/25/2018 Task Name Assignee EJS clear filters

Due	Case	N/A	Done	Task
12/10/2016	1000000 - John T. Smith	☐	☐	Client Vehicle Photos Present? If no, obtain.
12/10/2016	1000000 - John T. Smith	☐	☐	Schedule 21- Day Call w Attorney
12/20/2016	1000000 - John T. Smith	☐	☐	Request Plan Documents from Client
12/20/2016	1000000 - John T. Smith	☐	☐	Verify ERISA status of Plan
10/10/2017	1000000 - John T. Smith	☐	☐	Request Plan Documents from Client
10/10/2017	1000000 - John T. Smith	☐	☐	Verify ERISA status of Plan
10/10/2017	1000000 - John T. Smith	☐	☐	Request Plan Documents from Client
10/10/2017	1000000 - John T. Smith	☐	☐	Verify ERISA status of Plan

FIG. 55A

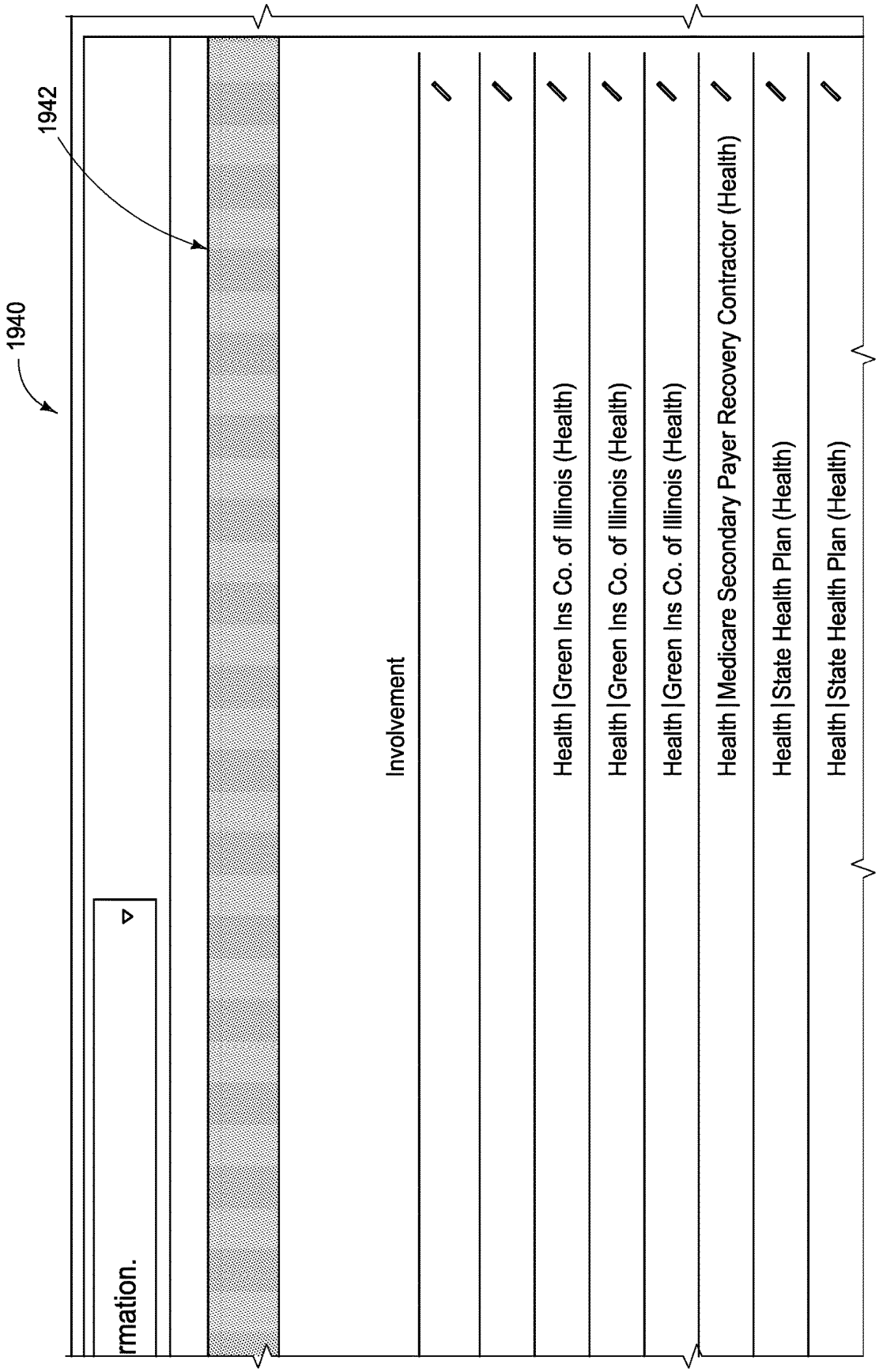
1940
1942
rmation.
Involvement
Health | Green Ins Co. of Illinois (Health)
Health | Green Ins Co. of Illinois (Health)
Health | Green Ins Co. of Illinois (Health)
Health | Medicare Secondary Payer Recovery Contractor (Health)
Health | State Health Plan (Health)
Health | State Health Plan (Health)

FIG. 55B

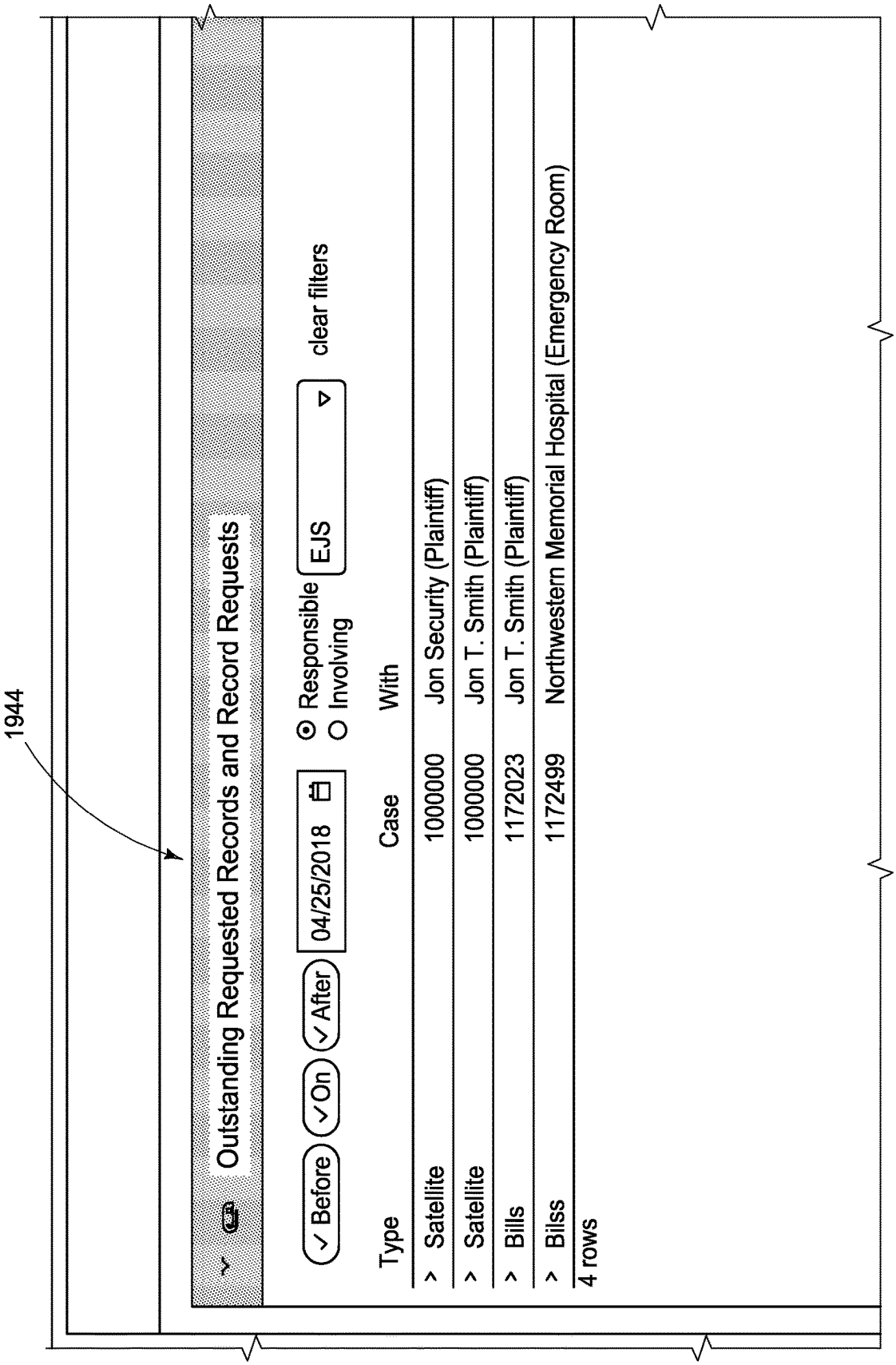
1944
Outstanding Requested Records and Record Requests
Before
On
After
04/25/2018
Responsible
Involving
EJS
clear filters
Type
Case
With
Satellite
1000000
Jon Security (Plaintiff)
Satellite
1000000
Jon T. Smith (Plaintiff)
Bills
1172023
Jon T. Smith (Plaintiff)
Bilss
1172499
Northwestern Memorial Hospital (Emergency Room)
4 rows

FIG. 55C

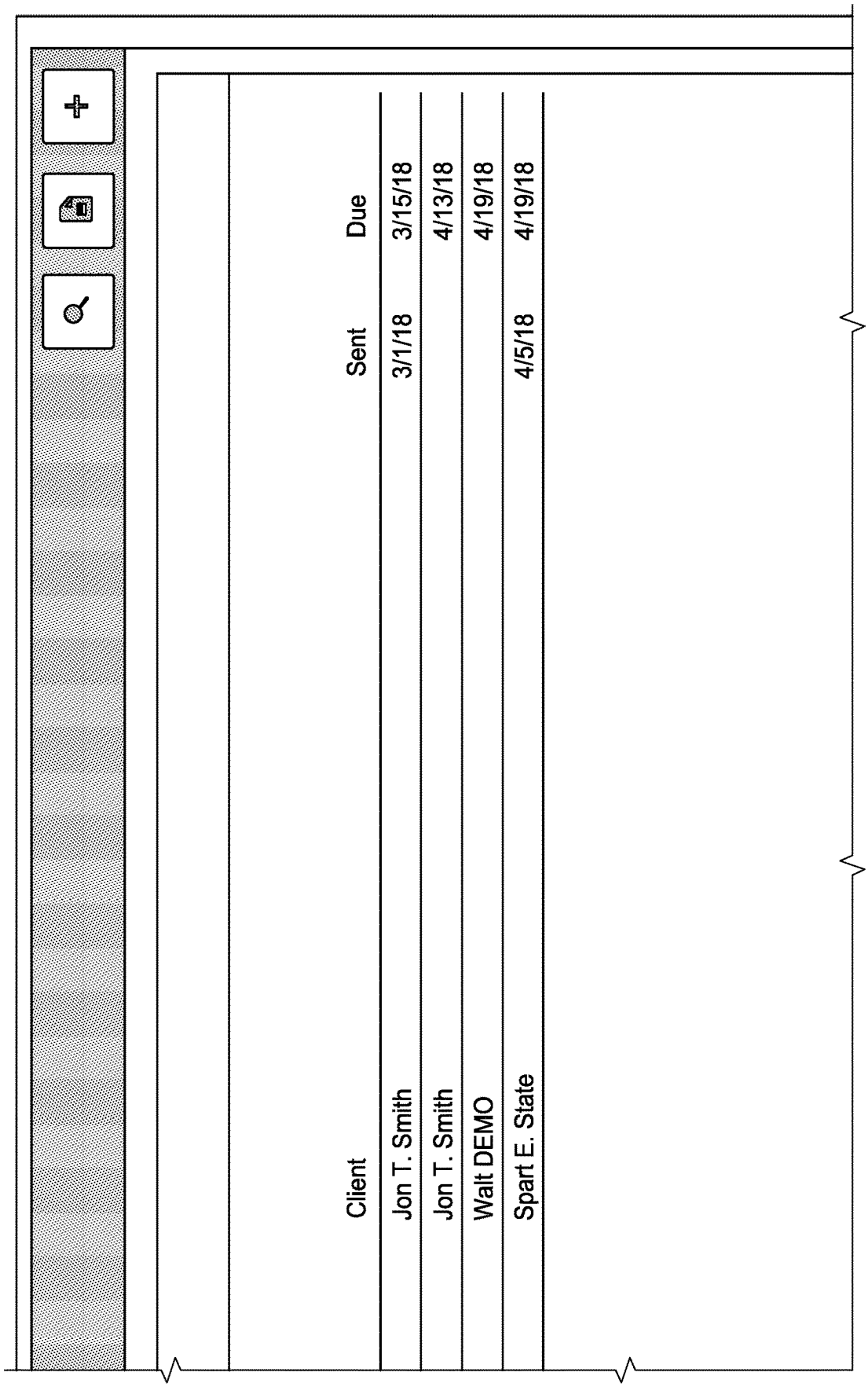
Client
Sent
Due
Jon T. Smith
3/1/18
3/15/18
Jon T. Smith
4/13/18
Walt DEMO
4/19/18
Spart E. State
4/5/18
4/19/18

FIG. 55D

10/10/2017	1000000 - John T. Smith	☐	☐	Request Plan Documents from Client
10/10/2017	1000000 - John T. Smith	☐	☐	Verify ERISA status of Plan
11/05/2017	1000000 - John T. Smith	☐	☐	Request Plan Documents from Client
02/07/2018	1172023 - Walt DEMO	☐	☐	Schedule 21-Day Call w Attorney
02/19/2018	1172023 - Walt DEMO	☐	☐	Verify ERISA status of Plan
03/02/2018	1172023 - Walt DEMO	☐	☐	Send Client WOM Letter (Use 036)
03/05/2018	1171406 - John Doe	☐	☐	Client Contact
03/05/2018	1171407 - John Doe	☐	☐	Client Contact
03/06/2018	1167556 - John Doe	☐	☐	Request Updated POA
03/06/2018	1171742 - Jane Doe	☐	☐	Send Bill to Adjuster
03/07/2018	1163550 - John Doe	☐	☐	Request Updated POA
03/07/2018	1171656 - Jane Doe	☐	☐	Client Contact (order pmh - info in 1st tx update:
03/07/2018	1172000 - Jane Doe	☐	☐	Client Contact (DEC page)
03/08/2018	1168957 - Jane Doe	☐	☐	Client Contact
202 rows				

FIG. 55E

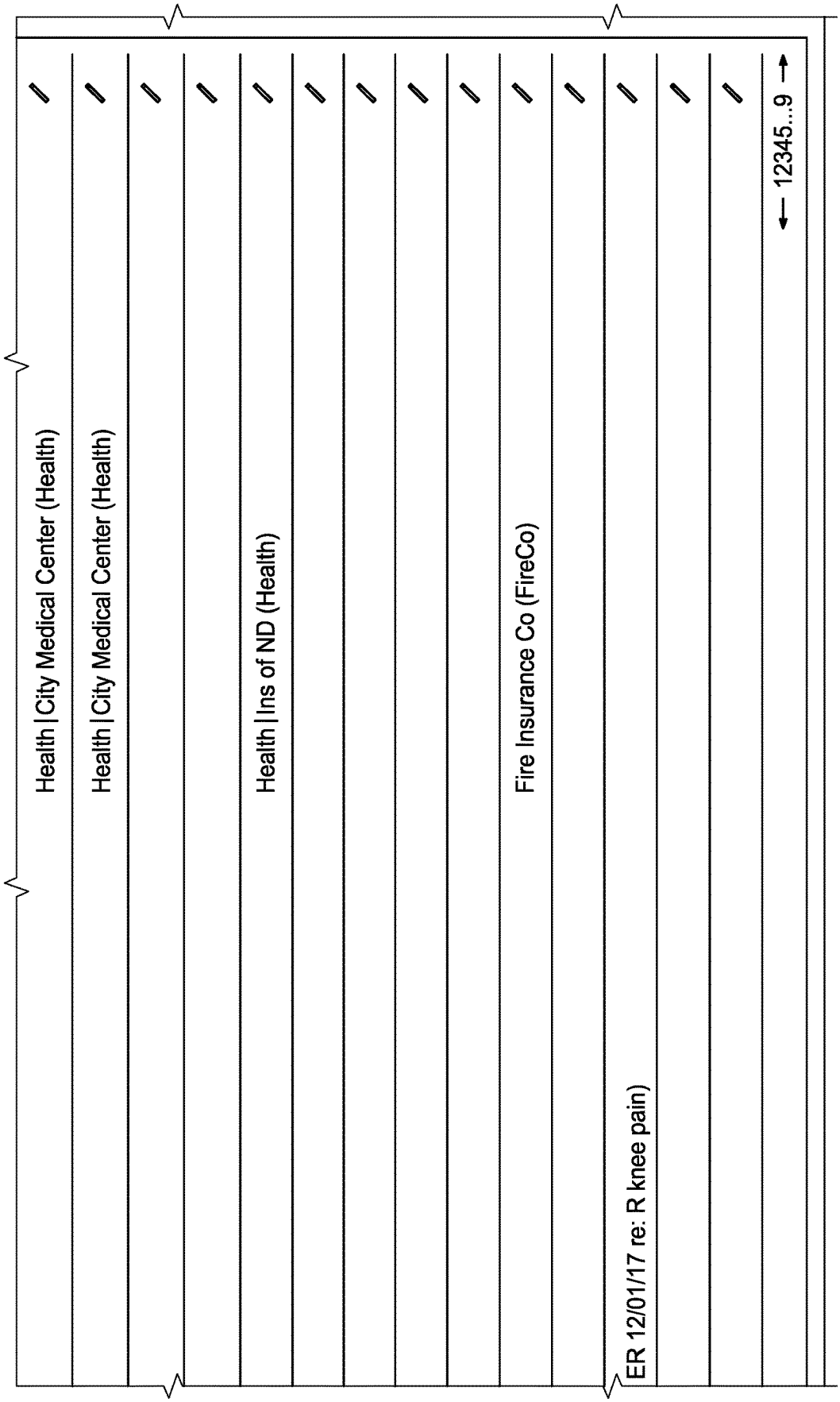
Health | City Medical Center (Health)
Health | City Medical Center (Health)
Health | Ins of ND (Health)
Fire Insurance Co (FireCo)
ER 12/01/17 re: R knee pain)
12345...9

FIG. 55F

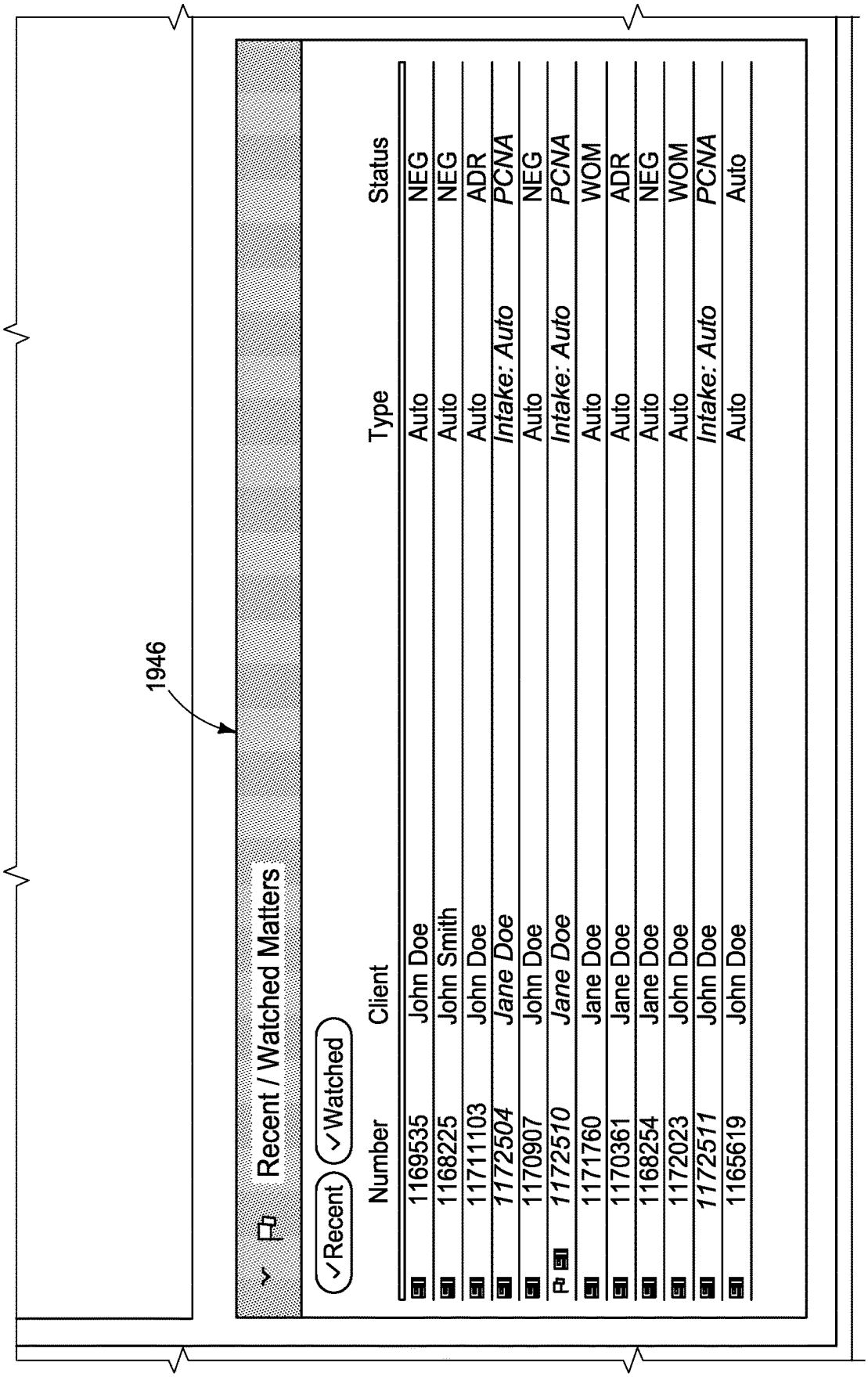
1946
Recent / Watched Matters
Recent
Watched
Number
Client
Type
Status
1169535 John Doe Auto NEG
1168225 John Smith Auto NEG
11711103 John Doe Auto ADR
1172504 Jane Doe Intake: Auto PCNA
1170907 John Doe Auto NEG
1172510 Jane Doe Intake: Auto PCNA
1171760 Jane Doe Auto WOM
1170361 Jane Doe Auto ADR
1168254 Jane Doe Auto NEG
1172023 John Doe Auto WOM
1172511 John Doe Intake: Auto PCNA
1165619 John Doe Auto Auto

FIG. 55G

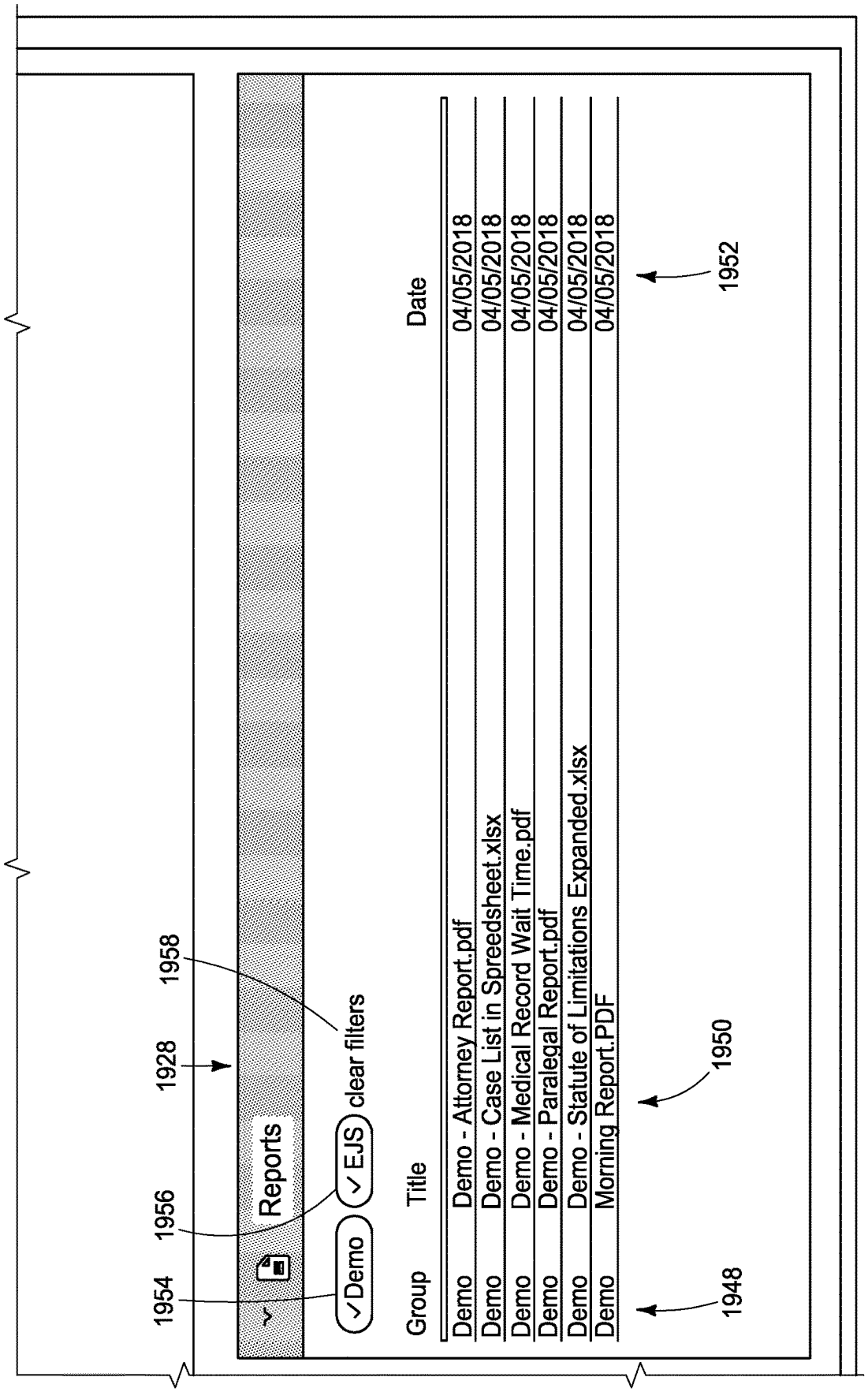
1954
1956
1928
1958
Reports
Demo
EJS
clear filters
Group
Title
Date
Demo
Demo - Attorney Report.pdf
04/05/2018
Demo
Demo - Case List in Spreedsheet.xlsx
04/05/2018
Demo
Demo - Medical Record Wait Time.pdf
04/05/2018
Demo
Demo - Paralegal Report.pdf
04/05/2018
Demo
Demo - Statute of Limitations Expanded.xlsx
04/05/2018
Demo
Morning Report.PDF
04/05/2018
1948
1950
1952

FIG. 55H

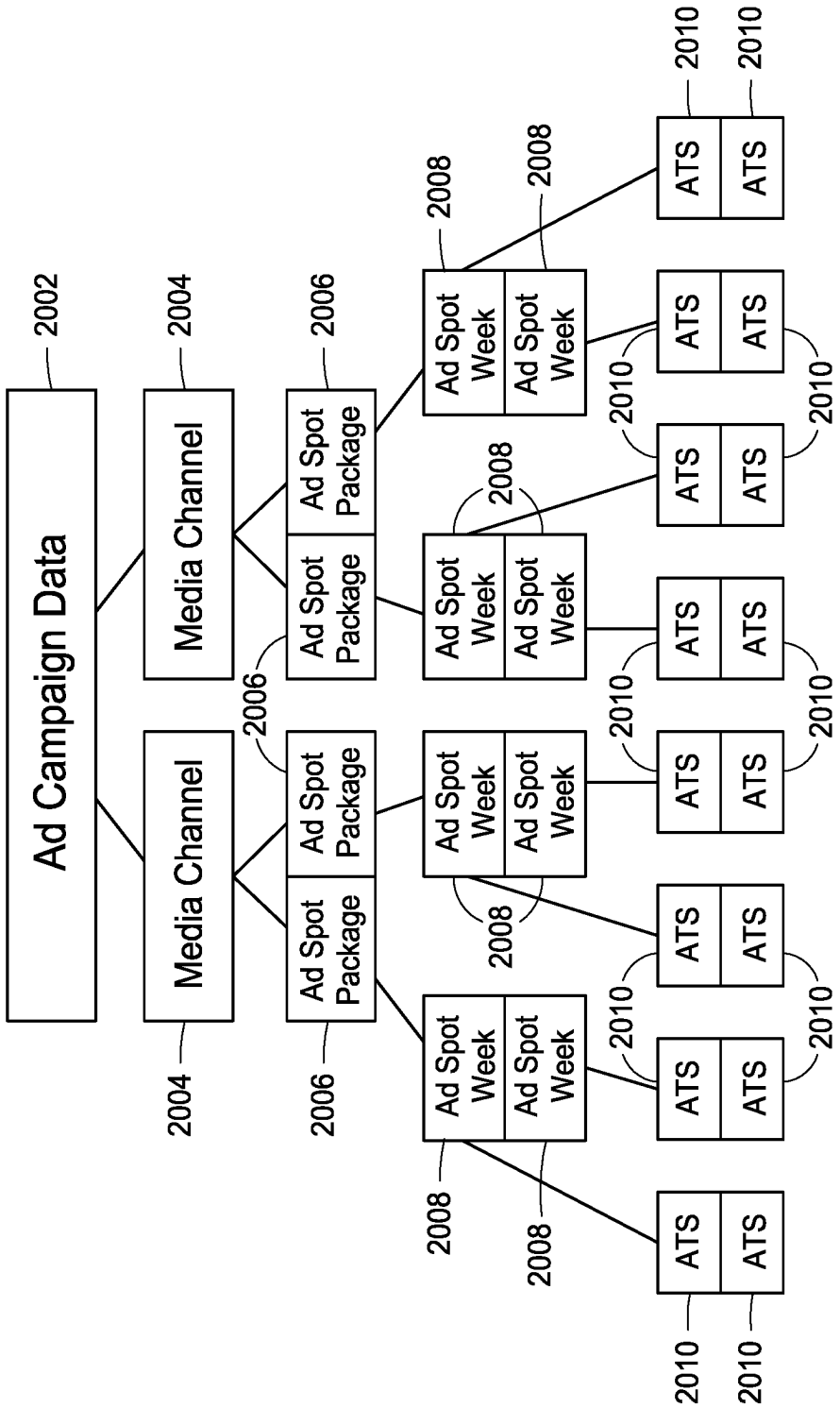
Ad Campaign Data
2002
Media Channel
Media Channel
2004
2004
Ad Spot Package
Ad Spot Package
Ad Spot Package
Ad Spot Package
2006
2006
2006
2006
Ad Spot Week
Ad Spot Week
Ad Spot Week
Ad Spot Week
Ad Spot Week
Ad Spot Week
Ad Spot Week
Ad Spot Week
2008
2008
2008
2008
2008
2008
2008
2008
ATS
ATS
ATS
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FIG. 56

	Data Attribute	How Attribute Is Calculated
2012	Time range during which time slot's program runs	Range start: (start date of ad spot week) + (time slot's day of week integer value) - (ad spot week's start date's day of week integer value) + (time of day program starts) Range end: (start date of ad spot week) + (time slot's day of week integer value) - (ad spot week's start date's day of week integer value) + (time of day program starts) (+ 1 day if Range End < Range Start)
2014	Average number of times ad runs during time slot	(ad spot week: number of spots purchased) / (ad spot package: number of days in week program airs)
2016	Average length of ad during time slot (in seconds)	(ad spot package: seconds duration of ad)* Average number of times ad runs during time slot
2018	Average cost of ad during time slot	(cost of ad spot package) / (number of spots in ad spot package)* Average number of times ad runs during time slot
2020	Reference to ad spot week	Database foreign key
2022	Reference to ad spot package	Database foreign key
2024	Reference to ad campaign	Database foreign key

FIG. 57

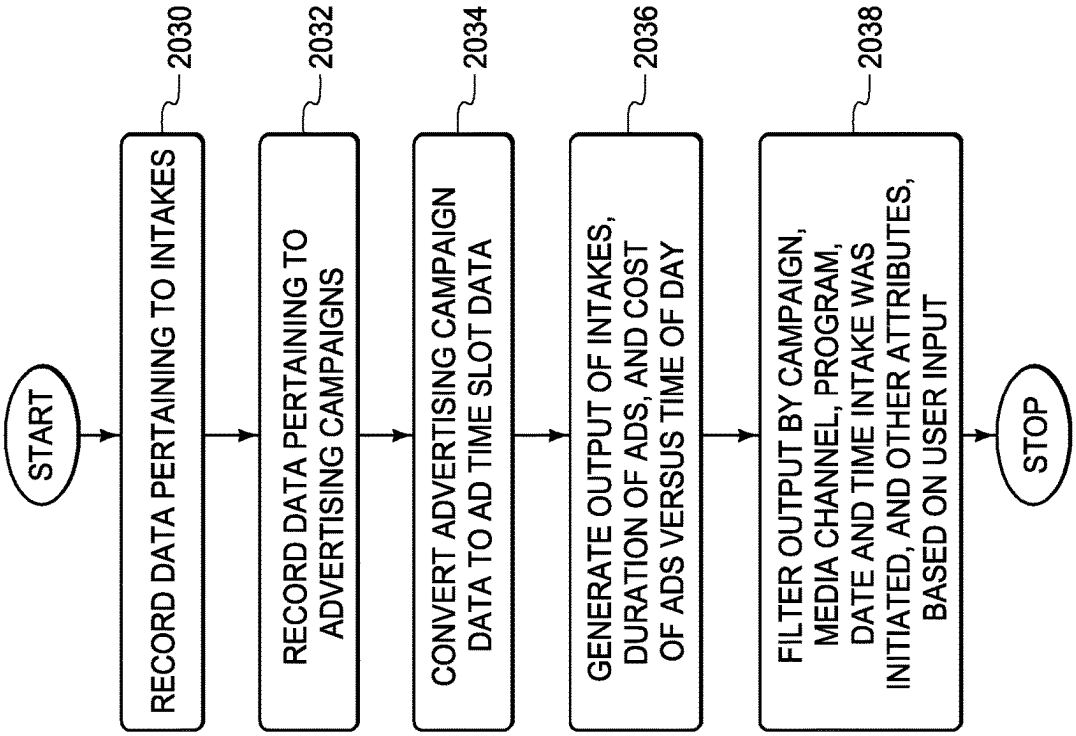
START
RECORD DATA PERTAINING TO INTAKES
2030
RECORD DATA PERTAINING TO ADVERTISING CAMPAIGNS
2032
CONVERT ADVERTISING CAMPAIGN DATA TO AD TIME SLOT DATA
2034
GENERATE OUTPUT OF INTAKES, DURATION OF ADS, AND COST OF ADS VERSUS TIME OF DAY
2036
FILTER OUTPUT BY CAMPAIGN, MEDIA CHANNEL, PROGRAM, DATE AND TIME INTAKE WAS INITIATED, AND OTHER ATTRIBUTES, BASED ON USER INPUT
2038
STOP

FIG. 58

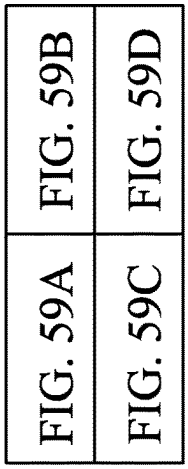
FIG. 59A
FIG. 59B
FIG. 59C
FIG. 59D

FIG. 59

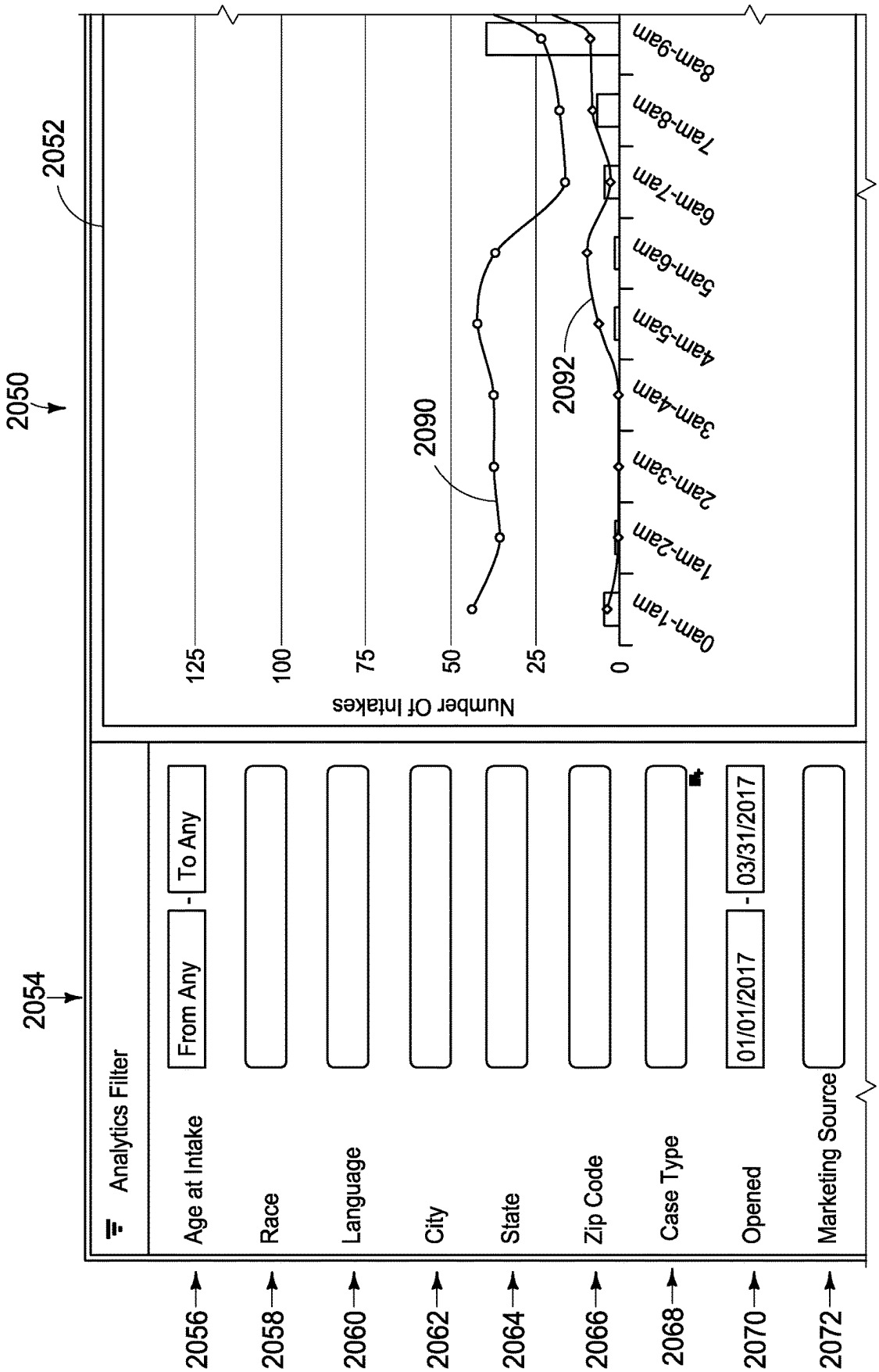
2050
2052
2054
Analytics Filter
Age at Intake
From Any
To Any
Race
Language
City
State
Zip Code
Case Type
Opened
01/01/2017
03/31/2017
Marketing Source
2056
2058
2060
2062
2064
2066
2068
2070
2072
Number Of Intakes
125
100
75
50
25
0
0am-1am
1am-2am
2am-3am
3am-4am
4am-5am
5am-6am
6am-7am
7am-8am
8am-9am
2090
2092

FIG. 59A

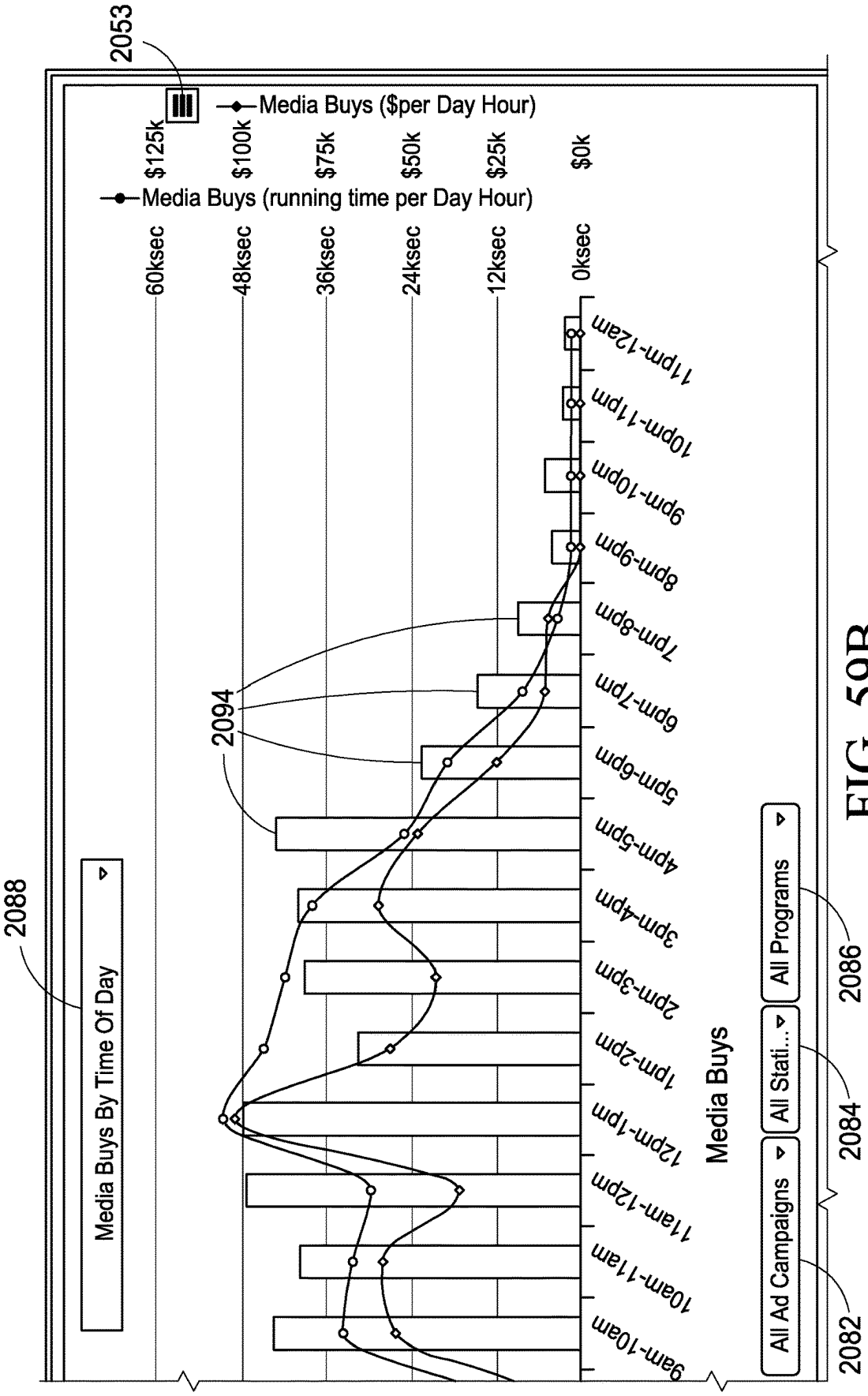
2053
Media Buys ($per Day Hour)
$125k
$100k
$75k
$50k
$25k
$0k
Media Buys (running time per Day Hour)
60ksec
48ksec
36ksec
24ksec
12ksec
0ksec
11pm-12am
10pm-11pm
9pm-10pm
8pm-9pm
7pm-8pm
6pm-7pm
5pm-6pm
4pm-5pm
3pm-4pm
2pm-3pm
1pm-2pm
12pm-1pm
11am-12pm
10am-11am
9am-10am
2094
2088
Media Buys By Time Of Day
Media Buys
All Programs
All Stati...
All Ad Campaigns
2086
2084
2082

FIG. 59B

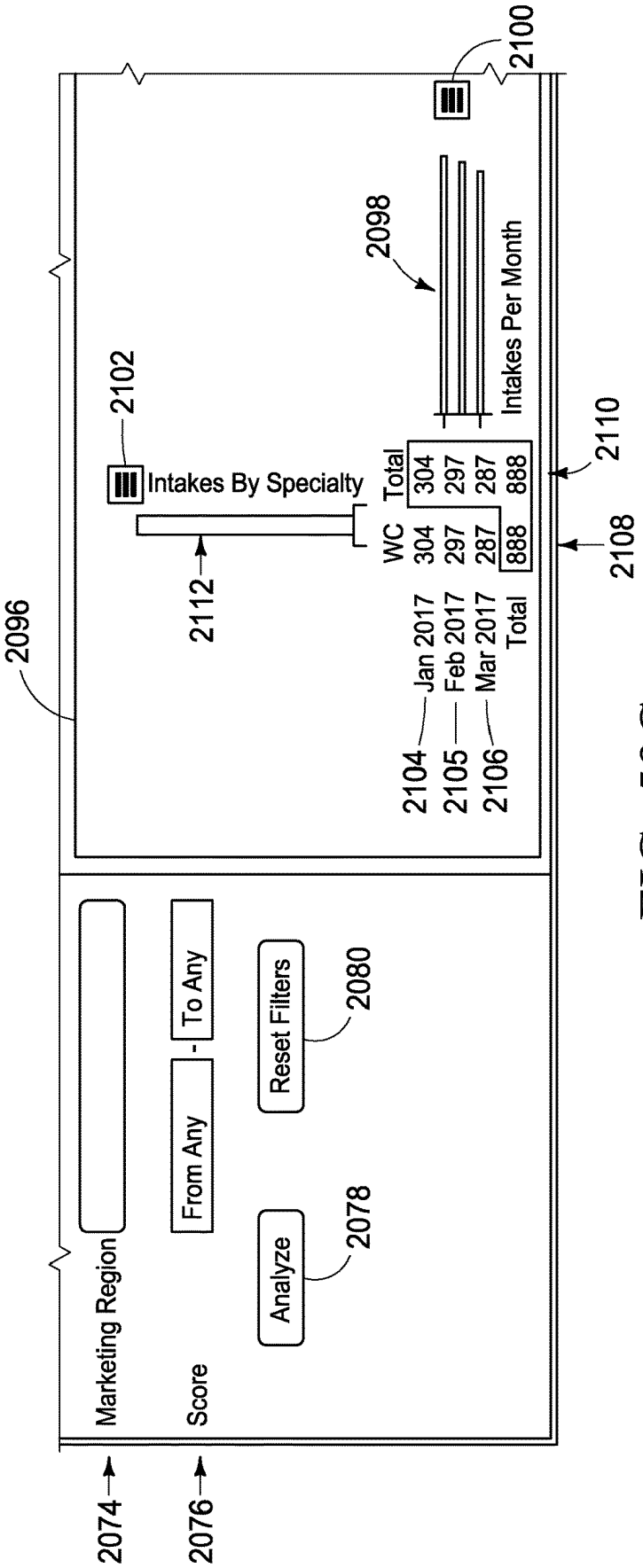
2100
2098
Intakes Per Month
2102
Intakes By Specialty
Total
WC
304
297
287
888
2110
2108
2112
2096
Jan 2017
Feb 2017
Mar 2017
Total
2104
2105
2106
Marketing Region
Score
From Any
To Any
Analyze
2078
Reset Filters
2080
2074
2076

FIG. 59C

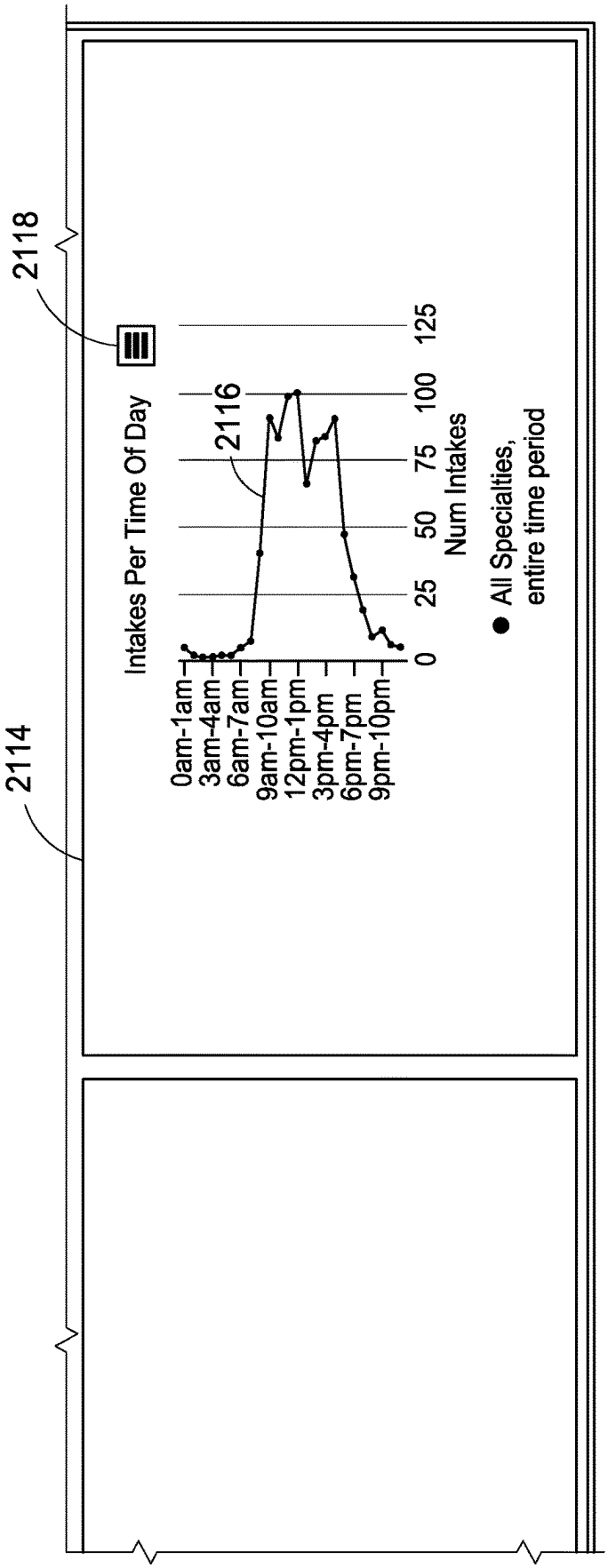
2114
2118
Intakes Per Time Of Day
2116
0am-1am
3am-4am
6am-7am
9am-10am
12pm-1pm
3pm-4pm
6pm-7pm
9pm-10pm
0
25
50
75
100
125
Num Intakes
All Specialties, entire time period

FIG. 59D

MEDIA BUY LOADER, GRAPHICAL USER INTERFACE, AND METHOD OF CORRELATING MEDIA BUYS TO CUSTOMER INTAKES

CROSS REFERENCE TO RELATED APPLICATION

This is a continuation of U.S. patent application Ser. No. 16/028,323 filed Jul. 5, 2018, which in turn is a continuation-in-part of U.S. patent application Ser. No. 15/697,809 filed Sep. 7, 2017 (now U.S. Pat. No. 10,503,790), which in turn is a continuation of U.S. patent application Ser. No. 15/434,564 filed Feb. 16, 2017 (now U.S. Pat. No. 9,785,312), which in turn claims the benefit of U.S. Provisional Patent Application No. 62/296,595, all of which are incorporated herein by reference.

TECHNICAL FIELD

The technical field also comprises database and file management. The technical field also comprises operator interface processing.

BACKGROUND

Various types of businesses use and maintain data related to the company's business, such as information about customers, existing projects, business opportunities, and completed projects. The data is stored in a database that is accessible to company employees.

To facilitate effective use of data, many business organizations have a system to help manage the company's interactions with customers, clients and sales prospects, commonly known as a customer relationship management (CRM) system or client management system (CMS).

SUMMARY

Some embodiments provide system including a server configured to be accessed by a client workstation, the server including a memory defining a database, the main server being configured to present to the workstation a graphical user interface for receiving intakes, at various times, including information about potential customers; and a media buy loader configured to: record the information about the potential customer and to record a time and date when an intake was initiated by the potential customer; record data about an advertising campaign including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a broadcast program into which the advertisements are inserted, and times when the program is broadcast; convert the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and generate an graphical user interface configured to visually illustrate cost of advertisements versus time of day.

Other embodiments provide a system including a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers, the different channels coupling to the PBX different phone numbers to be called by potential customers; an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX; a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including: an OAI listener coupled to the OAI gateway; a notification server coupled to the OAI listener; a memory defining a database and coupled to the OAI listener; and an intake application server coupled to the database and configured to present to a workstation a graphical user interface for receiving intake information about the potential customer; and a media buy loader configured to: record the information about the potential customer and to record a time and date when an intake was initiated by the potential customer; record data about an advertising campaign including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a broadcast program into which the advertisements are inserted, and times when the program is broadcast; convert the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and selectively generate an output visually indicating cost of advertisements versus time of day.

Still other embodiments provide a method including recording client intakes, the client intakes including information about potential customers; recording a time and date when each intake was initiated by one of the potential customers; recording data about an advertising campaign including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a broadcast program into which the advertisements are inserted, and times when the program is broadcast; converting the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and selectively generating an output visually indicating cost of advertisements versus time of day, number of intakes versus time of day, and cost of the advertisements versus time of day.

Other embodiments provide a system comprising a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers; an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX; a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including: an OAI listener coupled to the OAI gateway; a notification server coupled to the OAI listener; a memory defining a database and coupled to the OAI listener; and a media buy loader configured to: record data about a television advertising campaign comprised of purchased broadcast television advertisements, including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a television broadcast program into which the advertisements are inserted, and times when the television program is broadcast; convert the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and generate a graphical user interface configured to visually illustrate cost of television advertisements versus time of day.

Other embodiments provide a system comprising a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers, the different channels coupling to the PBX different phone numbers to be called by potential customers; an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX; a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including: an OAI

listener coupled to the OAI gateway; a notification server coupled to the OAI listener; a memory defining a database and coupled to the OAI listener; and an intake application server coupled to the database and configured to present to a workstation a graphical user interface for receiving intake information about the potential customer; and a media buy loader configured to: record the information about the potential customer and to record a time and date when an intake was initiated by the potential customer; record data about a broadcast advertising campaign comprised of purchased broadcast advertisements, the data including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, and times when a broadcast program containing the advertisements is broadcast; normalize the data about advertising campaigns into ad time slot data including a time range in which the broadcast program runs and average number of times the advertisements run during the time range; and selectively generate an output graphically indicating cost of advertisements versus time of day.

Other embodiments provide a method comprising: providing a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers; providing an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX; providing a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including: an OAI listener coupled to the OAI gateway; a notification server coupled to the OAI listener; and a memory defining a database and coupled to the OAI listener; recording data about an advertising campaign comprised of previously purchased advertisements, the data including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a broadcast program into which the advertisements are inserted, and times when the program is broadcast; converting the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and selectively generating an output graphically indicating cost of advertisements versus time of day, and cost of the advertisements versus time of day.

Other embodiments provide a method including recording data about an advertising campaign; converting the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and selectively generating an output visually indicating cost of advertisements versus time of day, number of intakes versus time of day, and cost of the advertisements versus time of day. Other systems and methods are provided

BRIEF DESCRIPTION OF THE VIEWS OF THE DRAWINGS

FIG. **1** is a functional block diagram of a system in accordance with various embodiments.

FIG. **2** is a hardware block diagram of the system of FIG. **1** showing greater details of the PBX included in the system of FIG. **1**, in accordance with various embodiments.

FIG. **3** is a block diagram illustrating attaching of company numbers to unique direct inward dial numbers, in accordance with various embodiments.

FIG. **4** is a screen shot illustrating a graphical user interface for setting a value for a condition, to perform a screening using the system of FIG. **1**, in accordance with various embodiments.

FIG. **5** is a functional block diagram illustrating automatic routing based on the system of FIG. **1** reading a direct inward dial number, in accordance with various embodiments.

FIG. **6** is a functional block diagram illustrating that responses to question forms trigger directed action, using the system of FIG. **1**, in accordance with various embodiments.

FIG. **7** is a screen shot illustrating a graphical user interface for inputting intake questionnaire screening information, using the system of FIG. **1**, in accordance with various embodiments.

FIG. **8** is a screen shot illustrating a graphical user interface for viewing or editing a screening rule or intake scoring model for the intake questionnaire of FIG. **7**, in accordance with various embodiments.

FIG. **9** is a screen shot illustrating a graphical user interface for adding a question to the rule of FIG. **8**, in accordance with various embodiments.

FIG. **10** is a screen shot illustrating the graphical user interface of FIG. **9** being filled out, in accordance with some embodiments.

FIG. **11** is a screen shot illustrating a graphical user interface for creating a new screening rule, using the system of FIG. **1**, in accordance with various embodiments.

FIG. **12** is a screen shot illustrating the graphical user interface of FIG. **11** after an "add condition" element of FIG. **11** has been actuated, in accordance with various embodiments.

FIG. **13** is a screen shot illustrating the graphical user interface of FIG. **12** after a question of FIG. **12** has been selected, in accordance with various embodiments.

FIG. **14** is a screen shot illustrating a graphical user interface for inputting intake questionnaire screening information, similar to FIG. **7**, after a question has been added, in accordance with various embodiments.

FIG. **15** is a screen shot illustrating a graphical user interface for inputting client or customer information, associated with the questionnaire of FIG. **14**.

FIG. **16** is a map illustrating how FIGS. **16**A and **16**B are to be assembled.

FIG. **16**A is a portion of a screen shot illustrating a graphical user interface for viewing, adding, or editing questions used in connection with the screening rules of FIGS. **11-13**.

FIG. **16**B is a second portion of the screen shot of FIG. **16**B.

FIG. **17** is a screen shot illustrating a graphical user interface for viewing, adding, or editing the screening rules of FIGS. **11-13**.

FIG. **18** is a map illustrating how FIGS. **18**A and **18**B are to be assembled.

FIG. **18**A is a portion of a screen shot illustrating a graphical user interface for displaying calls received by the system of FIG. **1** and for starting intake questionnaires for calls.

FIG. **18**B is a second portion of the screen shot of FIG. **18**A.

FIG. **19** is a map illustrating how FIGS. **19**A and **19**B are to be assembled.

FIG. **19**A is a portion of a screen shot illustrating a graphical user interface listing a plurality of checklists in a CRM system or law firm case management system hosted by the server of FIG. **5** or a different server.

FIG. **19**B is a second portion of the screen shot of FIG. **19**A.

FIG. **20** is a map illustrating how FIGS. **20**A and B are to be assembled.

FIG. **20**A is a portion of a screen shot illustrating the graphical user interface of FIGS. **19**A and **19**B after a checklist type has been selected.

FIG. **20**B is a second portion of the screen shot of FIG. A.

FIG. **21** is a map illustrating how FIGS. **21**A and **21**B are to be assembled.

FIG. **21**A is a portion of a screen shot illustrating a graphical user interface listing a plurality of checklist items included in one of the checklists of FIGS. **19**A and **19**B.

FIG. **21**B is a second portion of the screen shot of FIG. **21**A.

FIG. **22** is a map illustrating how FIGS. **22**A and **22**B are to be assembled.

FIG. **22**A is a portion of a screen shot illustrating a graphical user interface showing logic details of one of the checklist items of FIGS. **21**A and **21**B.

FIG. **22**B is a second portion of the screen shot of FIG. **22**A.

FIG. **23** is a map illustrating how FIGS. **23**A and **23**B are to be assembled.

FIG. **23**A is a portion of a screen shot illustrating a graphical user interface showing a case type being added to the logic of the checklist item of FIGS. **22**A and **22**B.

FIG. **23**B is a second portion of the screen shot of FIG. **23**A.

FIG. **24** is a map illustrating how FIGS. **24**A and **24**B are to be assembled.

FIG. **24**A is a portion of a screen shot illustrating a graphical user interface showing a condition pull down menu being pulled down from the graphical user interface of FIGS. **23**A and **23**B.

FIG. **24**B is a second portion of the screen shot of FIG. **24**A.

FIG. **25** is a map illustrating how FIGS. A and B are to be assembled.

FIG. **25**A is a portion of a screen shot illustrating a graphical user interface showing a task due timing pull down menu being pulled down from the graphical user interface of FIGS. **24**A and **24**B.

FIG. **25**B is a second portion of the screen shot of FIG. **25**A.

FIG. **26** is a map illustrating how FIGS. **26**A and **26**B are to be assembled.

FIG. **26**A is a portion of a screen shot illustrating a graphical user interface showing a mail merge options pull down menu being pulled down from the graphical user interface of FIGS. **25**A and **25**B.

FIG. **26**B is a second portion of the screen shot of FIG. **26**A.

FIG. **27** is a map illustrating how FIGS. **27**A, **27**B, **27**C, and **27**D are to be assembled.

FIG. **27**A is a portion of a screen shot illustrating a graphical user interface listing a plurality of dashboard lists in a CRM system or law firm case management system.

FIG. **27**B is a second portion of the screen shot of FIG. **27**A.

FIG. **27**C is a third portion of the screen shot of FIG. **27**A.

FIG. **27**D is a fourth portion of the screen shot of FIG. **27**A.

FIG. **28** is a map illustrating how FIGS. **28**A and **28**B are to be assembled.

FIG. **28**A is a portion of a screen shot illustrating a graphical user interface showing dashboard items and showing filter conditions defining each dashboard list as well as columns included in each dashboard list.

FIG. **28**B is a second portion of the screen shot of FIG. **28**A.

FIG. **29** is a map illustrating how FIGS. **29**A, **29**B, **29**C, and **29**D are to be assembled.

FIG. **29**A is a portion of a screen shot illustrating a graphical user interface showing how rules can be added or deleted to define one of the dashboard lists.

FIG. **29**B is a second portion of the screen shot of FIG. **29**A.

FIG. **29**C is a third portion of the screen shot of FIG. **29**A.

FIG. **29**D is a fourth portion of the screen shot of FIG. **29**A.

FIG. **30** is a map illustrating how FIGS. **30**A, **30**B, **30**C, and **30**D are to be assembled.

FIG. **30**A is a portion of a screen shot illustrating a graphical user interface showing how a new dashboard list definition is added.

FIG. **30**B is a second portion of the screen shot of FIG. **30**A.

FIG. **30**C is a third portion of the screen shot of FIG. **30**A.

FIG. **30**D is a fourth portion of the screen shot of FIG. **30**A.

FIG. **31** is a map illustrating how FIGS. **31**A, **31**B, **31**C, and **31**D are to be assembled.

FIG. **31**A is a portion of a screen shot illustrating a graphical user interface showing a first case rule pull down menu being pulled down from the graphical user interface of FIGS. **30**A and **30**B.

FIG. **31**B is a second portion of the screen shot of FIG. **31**A.

FIG. **31**C is a third portion of the screen shot of FIG. **31**A.

FIG. **31**D is a fourth portion of the screen shot of FIG. **31**A.

FIG. **32** is a map illustrating how FIGS. **32**A, **32**B, **32**C, and **32**D are to be assembled.

FIG. **32**A is a portion of a screen shot illustrating a graphical user interface showing a second case pull down menu being pulled down from the graphical user interface of FIGS. **30**A and **30**B.

FIG. **32**B is a second portion of the screen shot of FIG. **32**A.

FIG. **32**C is a third portion of the screen shot of FIG. **32**A.

FIG. **32**D is a fourth portion of the screen shot of FIG. **32**A.

FIG. **33** is a map illustrating how FIGS. **33**A, **33**B, **33**C, and **33**D are to be assembled.

FIG. **33**A is a portion of a screen shot illustrating a graphical user interface showing how a rule is added to the screens of FIG. **30**A and FIG. **30**B using pull down menus.

FIG. **33**B is a second portion of the screen shot of FIG. **33**A.

FIG. **33**C is a third portion of the screen shot of FIG. **33**A.

FIG. **33**D is a fourth portion of the screen shot of FIG. **33**A.

FIG. **34** is a map illustrating how FIGS. **34**A, **34**B, **34**C, and **34**D are to be assembled.

FIG. **34**A is a portion of a screen shot illustrating a graphical user interface showing a second rule being added.

FIG. **34**B is a second portion of the screen shot of FIG. **34**A.

FIG. **34**C is a third portion of the screen shot of FIG. **34**A.

FIG. **34**D is a fourth portion of the screen shot of FIG. **34**A

FIG. **35** is a map illustrating how FIGS. **35**A, **35**B, **35**C, and **35**D are to be assembled.

FIG. **35**A is a portion of a screen shot illustrating a graphical user interface showing a third rule being added.

FIG. **35**B is a second portion of the screen shot of FIG. **35**A.

FIG. **35**C is a third portion of the screen shot of FIG. **35**A.

FIG. **35**D is a fourth portion of the screen shot of FIG. **35**A.

FIG. **36** is a map illustrating how FIGS. **36**A, **36**B, **36**C, and **36**D are to be assembled.

FIG. **36**A is a portion of a screen shot illustrating a graphical user interface showing a fourth rule being added.

FIG. **36**B is a second portion of the screen shot of FIG. **36**A.

FIG. **36**C is a third portion of the screen shot of FIG. **36**A.

FIG. **36**D is a fourth portion of the screen shot of FIG. **36**A.

FIG. **37** is a map illustrating how FIGS. **37**A and **37**B are to be assembled.

FIG. **37**A is a portion of a screen shot illustrating a graphic user interface showing an administrative screen for managing buzzwords.

FIG. **37**B is a second portion of the screen of FIG. **37**A.

FIG. **38** is a map illustrating how FIGS. **38**A and **38**B are to be assembled.

FIG. **38**A is a portion of a screen shot illustrating a graphic user interface showing a buzzword being edited.

FIG. **38**B is a second portion of the screen of FIG. **38**A.

FIG. **39** is a map illustrating how FIGS. **39**A, **39**B, **39**C, and **39**D are to be assembled.

FIG. **39**A is a portion of a screen shot illustrating a graphical user interface showing a notes screen or screen portion.

FIG. **39**B is a second portion of the screen shot of FIG. **39**A.

FIG. **39**C is a third portion of the screen shot of FIG. **39**A.

FIG. **39**D is a fourth portion of the screen shot of FIG. **39**A.

FIG. **40** is a map illustrating how FIGS. **40**A, **40**B, **40**C, and **40**D are to be assembled.

FIG. **40**A is a portion of a screen shot illustrating a graphical user interface including a text editor screen portion.

FIG. **40**B is a second portion of the screen shot of FIG. **40**A.

FIG. **40**C is a third portion of the screen shot of FIG. **40**A.

FIG. **40**D is a fourth portion of the screen shot of FIG. **40**A.

FIG. **41** is a map illustrating how FIGS. **41**A, **41**B, **41**C, and **41**D are to be assembled.

FIG. **41**A is a portion of a screen shot illustrating a graphical user interface including a recognized buzzword-indicating screen portion.

FIG. **41**B is a second portion of the screen shot of FIG. **41**A.

FIG. **41**C is a third portion of the screen shot of FIG. **41**A.

FIG. **41**D is a fourth portion of the screen shot of FIG. **41**A.

FIG. **42** is a screen shot illustrating a web page associated with a buzzword of FIGS. **37**A-D and FIGS. **41**A-D.

FIG. **43** is a flowchart illustrating operation of a method of using the case management system of FIGS. **27**A-D.

FIG. **44** is a screen shot illustrating sending an email from a third party email client to the case management system.

FIG. **45** is a map illustrating how FIGS. **45**A, **45**B, **45**C, and **45**D are to be assembled.

FIG. **45**A is a portion of a screen shot illustrating a graphical user interface illustrating the email of FIG. **44** being received from the third party email client by the case management system and being added as a note.

FIG. **45**B is a second portion of the screen shot of FIG. **45**A.

FIG. **45**C is a third portion of the screen shot of FIG. **45**A.

FIG. **45**D is a fourth portion of the screen shot of FIG. **45**A.

FIG. **46** is a screen shot illustrating sending an email including an attachment from a third party email client to the case management system.

FIG. **47** is a map illustrating how FIGS. **47**A, **47**B, **47**C, and **47**D are to be assembled.

FIG. **47**A is a portion of a screen shot illustrating a graphical user interface illustrating the email of FIG. **46** being received from the third party email client by the case management system and being added as a note, and showing the attachment being added in a files section of the user interface.

FIG. **47**B is a second portion of the screen shot of FIG. **47**A.

FIG. **47**C is a third portion of the screen shot of FIG. **47**A.

FIG. **47**D is a fourth portion of the screen shot of FIG. **47**A.

FIG. **48** is a map illustrating how FIGS. **48**A and **48**B are to be assembled.

FIG. **48**A is a portion of a screen shot illustrating a graphical user interface illustrating a share menu that is displayed when a share icon is actuated.

FIG. **48**B is a second portion of the screen shot of FIG. **48**A.

FIG. **49** is a map illustrating how FIGS. **49**A and **49**B are to be assembled.

FIG. **49**A is a portion of a screen shot illustrating a user interface for creating an email originating from the case management system.

FIG. **49**B is a second portion of the screen shot of FIG. **49**A.

FIG. **50** is a map illustrating how FIGS. **50**A and **50**B are to be assembled.

FIG. **50**A is a portion of a screen shot illustrating an email received from the case management system.

FIG. **50**B is a second portion of the screen shot of FIG. **50**A.

FIG. **51** is a map illustrating how FIGS. **51**A, **51**B, **51**C, and **51**D are to be assembled.

FIG. **51**A is a portion of a screen shot illustrating a graphical user interface illustrating the sent email of FIGS. **50**A and **50**B being included in a notes section of the case management system.

FIG. **51**B is a second portion of the screen shot of FIG. **51**A.

FIG. **51**C is a third portion of the screen shot of FIG. **51**A.

FIG. **51**D is a fourth portion of the screen shot of FIG. **51**A.

FIG. **52** is a flowchart illustrating operation of the case management system in receiving and validating an email from a third party email system, in accordance with some embodiments.

FIG. **53** is a hardware block diagram of the case management system and email server in accordance with some embodiments.

FIG. **54** is a flow diagram illustrating operation of the case management system in receiving and validating an email from a third party email system, in accordance with some embodiments.

FIG. **55** is a map illustrating how FIGS. **55**A, **55**B, **55**C, **55**D, **55**E, **55**F, **55**G, and **55**H are to be assembled.

FIG. **55**A is a portion of a screen shot illustrating a graphical user interface illustrating an attachment from the email of FIG. **54** is available from a reports section of the case management system.

FIG. **55**B is a second portion of the screen shot of FIG. **55**A.

FIG. **55**C is a third portion of the screen shot of FIG. **55**A.

FIG. **55**D is a fourth portion of the screen shot of FIG. **55**A.

FIG. **55**E is a fifth portion of the screen shot of FIG. **55**A.

FIG. **55**F is a sixth portion of the screen shot of FIG. **55**A.

FIG. **55**G is a seventh portion of the screen shot of FIG. **55**A.

FIG. **55**H is an eighth portion of the screen shot of FIG. **55**A.

FIG. **56** is a block diagram illustrating how ad campaign data is broken up into ad time slots, in some embodiments, for use in a media buy loader.

FIG. **57** is a table showing data attributes and how attributes are calculated for the ad time slots of FIG. **56**.

FIG. **58** is a flowchart showing operation of a media buy in accordance with various embodiments.

FIG. **59**A is a portion of a screen shot illustrating a graphical user interface illustrating an output generated by the case management system using the method of FIG. **58**, in accordance with various embodiments.

FIG. **59**B is a second portion of the screen shot of FIG. **59**A.

FIG. **59**C is a third portion of the screen shot of FIG. **59**A.

FIG. **59**D is a fourth portion of the screen shot of FIG. **59**A.

DETAILED DESCRIPTION OF THE ILLUSTRATED EMBODIMENTS

Attention is direct to U.S. patent application Ser. No. 15/697,809, filed Sep. 7, 2017, which is a continuation of U.S. patent application Ser. No. 15/434,564, filed Feb. 16, 2017, now U.S. Pat. No. 9,785,312, which in turn claims priority to U.S. Provisional Patent Application Ser. No. 62/296,595 filed Feb. 17, 2016, all of which name Sanchez et al as inventors, and all of which are incorporated herein by reference. Attention is also directed to U.S. Pat. No. 9,703,985 to Sanchez, and U.S. patent application Ser. No. 15/675,703 to Sanchez, all of which are incorporated herein by reference. In various embodiments, the system described below further includes some or all of the features described in these incorporated applications and patents.

FIG. **1** shows a system **10** in accordance with various embodiments. The system **10** includes one or more servers **12**. In the illustrated embodiment, a server **12** is depicted which runs Linux. Other operating systems can be used. The system **10** further includes a private branch exchange (PBX) **14** in communication with the server **12**. More particularly, the system **10** further includes an open architecture interface (OAI) gateway **16** between the PBX **14** and the server **12**, in the illustrated embodiment. The gateway **16** provides the interface between the PBX **14** and a network, such as a local area network that uses Ethernet cable.

The PBX **14** receives several incoming phone lines from the public switched telephone network (PSTN). In some embodiments, the PBX **14** is a traditional PBX. In other embodiments, the PBX **14** is a hybrid PBX that incorporates both analog and VoIP endpoints for use with conventional or IP phones. In still other embodiments, the PBX **14** is a VoIP PBX. In still other embodiments, VoIP is used and the PBX **14** is omitted.

The server **12** includes an open architecture interface (OAI) listener **18** coupled to the gateway **16** via a network **20**, such as a local area network, using a transmission control protocol (TCP) socket, in the illustrated embodiment. In the illustrated embodiment, the OAI listener **18** runs the Ruby programming language. Other languages could be used.

The server **12** further includes a notification server **22**. In the illustrated embodiment, the listener **18** transfers inbound connections from the PBX **14** to the notification server **22** via HTTP post.

The server **12** further includes an intake application server **24**. The intake application server **24** is used to generate client intake forms described below, to change fields in intake screens, and to capture data filled in the fields. In the illustrated embodiment, the intake application server **24** runs the Ruby on Rails programming language. Other languages could be used.

The server **12** further includes a database **26** in communication with the intake application server **24** and the OAI listener **18**. The database **26** stores data from the intake application server such as forms, formulas, data entered into the forms, form fields, as will be described in more detail below. The database **26** also stores data about incoming calls from the OAI listener **18**, such as which direct inward dial phone numbers received phone calls, when calls were made, how long they lasted, etc. In the illustrated embodiment, the database **26** is a Postgres database. Other types of databases could be used. The database can be a multi-tenant database, which maintains data and provides access to the data for a number of different companies.

The system **10** further includes one or more workstations **28** in communication with the server **12** via a network, such as via the network **20** or via the Internet. The workstations **28** comprise, in some embodiments, personal computers having typical components including input/output devices such as screens and keyboards or touch screens, memory such as RAM, ROM, and hard drives or solid state memory, processors, and modems or network adapters for connecting to the network. The workstations comprise, in some embodiments, smart phones, tablets, computers or devices with web-based operating systems, or other devices capable of running a web browser. In some embodiments, a workstation is defined, in some embodiments, by input and output devices coupled directly to the server **12** instead of via the network. In the illustrated embodiment, the workstations **28** send subscriptions to the notification server **22** via HTTP and receive notifications from the notification server **22** via SSE (server side event). A subscription defines the criteria for a notification, such as when a phone call is received. A subscription also defines the subscribers or users who are to receive the notification. An HTML5 server side event allows real-time data updates to be pushed from the server **12** to the browser of the workstation or workstations **28**.

FIG. **2** shows hardware construction details of the system **10**, in accordance with various embodiments. As shown in FIG. **2**, the server **12** includes typical components of Internet hosting servers including, for example, one or more processors (single or multi-core) **30**, one or more network adapters **32** for communications with the workstations **28** over the network **20**, and memory **33**, which includes RAM, ROM, and hard drives or solid state memory, in communication with the processor **30**. The memory **33** defines databases including the database **26** of FIG. **1**. In the illustrated embodiment, the database **26** includes client records **37** (e.g., information about various communications with a CRM customer or law firm client), intake records **34** (see FIGS. **14** and **15**), screening rules **36** (see FIG. **17**), and

questions **38** (see FIGS. **16**A and B). Alternatively, these items can be stored in separate databases. Additional databases, e.g., **40** and **42**, can be included for storing other data, such as legal case management or docketing data, accounts payable, time and billing data, etc. Other hardware arrangements are possible.

As shown in FIG. **2**, the PBX **14** receives phone calls from a public switched telephone network. In the illustrated embodiment, the PBX **14** receives at least one primary rate interface (PRI) line **44** that defines a plurality of direct inward dial (DID) numbers. A DID is an actual phone number that a potential client or customer dials. PRI is a level of service assigned by the integrated services digital network (ISDN), providing digital access to the public switched telephone network for the PBX **14**. ISDN is an international communications standard for transmission of digital voice, video, and data over the public switched telephone network. While PRI is usually associated with voice transmission, it can also transmit faxes, data, or video. The PRI of the illustrated embodiment is a single cable that consists of 24 channels. The PBX **14** includes a PRI interface **46** that uses 23 of the channels for voice calls and one line for signaling. In the illustrated embodiment, the PBX **14** further includes switching circuitry **48** for connecting different phones to different DID lines, digital signal processing (DSP) circuitry **50** for converting to analog lines or for supporting VOIP protocols for VOIP phones, RAM **52** associated with the digital signal processing circuitry **50**, a controller and voice messaging circuitry **54**, and long term storage **56** (e.g., one or more hard drives or solid state drives) and RAM **58** associated with the controller **54**. In some embodiments, voice messages are stored in the long term storage **56**. In some embodiments, a separate server is used for voice message. The controller **54** provides outputs to phones **60**, **62**, **64**, etc. that may be provided proximate different computer workstations **28** so intake clerks can enter data into the workstations while being on the phone with potential clients or customers. In some embodiments, intake clerks log in to specific phones of the PBX **14**. This allows the server **12** to route specific incoming calls to specific intake clerks even if they switch locations. Other PBX designs can be employed in other embodiments.

FIG. **3** illustrates attaching companies to unique direct inward dial phone numbers. In some embodiments, potential clients for multiple different businesses or law firms can be screened by the system **10** (FIG. **1**). Multiple law firms or attorneys **70**, **71**, and **72** direct potential claimants into the system **10**. To facilitate this, different companies (e.g., different law firms) **70**, **71**, **72**, etc. are each assigned one or more different unique inward dial numbers **74** by the PBX **14**. A law firm **70** may advertise, for example, a certain phone number to accident victims and a different phone number to medical malpractice victims. Based on the phone number **76** called by the potential client, the PBX **14** knows which law firm was called and screening tool **78** of the system **10** knows which questionnaire **80** to present to an intake clerk. Different law firms may develop their own question forms, using workstations **28** (see FIG. **1**) based on whatever claim it is they wish to have evaluated. In some embodiments, metadata defined by an administrator triggers actions unique to defined phone numbers as selected by the administrator. For example, law firm "A" has the DID phone number (919) 123-4567 assigned to them and law firm "B" has the phone number (919) 890-1112 assigned to them. When a call comes into the system **10** to (919) 123-4567, customized questionnaires assigned to law firm "A" display on an intake clerk's screen. If a call comes in to (919) 890-1112, customized questionnaires assigned to law firm "B" display on an intake clerk's screen.

Various embodiments provide a screening tool **78** (see FIG. **3**), defined by the system **10** of FIG. **1** that expresses rules and conditions in a set of database tables in the database **26**. In various embodiments, each rule optionally has a name (for visual reference), and one or more associated conditions. The screening tool **78** queries the database table for all rules that are associated with the type of intake (or case), and through a loop control structure, the screening tool **78** tests each condition for a match. With each match, a value (positive or negative) is added to a resulting intake score, in some embodiments.

FIG. **4** illustrates an example user interface **82**, created by the system **10** of FIG. **1**, which an administrator can use to assign a name **84** to a screening rule or intake scoring model in a description field **86**. Using the screening tool **78** (see FIG. **3**), an administrator at a law firm (or other organization) creates rules and adds one or more conditions. A condition **88** references a question on an intake questionnaire. The screening tool **78**, in various embodiments, provides for matching tests including but not limited to equality, inequality, inclusion in a set, exclusion from a set, and a date within a range of days relative to other dates provided in answers to the intake questionnaire. In the example shown in FIG. **4**, the matching test employed is a date range test **90**. The administrator, in various embodiments, assigns in field **92** a score or value **94** to be added if the condition **88** on the intake questionnaire is met and all other conditions for the screening rule or intake scoring model are met. This assignment of a score is typically done while the administrator creates a screening rule. In various embodiments, a score can be changed after a screening rule has been created. In the example shown in FIG. **4**, if the date of the matter is within a certain number of days before the intake date, the score in field **92** is added to a cumulative total score for the intake questionnaire. The condition "date of matter" is chosen using pull down menu **96**, the condition "within days" is chosen using pull down menu **98**, and the condition "intake date" is chose using pull down menu **100**. After conditions and scores are set, the rule is created by actuating a button **102** or is cancelled by actuating a button **104**.

The forms generated by the system (FIG. **4** and FIGS. **7-15**) by the system **10** are web HTML forms that consist of standard web HTML form input elements and layout elements, as well as hand-written javascript, in various embodiments. The system **10** uses libraries that are, in some embodiments, Ruby libraries (referred to as Ruby Gems), and some open-source web form styling packages. For example, one such styling component is called select2 (https://select2.github.io/) that extends the functionality and visual appearance of the HTML <select> input element.

FIG. **5** shows automatic routing in response to the PBX **14** (FIG. **1**) reading a direct inward dial number, in accordance with various embodiments. Different potential clients, customers, or sales leads **110**, **111**, and **112** call different phone numbers that were advertised in connection with different products, services, or solutions using the telephone system **114**. The system **10** routes the calls to different customer service representatives, screeners, or intake clerks **116**, **117**, or **118** that have different question forms or intake questionnaires **120**, **121**, and **122**, respectively. In some embodiments, this is arranged using phone extension routing and by specifically limiting certain intake clerk's access to specific intake questionnaires. Alternatively, a single intake clerk will have different question forms or intake questionnaires **120**, **121**, and **122** (similar to the questionnaire **80** of FIG. **3**

but different from each other) come up on a monitor screen of a workstation **28** depending on the phone number dialed by the potential client or customer **110**, **111**, and **112**. In some embodiments, if no intake clerk is available, the call is logged so that an intake clerk may perform an intake at a later time.

In the law firm example, different law firms develop different intake questionnaires used to determine whether or not a potential client should be accepted. Alternatively, the same questions may be used by different firms but scoring may be different depending on the types of clients the different firms want. For example, while some law firms may only want large clients, other firms may only want small clients, due to staffing and capacity. Or a potential client may have a strong case in one state, serviced by one firm, but a weak case in a different state, serviced by a different firm, due to differences in laws in the different states. A single law firm may have multiple intake questionnaires, such as for different types of potential causes of action. Respective direct inward dial phone numbers **123**, **124**, and **125**, dialed by potential clients or customers **110**, **111**, and **112**, are associated with the different intake questionnaires **120**, **121**, and **122**, in the illustrated embodiment.

FIG. **6** illustrates that the responses from the attorney's questions **120**, **121**, or **122** (similar to questions of questionnaire **80** of FIG. **3**), after being entered by an intake clerk, using the screening tool **78**, generate scores for the potential cause of action, in some embodiments.

In various embodiments, conditions and values can be used in concert with each other. Aggregate scores (after adding scores to all responses on an intake questionnaire **120**, **121**, and **122**) result in directed actions **128**, **129**, and **130** if a score is achieved, or if a score is not achieved, in various embodiments. These actions are human actions in some embodiments (e.g., phone call by a secretary to the potential client, phone call by an attorney to the potential client, arrange an appointment, send a letter accepting or declining a potential client, etc.), and automated actions in other embodiments. The automated actions can be, for example, sending an email or fax to the potential client accepting or declining the potential client. Sending an email or fax every 30 days or some other amount to time (e.g. for marketing or to remain in contact), creating a document or video, causing a message to appear or a window to pop up on an intake clerk's monitor, changing data in a field in the database, calling a potential client and sending an automated message, sending an engagement agreement or non-engagement letter by email or fax, or printing a document for mailing. Alternatively, the automated action could be emailing a calendar invitation for a personal meeting or phone conference. Other automated actions are possible using the system **10**.

In some embodiments, the phone number of a potential customer is detected using caller ID information, and for phone numbers that are not mobile phone numbers, a screening score is assigned based on the general geographic area associated with the phone number. For example, in a certain city, land lines have different prefixes in different parts of a city. It may be more desirable to accept a client from a more affluent area of the city because they would have a greater ability to pay bills or because damages due to loss of wages may be higher. Thus, a positive score may be added for callers from affluent areas of the city and they may vary depending on how affluent the different areas are perceived to be.

Mobile phone callers can be from any geographic location so mobile phone numbers are not assigned a score. Mobile phone numbers are identified by the prefixes of the mobile phone numbers in conjunction with the area codes of the mobile phone numbers.

FIG. **7** illustrates a screen **200** including a questionnaire **202** in accordance with various embodiments. The term "screen," as used in the context of FIGS. **7-18**B, is meant to encompass portions of screens, windows, pop-up windows, or other forms of graphical user interfaces, and is not intended to necessarily mean the entire display area of a monitor. The questionnaire **202** includes one or more questions **204**, **205**, **206**, and **207**. The questionnaire **202** further includes fields **208**, **209**, **210**, and **211** in which an intake clerk can enter responses while talking to a potential client on the phone. Based on the responses entered by the intake clerk, a score or index **214** is calculated by the server **12** (FIG. **1**) that corresponds to the desirability of the potential client. The score **214** is displayed on the screen **200**.

In the illustrated embodiment, the screen **200** also displays, in an area **216**, summaries of questions and answers. In the illustrated embodiment, the screen **200** also displays the time and date **218** when the intake record was created, and includes fields or elements through which the intake clerk can enter or select a case number, a disposition or recommended action **222**, whether an attorney live call has taken place **224**, whether an admin follow up has taken place **226**, whether the firm wants this client **228**, whether there is no charge for a consultation **230**, etc. Other information or fields can be provided for other types of businesses. In the illustrated embodiment, the intake clerk may also add attachments (e.g., scanned copies of notes) by actuating an area **232** of the screen **200**, or may add notes after actuating an area **234** of the screen **200**. In some embodiments, the screen **200** can be revisited after an intake has taken place and elements **220**, **222**, **224**, **226**, **228**, **230**, **232**, and **234** can be changed. The screen **200** also includes menu or navigation elements **236**, **237**, **238**, **239**, and **240**, through which the screener may bring up different screens. In the illustrated embodiment, the elements **236**, **237**, **238**, **239**, and **240** include pull-down menus. The screen **200** also includes an element **242** for deleting the intake questionnaire and an element **244** for printing the intake questionnaire. Printing could be useful after the questionnaire has been filled or partially filled. In some embodiments, the screen **200** also displays an "Intake Locked" popup warning **246**. This is a message sent to the workstation **28** in FIG. **1** as a server side event (SSE) notification. Other screen elements are possible.

FIG. **8** illustrates a screen **260** for viewing or editing a screening rule **261** of the intake questionnaire of FIG. **7**. In the illustrated embodiment, the screen **260** includes a field or element **262** in which an administrator can enter or change the name of the rule, a field or element **264** in which the administrator can enter or change a score if all the conditions of the rule are met, and screening conditions **265**, **266**, and **267** which must all be met for the score of **264** to be applied. The conditions **265**, **266**, and **267** are each made up of questions **268**, matching operators **269**, and matching answer value(s) **270**. In the illustrated embodiment, the conditions can be changed using pull down menus. The screen **260** further includes elements **272** for deleting conditions, an element **274** for adding a condition, an element **276** for updating the screening rule **261** (after edits have been made), an element **278** for cancelling edits, and an element **280** for deleting the rule **261**. In various embodiments, a rule **261** may have only one condition or may have multiple conditions.

FIGS. **9** and **10** illustrate a screen **290** for adding a question to the list **420** of FIG. **16**A, such as after actuating

screen element **446** of FIG. **16**A. The screen **290** includes an element **292** for indicating a specialty area. The element **292** is a pull down menu in various embodiments. Different legal specialties are likely to require different questions for screening potential clients or customers. Different legal specialties may have different bar dates, for example. A client that may be time barred for one specialty may not be for another. In some embodiments, multiple different law firms can access questions for a particular legal specialty. In other embodiments, law firms can only access their own questions but may have their own different specialty areas, each with different questions. The screen **290** further includes a field or element **294** in which the administrator can indicate the position for the question within a list of questions. It may be more logical to place the new question in between existing questions than at the end of the list. For example, if it is desired to place a new question between the first question and the second question of FIG. **16**A, the administrator may enter 1.5 or 1.1 in the field **294**.

The screen **290** further includes a field or element **296** in which an administrator enters a name for the question. The text entered in this field will correspond to a question **268** of FIG. **8**. The screen **290** further includes an element **298** with which an administrator indicates a response type. The element **298** is a pull down menu in the illustrated embodiment. The response type could be, for example, text, number, date, date and time, yes/no, select one, or other types (see FIG. **10**). The screen **290** may further include other items such as a lookup element **300**, an element **302** for entering a code name or number for the condition, an element **304** for indicating whether the text should be shown in a digest, an element **306** for indicating whether or not the question is active, and a field or element **308** in which an administrator can provide help text to explain the question when displayed on the intake questionnaire. The screen **290** further includes an element **310** which, when actuated, creates the new question. The screen **290** further includes an element **312** which, when actuated, cancels the creation of the new question.

FIGS. **11-13** show a screen **320** for creating a new rule similar to the rule **261** of FIG. **8**. The rules each contain conditions such as those shown in FIG. **8**. In the illustrated embodiment, the screen **320** includes a field or element **322**, which is the same as the field **262** of FIG. **8**, in which an administrator can enter the name of the new rule. The screen **320** further includes a field or element **324**, similar to field **264** of FIG. **8** in which the administrator can enter or change a score if all the conditions of the rule are met. The screen **320** further includes an element **326** for creating the screening rule, an element **328** for cancelling edits, and an element **330** for adding a condition to the screening rule.

When the element **330** is actuated by an administrator, an element **332** (see FIG. **12**) appears from which the administrator can select a question from a list of questions. In the illustrated embodiment, the element **332** is a pull down list.

After a question (e.g., question **334**) is selected from the element **330**, elements **336** and **338** appear (see FIG. **13**), in the illustrated embodiment. Using the element **336**, the administrator can set an operator and using the element **338**, the administrator can set an answer. Elements **332**, **336**, and **338** define a condition. The administrator may add an additional condition to the rule by actuating element **330**, then may add further conditions. Note that the score entered into the field **324** may be negative. For example, if a potential legal client or customer answers certain questions in a certain way, their legal matter may not be a good matter to accept. After all conditions have been defined, the administrator may create the rule by actuating element **326**.

FIG. **14** illustrates a screen **350**, similar to the screen of FIG. **7**. The screen **350** includes a questionnaire **352** in accordance with various embodiments. The questionnaire **352** includes questions **204**, **205**, **206**, and **207**, as well as a new question **354** resulting from addition of a question as shown in FIGS. **9-10**, and element **356** through which a screener can enter an answer to the question **354**.

FIG. **15** illustrates a screen **370** which a screening clerk uses to capture personal details about a potential client. The questionnaire **352** of FIG. **14** is associated with a particular potential client. In some embodiments, screen **350** of FIG. **14** is reached by scrolling below the screen **370** (e.g., they are portions of a common page). In the illustrated embodiment, the screen **370** has a field or element **372** which a screening clerk uses to enter a potential client's first name, **374** to enter the potential client's last name, and **376** (optional) to enter the potential client's nickname. The screen **370** further includes an element **378** for recording the client type (e.g., individual or referral source or relative), elements **380**, **382**, and **384** for recording the first name, last name, and relationship of the person calling to the potential client (if not the client himself or herself). The screen **370** further includes fields or elements **386**, **388**, **390**, **392**, and **394** for recording contact information for the potential client, such as street address, city, state, and zip code, and email address. The screen **370** further includes a field or element **396** for recording a referral source, if there is one, and **398** for recording a marketing source (e.g., the caller called a phone number advertised on TV, radio, Internet, direct mail, etc.). The screen **370** further includes an element **400** for recording the potential client's language, **402** for the potential client's gender, **404** for the potential client's race, and **406** for the potential client's birth date. The screen **370** can include a field **408** for recording the potential client's age, or age can be calculated based on the potential client's birth date. The screen **370** further includes a field **410** for recording the potential client's phone number. The phone number is entered by a screening clerk in some embodiments. In some embodiments, the phone number from caller ID information is displayed at the top of the form for informational purposes and is captured and stored for the call associated with the intake. The screen **402** further includes an element **414** which, when actuated, brings up a field for adding another phone number. The screen **402** further includes an element **412** for indicating a phone type (e.g., office phone, home phone, mobile phone). Different or additional contact information could be included in the screen **402**.

FIGS. **16**A and B, when placed side by side, illustrate a screen **420** for viewing, adding, or editing questions or conditions such as the one created in FIGS. **9** and **10**, and used in connection with the screening rules of FIGS. **11-13**. In the illustrated embodiment, before being able to select a question with element **332** (see FIG. **12**), the question must already have been created, such as by using the screen **420**. The screen **420** includes a list **422** of questions. In the screen **420**, for each question there is associated information such as position **424**, specialty **426**, type **428**, lookup information **430**, code **434**, a flag **436** indicating whether the question is active, a flag **438** indicating whether or not there is help text associated with the question, and number **440** of answers, in various embodiments. Other than the questions, some or all of the associated information is optional, in some embodiments. In the illustrated embodiment, it is possible to sort or reverse sort the questions **422** (e.g., alphabetically) or on any

of the associated information items **424**, **426**, **428**, **430**, **432**, **434**, **436**, **438**, and **440**, such as by actuating a column header **448-457** or by actuating the column header a second time to reverse the sort order. In the illustrated embodiment, the screen **420** further includes an element **442** for each question through which the administrator can edit the question, as well as an element **446** through which a new question can be added. FIGS. **16** and B also illustrates one of the navigation elements **238** expanded as a pull down menu.

FIG. **17** illustrates a screen **470** for viewing, adding, or editing the screening rules of FIGS. **11-13**. The screen **470** includes a list **476** of descriptions or names of screening rules. In the screen **470**, for each question there is associated information such as specialty **474**, screening condition **472**, and score **478**, in various embodiments. Other than the descriptions or conditions, some or all of the associated information is optional, in some embodiments. In the illustrated embodiment, it is possible to sort or reverse sort on the descriptions **476** (e.g., alphabetically) or on any of the associated information items **474**, **472**, **478**, and **480** such as by actuating a column header **488**, **490**, **491**, and **492** or by actuating a column header a second time to reverse the sort order. In the illustrated embodiment, the screen **470** further includes an element **482** for each screening rule for which the administrator can edit the rule, as well as an element **486** through which a new screening rule can be added. For example, in the illustrated embodiment, if the element **486** is actuated, the screen of FIG. **11** is brought up. In the illustrated embodiments, the screen **470** further includes an element **496** which, if actuated, causes a download of screening rules to begin, such as in comma separated value format. In the illustrated embodiments, the screen **470** further includes an element **498** which, if actuated, causes a download of condition details to begin, such as in comma separated value format

FIGS. **18**A and B, when placed side by side, show a screen **502** for displaying or searching through calls received by the system of FIG. **1**, and for starting intake questionnaires for specific calls. In some embodiments, the PBX **14** assembles information about calls and passes the information to the OAI Listener **18** in server **12**. In some embodiments, OAI or call metadata is collected which allows the intake form **370** (FIG. **15**) to read the metadata.

In the illustrated embodiment, the screen **502** includes information about a list of calls including the time and date when the call started **504**, the phone number **506** that the caller dialed, the time and date **508** when the call was picked up, the station **510** that answered the call, the duration **512** of the call, the phone number **514** of the caller, the caller ID information **516** of the caller, and the OAI call ID **518**. More or less information could be provided. In the illustrated embodiment, the screen **502** further includes, for each call, an element **519** which, when actuated, brings up an intake form (e.g., FIG. **15** plus FIG. **14**). The intake form may already be filled or partially filled. In various embodiments, information about outgoing calls is also collected and can be displayed on a screen. Various elements are included for sorting through incoming phone calls, in the illustrated embodiment. For example, using an element **520**, calls can be selected for a particular incoming phone line (which may be associated with a particular client); using an element **522**, calls can be selected having a particular status; and using element **524**, calls can be selected that were not answered or that were answered or both. Using elements **526** and **528**, time ranges for when calls started can be specified. Using element **526**, calls can be selected that started on or after a certain time, and using element **528**, calls can be selected that started on or before a certain time. A range can be specified by using both elements **526** and **528**. In various embodiments, the server **12** (FIG. **1**) is linked to the PBX **14** such that if a user actuates on an internal or external person's name from one of the screens described above, their phone or workstation will call that person.

In some embodiments, the server **12** (FIG. **1**) is able to differentiate between administrators and intake clerks (customer service representatives), such as based on login credentials. A user, designated as the administrator ("Admin") has elevated permission levels to manage the screening tool **78** (FIG. **3**). For example, in some embodiments, the intake clerk is able to fill intake questionnaires, add notes to intakes, change intakes, but is not able to create or edit a screening rule. In these embodiments, only an administrator is able to create or edit a screening rule. Thus, the administrator has elevated permission to manage the system **10** (FIG. **1**). In some embodiments, the administrator has the ability to create and define roles for various users such as intake clerks or other users, in a manner defined by the administrator. In some embodiments, data patterns identified by the administrator are presented to users of defined roles upon login, in a manner defined by the administrator. The presentation of data can be in list form or other means of visualization such as charts or graphs.

In some embodiments, data as well as direct user input is collected in real time by the server **12**, with an active audit trail. The server **12** stores data entered or changed by intake clerks, administrators, and maintains old versions. If data is changed incorrectly, it is possible to determine which user made the change and when it happened. In some embodiments, an automated snapshot of collected data is taken every so often (e.g., every 24 hours), so that there is a historic record.

Thus, systems and methods have been provided that allow a quicker decision on whether or not to accept a client. When a quicker decision is made, there is a higher conversion rate. If a decision is not made quickly, the potential client (or customer) may go to another law firm (or service provider), lose interest, or take some other action.

While presented above in the context of being a tool for selecting a client or customer, the screening tool **78** has other applications. For example, in some embodiments, the screening tool is used to evaluate the value of a product. In some embodiments, a certain demographic may be more likely to buy a certain product. If a customer has a certain score, they are shown a certain product in advertising. For example, customers with average incomes living in snowy locations may receive a score indicating that they should be shown advertising for snow blowers while customers with scores indicating that they live in warm clients would be shown advertisements for lawnmowers.

The screening tool **78**, by allowing programming by users, reduces the total number of lines of code required. A much larger amount of code would be required to program for every possible scoring alternative or even for a large number of scoring schemes. In addition, by increasing paralegal efficiency, the screening tool **78** reduces the number of paralegals required along with a corresponding number of workstations.

To better enable one of ordinary skill in the art to make and use a screening tool without undue experimentation, pseudo code will now be provided that could be employed in some embodiments. This is provided as an example, only. The screening tool could be built in other ways and still achieve the desired functionality.

Intake Question Scoring Rules and Conditions Administration

```
Background
  Each Intake belongs to a "Specialty", e.g. Auto or WC
  Each intake Specialty has a set of questions (collectively known as the intake
  questionnaire)
Scoring Rule Administration
  Select a Specialty
  Click button to Create Scoring Rule
    Give the rule a name or description and a numeric score
    Add one or more Conditions
      Note: ALL conditions must apply for rule to kick in
    Offer a list of questions (for the specialty) to select to which this rule will
    apply
    Depending on the type of question, present match options:
      In or Not in
        If question type is text, get a text answer
        If question type is a select, with options, show the options that
        can be selected
      Is or Is not
      Within or Not Within days (date range)
        before (select list of other Date questions for the specialty)
        (use < 0 for "days after"; e.g. "-10..-Infinity" is valid)
      <other question types>
        <details>
```

Intake Answer Automatic Scoring Process

```
  Intake create (or edit)
    Initialize auto saving
      Javascript JQuery .on("change") event handler
      POST input params to the server on each input value change via
      AJAX
  Enter answer input field
    Edit answer value
    Auto save on input change
    Auto save post action triggers the Intake model update
  Intake model
    Update action/method
      answers_attributes received in update and set on the model
      update attributes triggers a save (to the database)
      save triggers registered callbacks
    before_save callback
      calls :set_score method
    set_score method
      sets the intake (self) score by calling the Scoring Rule model
      score_for method
  ScoringRule model
    score_for method
      input parameter is the intake
      calls applicable_to method
    applicable_to method
      input parameter is the intake
      Calls candidates_for_intake scope
        candidates_for_intake scope
          Returns all the ScoringRule records in the database that
            apply to any of the questions for the intake:
              Collect the answers that exist for the intake
              Collect the associated questions for those
              answers
              Collect the scoring_rule_conditions that exist
              for all of those questions
              Collect and return all scoring_rules for the set
              of scoring_rule_conditions
      For each scoring_rule that candidates_for_intake returns:
        Collect the rules that "match" the intake (see match below)
      Sum the scoring_rule scores for those that "match"
    match? method
      Input parameter is the intake
      The scoring rule is a match, or applies to the intake, if *ALL* of the
      scoring_rule_conditions for the rule match
      (See ScoringRuleCondition match method)
    ScoringRuleCondition model
      match? method
        input parameter is an answer
          answer belongs_to the intake
          answer also belongs_to a question
          The condition belongs to a question
          The answer must belong to the same question as the
           condition
```

-continued

```
            The answer value must equal the condition value
              or match one of a set of condition values
              or falls into the condition range (for dates and numbers)
   The resulting score is saved in the intake
      Note: The ScoringRule score_for method essentially re-calculates the intake
      score for ALL rules after every individual answer is updated. Thus, any other
      rule that could be co-dependent on the answer being updated is also
      considered.
# Scoring Rule class code
class Scoring Rule < ActiveRecord::Base
   has_many :scoring_rule_conditions, inverse_of: :scoring_rule, dependent: :destroy
   scope :candidates_for_intake, ->(intake){
      joins(:scoring_rule_conditions).where('scoring_rule_condition.question_id' =>
intake.answers.pluck(:question_id)).uniq
   }
   def match?(intake)
      # for each scoring_rule_condition there is a matching answer
      scoring_rule_conditions.all?{ |c|
         intake.answers.detect{ |a| c.match?(a) }
      }
   end
   def self.applicable_to(intake)
      candidates_for_intake(intake).includes(:scoring_rule_conditions => :question).select{
|rule|
         rule.match?(intake)
      }
   end
   def self.score_for(intake)
      self.applicable_to(intake).map(&:score).inject(&:+)
   end
end
```

Thus, systems and methods have been provided for a user to develop and define their own scoring values to define complex systems for decision-making. In some embodiments, the systems and methods can be used to evaluate legal causes of action and to decide whether or not to accept a client. Alternatively, the systems and methods can be used for other applications that require decision-making based on a number of input parameters.

Without the screening tool, a human would have to review each Intake and assign a value based on rules. Alternatively, a programmer would have to manually write code to express each rule and condition, and to perform the test. Additionally, the programmer would be faced with "hard coding" references to the intake questionnaire questions, thereby making the resulting code brittle and subject to breakage when and if questions were added, updated, or deleted. This quickly would become unruly code and un-maintainable.

Consider for example a very straightforward screening rule named "Passenger?" that applies a weighting value to an intake depending on whether or not the potential client was a Passenger in an Auto accident.

Without the screening tool, a programmer would have to write code to test this single rule and condition. This pseudo code would look something like this:

IF the intake questionnaire has the question named "Were you the Passenger, Driver, or Pedestrian?" THEN;

IF the answer equals "Passenger" THEN add 25 to the intake score value;

END IF

Another Auto intake rule named "Date of first treatment less than 2 weeks", that has two conditions (A and B) where the pseudo code would look something like this:

Condition A would be:

True IF AND ONLY IF the intake questionnaire has the question named "Were you the Passenger, Driver, or Pedestrian?"

AND the answer equals "Driver" or "Passenger" or "Pedestrian" THEN

Condition B would be:

True IF AND ONLY IF the intake questionnaire has the question named "Date of first treatment"

AND the answer date is greater than 6 days of the date supplied in response to the "Intake Date" question

AND the answer date is less than 13 days of the date supplied in response to the "Intake Date" question

IF A and B are true THEN add score value **10** to Intake score.

Multiply the code fragments above by, for example, over 120 rules and it becomes apparent that this would be a burdensome task with hard to maintain code.

Various embodiments provide a server **12** as shown in FIG. **2** that defines a case management or customer relationship management system **1704** (see FIG. **53**) (and may or may not include screening rules and functionality).

In various embodiments, the screening tool **78** is one component of a larger case management system **1704** that runs on the server **12**. In some embodiments the larger case management system is one that tracks contacts with clients and prompts professionals to keep in contact with the clients and others to more quickly reach a disposition of a matter. The case management system is illustrated in a legal environment, but could be employed in any enterprise that tracks data for customers or clients, such as professional services, etc. In some embodiments, the case management system **1704** receives and stores intake details about a legal matter, and perform case management functions such as storing contacts, managing workflow, tracking timelines, generating documents, automatically calculating dates when tasks should be performed, and allowing and storing communication between attorneys in a firm. In some embodiments, the case management system provides functions such as those possible using Abacus Law, Amicus Attorney, Needles, Time Matters, Clio, MyCase, or similar case management systems, client management systems, or customer relationship management (CRM) systems such as Microsoft

Dynamics or Salesforce. Alternatively, the case management system may be separate from the screening tool **78**. In various embodiments, the case management system provides functions as will now be described.

The logic tool of the invention evidenced in screening tool **78** is the foundation for other case management tools in the case management system such as a multitude of checklists **1706** (FIG. **53**) and a multitude of dashboards **1709** (FIG. **53**).

The case management system **1704** provides checklists **1706** in some embodiments. In the context of a checklist **1706**, the logic statements are reflected in a checklist. The checklist **1706** comprises a set of reminders designed to drive work flow for a particular type matter. One reminder comprises a single task. Each reminder is its own logic statement, in various embodiments. A matter may comprise any number of checklists and each checklist may contain any number of reminders. Certain types of matters may have default checklists in some embodiments, that can be edited if desired. Logic statements in the checklist contain a multitude of parameters. For example, a logic statement can be associated with a particular case type, or a particular entity involved in the case, (e.g., Case, Record Request, Insurance Policy, Involvement, Note contents, etc.). In addition to associations, top-level logic statements are configured to further refine when a reminder shows within an individual case. The logic statements which create the reminder are configured with multiple levels of logic. The logic statements are created by a user or administrator by utilizing the logic tool to select filters and triggers without the need of programming knowledge or need for hard coding. For example, the logic statement can dictate that a reminder appears to the user when the prescribed logic is fulfilled. Further logic factors on the reminder are configured to repeat the reminder over X number of days, when additional logic conditions are met, and be associated with a merge document which can be presented to the user automatically after the logic conditions are met.

FIGS. **19**A and B, when placed side by side, illustrate a screen **550** listing a plurality of specific checklists **552-566**. There could be more or fewer checklists defined by a user. For each checklist **552-566**, the screen **550** shows a client name **570**, a user-definable checklist name **572**, a check type **574** selectable from a plurality of predetermined alternatives, filter conditions **576** summarizing what logic is used to find items to be included in the checklist, a counter **578** (see FIG. **20**B) showing the number of checklist items, and an element **580** (see FIG. **20**B), a hyperlink in the illustrated embodiments, which, when actuated, allows the checklist to be edited. More, fewer, or different items could be included in the screen **550**.

The screen **550** further includes an element **582**, a pull down menu in the illustrated embodiments, through which the type of checklists shown can be changed. The different types of checklists, in the illustrated embodiments, include Case checklists, Record Request checklists, Insurance Policy checklists, Involvement checklists, and Note checklists. FIGS. **20**A and **20**B illustrate the graphical user interface of FIGS. **19**A and **19**B after a checklist type has been selected.

FIGS. **21**A and **21**B illustrate a graphical user interface screen **583** listing a plurality of checklist items **584-595** included in one of the checklists of FIGS. **19**A and **19**B. In the illustrated embodiments, the screen **583** displays, for each checklist item **584-595**, a checklist id number **600**, a checklist template name **602**, a checklist position number **604**, a checklist name **606**, checklist filter conditions **608**, checklist trigger method **610**, an indication **612** of days due, a repeating indication **614**, an indication **616** of whether there are limitations, an indication **618** of whether to keep the checklist after the trigger method is triggered, an indication **620** of to whom the checklist is assigned, a mail merge template **622** (if any), a name **624** of a parent (if any), a number **626** of children, a comment **628** (if any), and an element **630** (a hyperlink in the illustrated embodiments) which, if actuated, allows the checklist to be edited. The screen **583** also includes a pull down menu **632** through which a user can select a checklist type. Checklists of the selected type are displayed on the screen **583**. The screen **583** also includes a box **634** for a checklist name, and a pull down menu **636** through which a user can select a parent checklist item. The screen **583** also includes a checkbox **638** for selecting roots only. More, fewer, or different items could be included in the screen **583**.

FIGS. **22**A and **22**B illustrate a graphical user interface screen **640** showing logic details of one of the checklist items **589** of FIGS. **21**A and **21**B. The screen **640** includes a box **643** into which a user can enter a number to adjust the position of the checklist item, and an element **644** showing the name of the checklist item. The screen **640** further includes an element **646**, a hyperlink in the illustrated embodiments, which, if actuated, allows a user to add another rule for the checklist of the screen **640**. The screen **640** further includes a pull down menu **648** through which a rule condition type can be selected by a user. The screen **640** further includes pull down menus **650** and **652** through which a person can be assigned to the task. In the illustrated embodiments, the menu **650** displays task assignees by role name. Alternatively, the user can use menu **652** to select a task assignee by an individual's name. The screen **640** further includes a text box **654** in which a user can enter a number of days. The screen **640** further includes a pull down menu **656** through which a trigger method type can be selected by a user, and a checkbox **657** with which a user can indicate whether the date is repeating. The screen **640** further includes a pull down menu **660** through which a mail merge template can be selected by a user. A letter, email, or text is automatically generated, in some embodiments, using the mail merge template, when the task of the checklist item is completed. The screen **640** further includes an element **662** for saving or updating the checklist item, and an element **664** for deleting the checklist item.

FIGS. **23**A and **23**B illustrate a graphical user interface showing a rule being added to the logic of the checklist item of FIGS. **22**A and **22**B. More particularly, in the illustrated embodiments, a rule is being added using pull down menus **666** and **668** requiring that the case type be EM1 to show up in this checklist. The case types may be abbreviated in different ways for different firms. If the user decides, after all, that they do not want to add this rule, they can actuate a cancel element **670** of the screen **640**.

FIGS. **24**A and **24**B illustrate a graphical user interface showing a condition pull down menu **648** being pulled down from the graphical user interface of FIGS. **23**A and **23**B. In the illustrated embodiments, the alternatives included in the condition pull down menu **648** relate to events that may occur in a legal case matter, such as receipt of a complaint, discovery, mediation, trial, etc. The events do not need to be sequential.

FIGS. **25**A and **25**B illustrate a graphical user interface showing a task due timing pull down menu **656** being pulled down from the graphical user interface of FIGS. **24**A and **24**B. In the illustrated embodiments, the alternatives included in the task due timing pull down menu **656** include

dates of events that may occur in a legal case such as the date a case is closed, the date of an incident giving rise to a legal claim, the date of a statute of limitations, etc. The numerical values corresponding to these dates of events are stored in or calculated by the case management system so that the user can create a task based on a type of event date without knowing the actual date when the events occurred.

FIGS. **26**A and **26**B illustrate a graphical user interface showing a mail merge options pull down menu **658** being pulled down from the graphical user interface of FIGS. **25**A and **25**B. Using the menu **658**, a user can select a mail merge form to be used for automatic generation of a letter (or email, text message, or fax in some embodiments) after the task has been completed.

In addition to checklists, the case management system provides dashboards **1709** (FIG. **53**) for users, in some embodiments. See, for example, the screen **700** shown in FIGS. **27**A, **27**B, **27**C and **27**D. A dashboard includes a set of panels **702-705**, in the illustrated embodiments. Each panel comprises a list of items (e.g., cases or entities) that all have the same characteristics, in the illustrated embodiments. For example, a panel **702-705** may contain all new legal cases obtained by a law firm within the last 7 days. The dashboard creates for a user a broad view of the user's workload in a manner that highlights the most pertinent matters, for example, stages of the workload. In the context of a dashboard, logic statements drive the list in each panel, in which all items within the list comport to the conditions within the logic statement. The logic tool enables the user or administrator to create the logic behind the dashboard panels without programming knowledge and without the need for hard coding. Dashboards can be associated with an individual user, an individual's role, a workgroup (collection of users), a practice area, or firm wide. Dashboards comprise an unlimited number of lists, but, in some embodiments, contain the lists most pertinent to the user based on the user's role (e.g., defines the users workload, presents the user with the entire case load, etc.) Within a dashboard, lists can be configured with multiple levels of logic such that only cases meeting all of the logic arguments appears to the user on the dashboard panel. If a case no longer meets the logic requirement, the system **1704** automatically (or dynamically) updates the list and the updated panel is shown to the user in the dashboard.

In addition to the panels **702-705**, the screen **700** further includes, in the illustrated embodiments, a display area **708** that shows the total number of cases being handled by the user or the firm, as well as display areas **710** that show the number of cases the user or firm has for different types of matter. Different firms may use different types of abbreviations for matter types. For example, in the illustrated embodiments, L1 stands for a level one or standard automobile accident case. The screen **700** further includes display areas **712** showing numbers of cases for other categories, such as for each case type. The screen **700** further includes, in the illustrated embodiments, a pull down menu **714** through which a user can select dashboards for a particular attorney or staff member. The screen **700** further includes, in the illustrated embodiments, a pull down menu **716** through which a user can select dashboard lists of a certain type. The screen **700** further includes an element **718** which, if actuated, causes a refresh of the numbers and dashboard lists based on current information.

In the illustrated embodiments, each dashboard panel **702-705** includes a settings element **720** which, when actuated by a user, brings up settings options for the panel. Each panel **702-705** also includes entries such as entries **724-744** and a scroll bar **722** for scrolling through entries if there are more entries than fit in a display area allocated to a panel. Each entry **724-744** includes a unique identification number **746**, a case status indicator **748**, a case type indicator **750**, a date **752**, and the initials **754** of the responsible attorney or staff member. In various embodiments, the items included in each entry **724-744** are user-configurable. For example, entity name, settlement amount, or other case information can be shown in the panel **702-705**.

In various embodiments, different users have different dashboards having multiple lists generated based on user-selected parameters. For example, one list could be for cases for which there has been no client contact in the last two weeks. Another list could be for cases for which a client is waiting for medical treatment. The lists can act as task lists or to-do lists. When user actions are completed, the system **1704** automatically (or dynamically) causes the item to disappear from the list as the condition (e.g., no contact in the last two weeks) is no longer true. The dashboard concept is very useful for efficiency. The dashboards can be configured by workgroups so that multiple user dashboards may be aggregated. For example, a supervisor can view tasks that he or she needs to complete as well as tasks that the supervisor has assigned to subordinates.

FIGS. **28**A and **28**B illustrate a graphical user interface screen **760** showing definitions **762-765** for dashboard items **702-705**. Each definition **762-765** includes a title **768**, an internal name **770**, user-definable filter conditions **772**, alert filter conditions **774**, user-definable columns **776** included in each dashboard list, a sort order **778**, a flag **780** indicating whether the definition is used in the dashboard, and an element **782** which, if actuated, allows a user to edit the definition **762-765**. The screen **760** further includes a pull down menu **784** through which a user can select a dashboard and a pull down menu **786** through which a user can select a dashboard type.

FIGS. **29**A, **29**B, **29**C and **29**D illustrate a graphical user interface screen **790**, similar to the screen **760**, except showing how definition rules can be edited, added, or deleted to define one of the dashboard lists. More particularly, in the illustrated embodiments, definition **764** has been selected for potential editing. The screen **790** includes a text box **792** in which the title **768** can be edited, a text box **794** in which the internal name **770** can be edited, and a list of parameters **796-799**, any of which can be removed by clicking on an "x" element adjacent the parameter name. The screen **790** further includes a pull down menu **802** through which a user can add a parameter. The screen **790** further includes rules **804-807**, any of which can be removed by clicking on an "x" element adjacent the rule name, and an element **810** which, when actuated by a user, allows a new rule to be added. The screen **790** further includes a pull down menu **812** through which a user can copy from another case list, an update item **814**, a cancel button **816**, and a delete button **818**.

FIGS. **30**A, **30**B, **30**C and **30**D illustrate a graphical user interface screen **820**, similar to the screens **760** and **790**, except showing how dashboard list definition **765** is added. As shown in FIGS. **31**A, **31**B, **31**C, and **31**D, a case rule pull down menu **902**, corresponding to pull down menu **802** of FIGS. **29**A and **29**B, is pulled down from the graphical user interface of FIGS. **30**A and **30**B by a user. FIGS. **32**A, **32**B, **32**C, and **32**D show a second case pull down menu **904** being pulled down from the graphical user interface of FIGS. **30**A and **30**B.

FIGS. **33**A, **33**B, **33**C, and **33**D show a rule being added to the definition **765** using pull down menus **906** and **908**. In

the illustrated embodiments, a rule is being added that requires a case type to be "L1" or level one to appear in the list defined by definition **765**.

FIGS. **34**A, **34**B, **34**C, and **34**D show another rule, relating to case status in the illustrated embodiments, being added to the definition **765** using pull down menus **910** and **912**.

FIGS. **35**A, **35**B, **35**C, and **35**D show yet another rule, relating to case status change in the illustrated embodiments, being added to the definition **765** using pull down menus **914** and **916**.

FIGS. **36**A, **36**B, **36**C, and **36**D show yet another rule, relating to a marketing source in the illustrated embodiments, being added to the definition **765** using pull down menus **918** and **920**.

Thus, some embodiments provide a method for displaying task list information in a user interface, the method including: displaying, on a screen, the total number of open matters being handled by a law firm and dynamically adjusting the number as matters are opened and closed; displaying, on the screen, for respective practice areas, the number of open matters for each practice area and dynamically adjusting the numbers as matters are opened and closed; and displaying, on the screen, in a grid, a number of lists, the lists displayed being user selectable from a plurality of available lists, respective lists including rows respectively including a matter number, practice area, matter name, attorney initials, and assistant initials. In some embodiments, the available lists include a list of new matters opened in a certain period of time, such as in the last seven days. In some embodiments, the available lists include a list of cases rejected by the firm in a certain period of time, such as in the last seven days. Each list includes a user-actuatable element which, if actuated, maximizes a list such that only the maximized list is visible, in some embodiments. In some embodiments, the matter numbers are hyperlinks that, if actuated, cause a matter screen to be displayed in which detailed information about the matter is shown, such as client name, date of birth, incident location, incident location, and incident date. In some embodiments, the matter screen further displays notes, reminders and documents. In some embodiments, the matter screen further displays information regarding a source of the client.

In some embodiments, a list of buzzwords can be created, as will be described below in more detail. FIGS. **37**A and **37**B show an administrator user interface screen **950** from the case management system **1704** (see FIG. **53**) showing a list of rows **952** containing buzzwords. More particularly, in the illustrated embodiments, the rows **952** include a column **954** for buzzwords, a column **956** containing information associated with respective buzzwords, and a column **958** containing hyperlinks such as uniform resource locators (URLs) for websites, or a path to a specific file on the user's network, providing information about respective buzzwords. In the illustrated embodiments, the rows **952** further include Edit links **960**. If a link (or button or other element in alternative embodiments) **960** of a row **952** is clicked or actuated by a user, the user can edit the buzzword of the row, using a screen area **962** (shown in FIGS. **38**A and **38**B). The screen **950** further includes a new buzzword button (or link or other element) **964** which, if actuated, brings up a screen area similar to the screen area **962** except with blank text boxes for setting up a new buzzword.

FIGS. **38**A and **38**B show an administrator user interface screen area **962** for editing or adding a buzzword. In the illustrated embodiments, the screen **962** was generated after a user clicked on a link **960** (see FIG. **37**B) for the row **966**. In the illustrated embodiments, the screen area **962** is a pop up or expanded area of the screen **950**. In some embodiments, where a buzzword is being edited (see FIGS. **38**A and **38**B), the screen area **962** is a height expanded area or otherwise displayed within the rows **952** of buzzwords. The screen area **962** includes a text box **968** for the buzzword, in the illustrated embodiments. The screen area **962** further includes a text box **970** with the information (from column **956** shown in FIG. **37**A) about the buzzword, in box **968**, that will be shown to a user when a buzzword is typed, in the illustrated embodiments. The screen area **962** further includes a text box **972** with the hyperlink (from column **958**) for the buzzword in box **968**, in the illustrated embodiments. Text may be entered or edited in the boxes **968**, **970**, and **972**. The screen area **962** further includes a button **974** which, if clicked by a user, updates a buzzword (or completes the creation of a new buzzword), a button **976** which, if clicked by a user, deletes an existing buzzword, and a button **978** which, if clicked by a user, cancels the editing (or creation) of the buzzword. If a buzzword is being added, the screen area **962** appears below the rows **952** or as a new screen or pop up, in some embodiments.

In some embodiments, only certain users (e.g., administrators), having a higher clearance than other users, may add or edit buzzwords.

FIGS. **39**A, **39**B, **39**C, and **39**D show a user interface screen **1000** from the case management system **1704** (FIG. **53**). In the illustrated embodiment, the system organizes the database to maintain separate database areas for separate matters, customers, or projects. A matter may be a legal matter, for example. In the illustrated embodiments, a particular matter, as shown in FIGS. **39**A, **39**B, **39**C, and **39**D includes information (e.g., stored in fields in one of the databases) for the matter or project number **1002**, the name **1004** of the client or customer, the client's date of birth **1006**, the client's role **1008**, the client's language **1010**, the case or project type **1012** (or priority or importance level), a damages category **1014**, case status **1016**, the department **1018** in the firm handling the matter, the source (if any) **1020** of the client, the name of the person **1022** who referred the client (if applicable), the state **1024** in which the incident occurred, the state **1026** whose statute of limitations controls, the age **1028** of the case, the value **1030** of the case, the tolling date **1032** (if applicable) for the statute of limitations, the statute of limitations date **1034**, the incident date **1036**, the matter closed date **1038**, the matter opened date **1040**, the health insurance company **1042**, primary recovery source (e.g., insurance company) information **1046**, the negotiator **1048**, information **1050** about the location of the physical file (if any), the primary attorney **1052** (initials, nickname, or full name), and the paralegal **1054** (if any)(initials, nickname, or full name), and date **1055** of the last note. Fewer, more, or different items can be stored for each matter or project in alternative embodiments depending on the type of matter or business and what data is value for a project or customer. Some items may be left blank for some cases if the information is missing, unknown, or inapplicable.

In some embodiments, the screen **1000** of FIGS. **39**A, **39**B, **39**C, and **39**D more particularly includes a notes panel or screen area **1056** that includes all this information for a matter whose number is indicated in **1002**, as well as a list of notes **1708** associated with the matter whose number is indicated in **1002**. The screen **1000** includes multiple different collapsible and expandable panels including the notes panel **1056**. In some embodiments, the panels can be rearranged by a user in any desired order. In the illustrated

embodiment, a user can quickly scroll through the area **1056** by dragging a scroll bar **1058** or by actuating down or up arrows **1059** or **1060**. A user can also move through notes one row at a time by clicking on a note and then hitting up or down keyboard buttons or clicking on navigate up button **1061** or navigate down button **1063**. A user can also navigate to the top of the list of notes by clicking on top button **1065** or bottom button **1067**. As a user moves up or down through the list, the details for a note corresponding with a row highlighted in area **1056** are displayed in a preview screen area **1074**. Thus, it is not necessary to open the note to see the contents of the note.

The list of notes includes columns for the note's ID **1062**, the note's topic **1064**, the author **1066** of the note (initials or full name), the note creation time and date **1068** (could be separate columns in alternative embodiments), the start **1070** of the body of the note (or the subject of the note), and an element **1072** indicating whether the note is open or closed. The topic **1064** for a note can be changed by right clicking on the topic name for a note. The user is then presented with a pop up window or area including a list of topics and can click on any of the presented topics.

One of the notes **1708** displayed in the area **1074** can be copied to another matter, case, or file by typing the matter number in the text area **1076** and clicking copy button **1079**. Alternative methods of indicating the destination matter are possible, such as by scrolling through a list of cases and clicking on the desired destination. Copying a note can be useful when there are companion cases, for example. There is an ability to search for text anywhere in the matter by typing a search term in a window **1003**.

A note can be printed by clicking on a print button **1080**, in the illustrated embodiments. A new note can be composed for a matter by clicking on an open button **1082**.

The preview area **1074** also displays a note number **1084**, a matter number **1086**, the author **1088**, the recipient or recipients **1089**, a subject **1090**, and a creation date **1091** and date modified **1092**.

A note can be opened, instead of just being previewed, by clicking on a button or element **1093**, which brings up a rich text editor window or screen area **1094** as shown in FIGS. **40**A, **40**B, **40**C, and **40**D that provides additional functionality.

When composing or editing a note in the area **1094** (FIGS. **40**A, **40**B, **40**C, and **40**D), it is possible to use bolding, italics, and underlines (using buttons **1095**, **1097**, and **1099**, respectively), and the note is spellchecked. Each term or word typed is spellchecked against a dictionary which can be an internal or external dictionary to highlight and/or correct common misspellings in accordance with commonly known spellcheckers. In some embodiments, the spellcheck occurs in the manner disclosed in U.S. Pat. No. 5,604,897, which is incorporated herein by reference. In the illustrated embodiments, the spellcheck is performed on the fly as each word is typed. In other embodiments the spellcheck can be performed after the note has been completed. Other features common in rich text editors are also provided, in various embodiments.

In addition to being spellchecked, terms typed into the area **1094** are compared against the buzzwords. If there is a match, a pop up **1096** or other display indication is provided (see FIGS. **41**A, **41**B, **41**C, and **41**D) to indicate to the user that there is a match against a buzzword. A buzzword can be, for example, the name of a drug, procedure, product, problem, or other item that can lead to an opportunity for additional marketing or to solve a problem. A certain drug can cause a certain problem, for example. A client may be being treated using that drug in an unrelated matter. When a user types the drug name in the area **1094** for a note in the unrelated matter, the pop up provides an indication to speak to other staff members or to consider opening a new matter, for example. Further, buzzwords can include common misspellings of other buzzwords so that the buzzword comparison captures relevant occurrences even if the potential buzzword is spelled incorrectly. For example, if a buzzword is created for the word "Antihistamine," the buzzword list can include common misspellings such as "antihystamine," "anti-histamin," "antihisstamin," auntyhistamine," "anthistamyn," "antihystamyn," "antihistimyne" and "antyhistimin," etc.

If the user interacts with the buzzword, such as by clicking on the pop up or display area **1096**, a new window or display area **1098** appears (see FIG. **42**) that provides information about the term that triggered the pop up. In the illustrated embodiments, the display area **1098** is a browser window that is launched with a hyperlink that is shown in the area **972** of the administrative screen of FIGS. **38**A and **38**B. Such display areas are collectively referred to as descriptive pages.

FIG. **43** is a flowchart illustrating operation of method **1100**. In **1102**, a list of buzzwords is defined; e.g., in a database such as database **40** or **42**.

In **1104**, each buzzword is associated with a descriptive page, such as by making an entry in the database associating each word with a hyperlink or document. The descriptive pages can be, for example, web pages defining or describing the significance of the buzzword.

In **1106**, while a note is being composed (e.g., in a rich text window), each term or word typed is compared to terms in the buzzword list. In some, but not all embodiments, each term or word typed is also spellchecked against a dictionary which, in the illustrated embodiments, is separate from the buzzword list. In the illustrated embodiments, the buzzword check is performed on the fly as each word is typed. In other embodiments, the buzzword check can be performed after a note has been completed.

In **1108**, a determination is made as to whether a term in the note matches a term in the buzzword list.

If so, in **1110**, a pop up or other element is displayed to indicate to the user that the term matches a buzzword. The user may then consider (or seek clarification from other people in the organization) whether there is an opportunity for cross-selling or for selling additional services. If not, the process continues to **1116**.

In **1114**, the descriptive page is displayed to the user. The descriptive page may be a webpage for the hyperlink associated with the buzzword, a document in a word processor, or some other type of document in an application or browser helper that exists on the Internet or on the user's network (including possibly on the user's own computer). The descriptive page display may take over the screen or may be in a separate window that appears. The user may close the page, such as by interacting with a graphical element, as any browser or word processor is closed, to return to the note being typed.

In **1116**, the process proceeds to the next word or term being typed in the note until the note is completed. Upon completion, the note is saved to a particular matter or customer file.

A user can also search notes for all files to look for a buzzword or a new term. In **1118**, a determination is made as to whether the user requested a search of notes to determine if a particular buzzword can be found in any of the notes.

If so, in **1120**, the process performs the search and displays a list of hits (notes that contain the searched buzzword).

For example, if it is newly determined that a certain drug causes a certain disease, the notes of existing and completed client matters can be searched for that drug name (or the chemical composition of the drug or the name of generic equivalents). This may lead to existing or previous clients who may have a need to start a new matter. This provides a marketing opportunity.

The method of FIG. **43** can also be employed in a customer relationship management system for any type of business (not necessarily a law business).

Email is a form of communication that is frequently used in businesses. In many cases, email clients are used apart from a business entity's CRM or CMS. Users typically need to "copy-and-paste" email data into the CMS to associate the email data with a particular file, matter, or customer. Human "copying-and-pasting" is time consuming and, at times, prone to error as text may be omitted inadvertently.

If there is an attachment (e.g. .PDF) the attachment is typically held in a separate location (e.g. network file server) or, for a more advanced CRM or CMS, can be manually uploaded into a document section of the CRM or CMS.

In various embodiments, the system **10** includes a mail server **1702** (see FIG. **53**) and users have email client applications at their workstations, in addition to the case management system **1704** described herein. Frequently, the users will receive email from clients (customers), other attorneys, adjusters, or other people concerning a matter in the case management system **1704**. They do not need to cut and paste the content into the case management system **1704** in the illustrated embodiments.

In various embodiments, the case management system **1704** database structures have case numbers, file IDs, or file numbers for each file (e.g., case number "1000000"). The case number serves as the customer or client file address within the case management system **1704**, in the illustrated embodiments.

The case management system **1704** is configured to have a system email address (e.g., CMS@InnovativeCMS.com) in various embodiments. This allows for any email client of any kind to send an email to the case management system **1704**. When a case number is included in the subject line and identified by predefined special characters such as brackets (e.g., "[1000000]") and sent to the system email address (e.g., CMS@InnovativeCMS.com), the email is "captured" into the client record automatically, and if any file attachment is present, the files are held in the file section of the client management system.

Some embodiments of the system **10** provide (see FIG. **44**) widgets or add-ons (including command menu items) to email clients application interfaces **1300** that add menu items or buttons, e.g., **1304** to allow a user to send an email directly to the notes area for a specific case or matter (see FIG. **45**A-**45**D) in the case management system **1704** using an email client external of the case management system **1704**. In some embodiments, when the user actuates a button **1304**, while composing an email, the user is prompted for a case number in a screen area or (e.g., pop-up) window **1306**. After typing the case number into a text area **1308** and clicking on an OK button **1310** (or hitting an enter key on the user's keyboard), the external email becomes a note (described above) of the case management system **1704** and is shown as a new row **1312** in the list of the area **1056**. The screen area **1306** also includes a cancel button **1314** for cancelling the email. The email is also stored as a sent item in the email client application. It is also possible to right click on a message from the email client, such as from an inbox or from a list of sent email items, which brings up a command menu containing a menu option to send an email to the case management system **1704**. When this menu option is selected, the window or screen area **1306** pops up or appears having the text box **1308** into which a case number or identifier can be entered. The sent message is then sent to the case management system **1704** and becomes a new note shown in the top row in FIGS. **45**A, **45**B, **45**C, and **45**D. A preview **1314** of the new note is shown in a preview area in FIGS. **45**B and **45**D.

FIG. **46** shows a user interface from an external email client using with an email is being composed that includes an attachment. FIGS. **47**A, **47**B, **47**C, and **47**D show a screen **1350** from the case management system **1704**. When an external email that is sent to the case management system **1704** includes an attachment **1318**, the system **1704** automatically saves the attachment in (and the attachment is later available from) a files area **1320** of the case management system **1704** containing files for each case, separate from the notes. Files in the files area **1320** can be organized based on labels or tags. The system **1704** provides filter buttons in the documents area of the user interface that allow certain documents to be shown to the exclusion of other documents. The user interface shown in FIGS. **47**A, **47**B, **47**C, and **47**D includes filter buttons **1324**-**1329** that allow a user to change the items shown in the area **1320** by filtering based on labels associated with the files by clicking on the desired filter buttons. The filtered files are shown in a list **1322** in the files area. The list **1322** includes rows **1352**-**1357**, each row representing a different document. Each file row includes, in the illustrated embodiment, a column **1334** for a file name, a column **1336** for a category, a column **1338** for initials for the creator of the file, and a column **1340** for a creation date. The row **1352** indicates that the attachment from FIG. **46** has been received into the case area for the case whose file number was indicated in text box **1308** of FIG. **46**.

The rows **1352**-**1357** define hyperlinks in the illustrated embodiments. Clicking on a row **1352**-**1357**, in the illustrated embodiment, brings up a preview of the file or additional commands in the same area **1320**, such as in an area immediately below the row describing the file. Clicking on the preview or on a link in the preview area **1360** results in the file being launched in a viewer (e.g., a Chrome viewer or plug-in) or an application appropriate for the file type. In other embodiments, or for certain file types, clicking on a row **1352**-**1357** for a file launches a viewer or application that opens the file.

Email messages can also be sent directly from the case management system **1704**. FIGS. **48**A and **48**B show a user interface screen **1400** for a case or matter whose case number is shown in area **1402**. The screen **1400** includes a share button **1404** which, if clicked by a user, brings up a menu or screen area with a plurality of share option elements including a print button **1406**, an external email button **1408** (e.g., for sending email externally from the case management system **1704**), an intake button **1410** for bringing up a client intake screening questionnaire as described above, such as the one shown in FIG. **7** for example, and an internal email button **1412** (e.g., for sending an email within the case management system **1704** to another user of the case management system **1704** or to a specific case or matter. Other buttons or screen areas for launching an email could be employed. After the button **1408** is clicked, a compose email screen or screen area **1420** pops up or is displayed (see FIGS. **49**A and **49**B).

The screen area **1420** displays at **1422** an indication of the case number from which the email originates, and has a text box **1424** in which the sender's email address is pre-filled and can be changed. By default, the attorney responsible for the case is pre-filled as the sender, in some embodiments. The screen area **1420** also has a text box **1426** in which the addressee's initials or email address can be typed. Initials are resolved into an email address for users of the case management system, in some embodiments. Multiple addressees can be provided by separating their addresses or initials with a space or comma. The screen area **1420** also has text boxes **1428** and **1430** for closed copying and blind closed copying additional recipients. The screen area **1420** further has a text box **1432** for a subject. In some embodiments, the case number for the case from which the email was launched is indicated in the subject text box **1432** (e.g., the case number is prefilled in part **1434** of the subject text box **1432**). More particularly, in the illustrated embodiments, the case number is surrounded by predetermined special characters such as square brackets when prefilled in the subject text box **1432**. The subject text box **1432** can be edited by the user, if desired, such as to add more information.

The screen area **1420** further includes an email body area **1436** for the body of the email. In the illustrated embodiments, the email body area **1436** contains a hyperlink **1438** to the case. The recipient can use the hyperlink **1438** to access the case in the case management system **1704** if they are an authenticated user (e.g., they have credentials that allow them to access the case management system **1704** and are either logged in or able to log in). The hyperlink **1438** takes them directly to the area for the case such as to the screen **1400**. The body area **1436** can be edited by the user, if desired, such as to add more information or otherwise change the text. In the illustrated embodiments, the screen area **1420** further includes a list **1440** of files available in the files area of a case, that can be attached to an email. In the illustrated embodiment, a user can select which of the files the user wants to attach, such as by checking checkboxes; e.g., **1442** or by using other selection devices provided in the user interface. The screen area **1420** also includes a send button **1446** which, if clicked by a user, causes the email and its file attachments to be sent. The screen area **1420** also includes a cancel button **1448** which, if clicked by a user, cancels the email.

FIGS. **50**A and **50**B show a user interface screen **1500** from the external email client showing an email **1502** received from the client management system and including an attachment that was selected by checking checkboxes. The email was sent from the client management system using a screen such as the screen **1420** and has an attachment **1446** that was sent in FIGS. **49**A and **49**B. The subject line **1424** of the email includes the case number of the case from which the email was sent, using the case management system **1704**. More particularly, the subject **1424** of the email includes the prefilled part **1434** of the subject text box **1432** unless it was changed by the user. The email also includes, in its body, the hyperlink **1438**, in some embodiments. Clicking on the hyperlink **1438** brings up the case in the case management system. The attachment or attachments selected using checkboxes such as the checkboxes **1442** and **1444** are attached. Only one attachment is shown in screen area **1446**.

FIGS. **51**A, **51**B, **51**C, and **51**D show a user interface screen **1550** for the case or matter whose case number is shown in area **1552**. The case is the same as the case from which the email was sent in FIGS. **50**A and **50**B. The sent email **1502** is shown in the notes section **1554** for the case and a preview of the email **1502** is shown in the preview area **1556**.

FIG. **52** is a flowchart illustrating a method **1600** of using an email client external of the system **10** to send an email to the case management system **1704**.

In **1602**, the system **10** receives an email from an external email client.

In **1604**, the system **10** makes a determination as to whether or not the email is a system inbound email. To be a system inbound email, it would have to be addressed to the predefined system email address (e.g., CMS@InnovativeCMS.com). If so, the system proceeds to **1608**. If not, the system proceeds to **1606**.

In **1606**, the system **10** rejects the email. In various embodiments, no rejection reply is sent in case the sender is a spammer and receiving a reply may validate that they have reached an active email address. In some embodiments, **1604** and **1606** are performed by the email server **1702** of the system **10** (see FIG. **53**), which may be an Exchange server.

In **1608**, the system **10** makes a determination as to whether the email is being sent from an approved domain. Domains of known users are whitelisted by an administration, in various embodiments. If so, the system proceeds to **1610**. If not, the system proceeds to **1606** where the email is rejected.

In **1610**, the system **10** makes a determination as to whether the email contains a valid case number in its subject line (e.g., enclosed with special characters such as brackets, in some embodiments). If so, the system proceeds to **1612**. If not, the system proceeds to **1606** where the email is rejected. In some embodiments, **1610** is performed by the email server **1702** of the system **10** (see FIG. **53**), which may be an Exchange server.

In **1612**, the system **10** routes the email to the notes section of the case whose case number is indicated in the subject line and, if there are attachments, the attachments are removed and are added to the case. In some embodiments, the attachments are renamed, such as to use a standardized naming convention. In other embodiments, the attachments are not renamed. In some embodiments, but not all, in **1612** a reminder is created for the primary professional user responsible for that case. In some embodiments, **1612** is performed by the system **1704**.

This routing of email saves multiple extra steps for the user and makes the file system uniform. A user would otherwise have to save the attachment to a file share and then upload the file into the system **10**. As most email attachments (e.g., within predetermined size limits) are automatically inserted into the file section, any user knows to look for attachments in the file section. The users don't need to cull through the case notes to find attachments, or worse, some file server which requires a network and remote connectivity apart from the system **10**.

FIG. **53** is a hardware block diagram showing the case management system **1704** and the email server **1702**. The email server **1702** can be an Exchange server, for example, and includes a processor (or multiple processors or multiple cores) **1710**, a network adapter **1712** for coupling the server **1702** to the network **20** (e.g., to the Internet), and a memory **1714** which, among other things, stores emails.

The case management system **1704** uses the processor **30**, network adapter **32**, and memory **33** described previously. In various embodiments, the memory **33** includes a database (e.g., **40**) that stores, for each case, a case number **1714**, notes **1708**, dashboards **1709**, documents **1320**, and checklists **1706** as described above, as well as client information

1720, reminders 1722, ledger entries 1724 (e.g., payments and receipts for a case such as payments to medical providers or payments from insurance companies), litigation information 1726, settlement administration information 1728, incident information 1730, coverage information 1732 (e.g., insurance company coverage), involvement information 1734, and related case information 1736. The database also includes buzzwords 1740-1743 and, for each buzzword, an associated description 1750-1753, and an associated hyperlink 1760-1763. The case management system 1704 also defines a location for reports for each user, using the database 40.

Various embodiments provide systems and methods for routing a report to the report location for a user.

FIG. 54 shows a logic flow diagram in accordance with some embodiments. Upon receiving an email 1901 to the system email address, if the subject of the email contains a case number identified by predefined special characters such as brackets (e.g., "[1000000]"), the system 10 follows the logic of 1902. The system 10 confirms 1904 that the email was sent from a whitelisted domain. If not, the email is rejected. The system 10 confirms 1906 that the case number included in the subject of the email is a valid case ID. If not, the email is rejected. If the email is a valid email, the system 10 inserts 1908 the body of the email into the case notes 1708 and if any file attachment is present, the system 10 detaches the attachment and inserts it into the file section of the case management system 1704. This is substantially similar to what was described above in connection with FIG. 52.

If, on the other hand, the email has an attachment and the subject of the email contains a user ID (e.g., identified by predefined special characters such as brackets (e.g., "[1000000]"), the system 10 follows the logic of 1920. Other methods of indicating that the email is a report for a user could be employed (e.g., by sending from or to a predetermined email address). The system 10 confirms 1922 that the email was sent from a whitelisted sender email address. If not, the email is rejected. The system 10 confirms 1924 that the user ID included in the subject of the email is a valid user ID. If not, the email is rejected. If the email is a valid email, the system 10 detaches 1920 the attachment and inserts it into the user's reports or attachment section 1928 (see FIG. 55).

In some embodiments, the email is considered to have a report as an attachment only if the attachment has a size above a predetermined configurable size (e.g., 50 kb), so as to ignore email signatures or similar items that are common in emails.

FIGS. 55A, 55B, 55C, 55D, 55E, 55F, 55G, and 55H show a user interface screen 1940 from the case management system 1704. In the illustrated embodiment, the system 10 displays information specific to an individual user in the screen 1940. A user may configure what information is shown on the screen 1940 and configure the size of each screen section or area 1942, 1944, 1946, and 1928. In the illustrated embodiments, a particular user's screen 1940 includes information (e.g., stored in fields in one of the databases) for a reminders section 1942, for an outstanding requests for records (e.g., medical records) section 1944, for a recent or watched matters section 1946, and for the reports section 1928 described above.

The reports section 1928 includes a list (e.g., rows) of reports including email attachments wherein, if a report from the list of reports is actuated, the report is opened. More particularly, each report in the list has a title 1950, and a date 1952 (e.g., date of receipt of the report or date of creation of the file). If one of the titles 1950 is clicked, the report is opened in a viewer or application appropriate for the file type.

Each report in the list also has a group name 1948 indicating a group of users associated with the report. The report will appear in a reports section 1928 of all users who belong to the group 1948. The section 1928 of the screen 1940 includes filters 1954 and 1956 and a "clear filters" element 1958 using which a user may toggle reports to be shown or not shown in the section 1928. The filter 1954 is used to toggle reports for a group and the filter 1956 is used to toggle reports for an individual user.

The reports function allows files or reports emailed from any third party reporting tool (e.g., Crystal Reports or Microsoft Access Databases) to be captured into the system 10 which means the user of the system 10 need only look at one location for all information. This allows for the system 10 to become an information aggregator. As previously indicated, the system 10 is not limited to use in legal businesses. The system 10 could be used, for example, for real estate agents to track leads. Real estate agents may use both their local listing service as well as third party tools. If different real estate agent tools have email reporting, the system 10 is able to capture both, and the agent would simply logon to the system 10 to easily see both on the home page 1940.

Various embodiments further provide systems and methods for determining the effectiveness of advertising campaigns (e.g., in causing intakes). In some embodiments, these determinations can be visualized in a variety of different ways.

Thus, in some embodiments, the system 10 includes a media buy loader 2000 (see FIG. 2) that records data pertaining to inquiries made by potential clients about the company or law firm's services (e.g., the intakes). The media buy loader 2000 records, in various embodiments, the date and time at which an intake was initiated by a potential client. This may be a different time from which the intake was received by the system 10, which date and time may also be recorded. The date and time when the intake was completed may also be recorded. The date and time when the intake was completed is recorded instead of the time when the intake was initiated, in some embodiments. In the illustrated embodiments, the media buy loader 2000 stores other information about a potential client for each intake such as age, gender, race, or the reason for calling. While the media buy loader 2000 is shown as separate from the processor 30 and memory 33 in FIG. 2, the media buy loader 2000 may use one or both of the processor 30 and memory 33 in some embodiments.

In various embodiments, the media buy loader 2000 also records data pertaining to a company or law firm's advertising campaigns. For each package of advertisements purchased for a program (e.g., a television or radio program), henceforth called an "ad spot package", the following data is recorded, in the illustrated embodiments:

Name of media channel;
Name of program;
Days of week program airs;
Start date of ad spot package;
End date of ad spot package;
Time of day program airs;
Duration of advertisement

In some embodiments, ad spot package information is received in the system 10 by email. In other embodiments, ad spot package information is scanned using a scanner, then optical character recognition is performed on the scan.

Different media channels provide cost information to advertisers in different manners. In addition, media channels do not promise exactly when they will air each advertisement. The media buy loader normalizes this data so that it can be analyzed for effectiveness of different advertising campaigns.

Typical ad spot package information may include, for example, the name of a campaign, and, for each TV station, days of the week, time range when a TV show will run, length of an ad that will be placed in the show, name of the TV show, weekly distribution of the ad, number of ad spots, and cost. See, for example, U.S. Pat. No. 7,039,931 to Whymark (incorporated herein by reference).

In the illustrated embodiments, the server **12**, using the information recorded by the media buy loader, generates a display (e.g., for a workstation), showing three overlapping series representing the following over a range of days:

- The total number of intakes initiated during each hour of the day. This data may be filtered by any attributes recorded about the intakes (e.g., the date and time at which the intake was initiated, the other information about the potential client or intake such as age, gender, race, or the reason for calling.)
- Aggregate series pertaining to the company or law firm's ad campaigns. This data may be filtered by attributes recorded about the ad campaigns, including by specific ad campaign, by media channel, and by program name. This data includes, for example, the total duration of advertisements aired during each hour of the day, and the total cost of advertisements aired during each hour of the day.

Thus, the user is enabled to compare correlations between:

- Cost: the amount of money the company or law firm paid for their advertisements to be run on certain programs;
- Rendered Service: the amount of time that those advertisements were aired during those programs; and
- Benefit: the number of intakes that were initiated during certain programs.

To display the data to the user in this way, the media buy loader breaks down each ad spot package into discrete, time-bound units, henceforth called "ad time slots." At the time companies or law firms purchase ad spot packages, media channels cannot predict exactly when they will air each advertisement. Instead, they typically only specify the name of media channel, the name of program or show, the days of the week when the program airs, the start date of ad spot package, the end date of ad spot package, the time of day the program airs, and the duration of the advertisement.

To handle this problem, the system **10** does not consider an ad time slot to represent exactly when each individual advertisement is aired. Instead, it considers an ad time slot as representing the range of time a program airs on a specific day, during which a certain duration of advertisements is expected to run. This ambiguity still allows the user to notice correlations between the number of initiated intakes and the advertisements aired during a specific program.

FIG. **56** illustrates a data model in accordance with various embodiments. Each Ad Campaign **2002** may have multiple Media Channels **2004**. Each Media Channel **2004** may have multiple Ad Spot Packages **2006**. Each Ad Spot Package **2006** may have multiple Ad Spot Weeks **2008**. Each Ad Spot Week **2008** may have multiple Ad Time Slots (ATS) **2010**.

In some embodiments, each ad time slot **2010** has the data attributes shown in FIG. **57** assuming, for example, serialized integer values 1 through 7 for each day of the week, where Monday==1 and Sunday==7.

FIG. **57** illustrates data attributes of one of the Ad Time Slots **2010** of FIG. **56**. One of the data attributes **2012** is a time range during which a time slot's program (e.g., TV or radio show) runs. The range has a start calculated, in the illustrated embodiments, as (start date of ad spot week)+(time slot's day of week integer value)−(ad spot week's start date's day of week integer value)+(time of day program starts). The range has an end calculated, in the illustrated embodiments, as (start date of ad spot week)+(time slot's day of week integer value)−(ad spot week's start date's day of week integer value)+(time of day program ends). Add one day if the Range End<Range Start.

Another of the data attributes is average number of times **2014** that an ad runs during the time slot. This is calculated, in the illustrated embodiments, as the ration of (ad spot week:number of spots purchased) divided by the ratio of (ad spot package:number of days in week that the program airs).

Another of the data attributes is Average length **2016** of an ad during the time slot (in seconds). This is calculated, in the illustrated embodiments, at the ratio of (ad spot package: seconds duration of ad) times the Average number of times ad runs during the time slot.

Another of the data attributes is Average cost **2018** of an ad during time slot. This is calculated, in the illustrated embodiments, as (cost of ad spot package) divided by the (number of spots in ad spot package) times the Average number of times ad runs during time slot.

Another of the data attributes is a Reference to ad spot week **2020**. In the illustrated embodiments, this is a database foreign key.

Another of the data attributes is a Reference to ad spot package **2022**. In the illustrated embodiments, this is a database foreign key.

Another of the data attributes is a Reference to ad campaign **2024**. In the illustrated embodiments, this is a database foreign key.

In summary, after importing media buy information, the media loader **2000** of FIG. **2** creates individual time slots when an ad potentially ran, prorating the cost and duration.

FIG. **58** is a flowchart illustrating operation of the media buy loader **2000** in various embodiments.

In **2030**, the media buy loader **2000** records data pertaining to client intakes. This includes, for example, when the intakes were initiated, and other attributes which a user may wish to use to filter output results. After performing **2030**, the media buy loader **2000** proceeds to **2032**.

In **2032**, the media buy loader **2000** records data pertaining to advertising campaigns. This includes, for example, the names of media channels (e.g. TV, radio, satellite, cable, Internet, or other broadcast channels or stations), the names of programs (e.g., TV or radio shows, blogs, or other broadcasts), the days of the week each program airs or is broadcast, the start dates of ad spot packages, the end dates of ad spot packages, the times of day a program airs, and the durations of ads purchased. After **2032**, the media buy loader **2000** proceeds to **2034**.

In **2034**, the media buy loader **2000** converts the advertising campaign data to ad time slot data such as the time range during which a time slot's program runs, the average number of times an ad runs during a time range, the average length of an ad during the time range, and an average cost of an ad during the time range. After **2034**, the media buy loader **2000** proceeds to **2036**.

In **2036**, the media buy loader **2000** generates a graphical user interface, shown in FIG. **59**A-**59**D. The graphical user

interface shows output data. The graphical user interface displays, for example, a graph of intakes versus time of day, duration of ads versus time of day, and cost of ads versus time of day. Each of the graphs could be in any desired format such as line graphs, pie charts, bar graphs, area graphs, and x-y plots. In some embodiments, a user is able to choose which type of graph is used for each of intakes versus time of day, duration of ads versus time of day, and cost of ads versus time of day or other outputs. In some embodiments, intakes versus time of day, duration of ads versus time of day, and cost of ads versus time of day are shown simultaneously. After **2036**, the media buy loader **2000** proceeds to **2038**.

In **2038**, the media buy loader, in response to a user actuating an element or elements on the graphical user interface of **2036**, filters the output by campaign, media channel, or program, based on the ad time slot data of **2034**. Further, in response to a user actuating an element or elements on the graphical user interface of **2036**, the media buy loader filters the output by date and time an intake was initiated, or other attributes, based on the intake data of **2030**.

FIGS. **59**A-**59**D show a graphical user interface **2050** as described in connection with **2036** above. The graphical user interface **2050** includes an element **2053**, such as a pull down menu, which, when actuated, allows a user to save an image of the output graphs in any of a variety of formats such as .png, .jpg, .pdf .svg (e.g., a list of different formats appears, any of which can be selected to create a still which can then be saved). The graphical user interface **2050** further includes elements **2054** using which a user can perform the filtering of **2038** to adjust the outputs (e.g., to see how effective an advertising campaign was on potential clients having certain characteristics).

In the illustrated embodiments, the filtering elements **2054** include an element **2056** for filtering based on the age of the potential client or customer; an element **2058** for filtering based on the race of the potential client or customer; an element **2060** for filtering based on the language of the potential client or customer; an element **2062** for filtering based on the city of the potential client or customer; an element **2064** for filtering based on the state of the potential client or customer; an element **2066** for filtering based on the zip code of the potential client or customer, an element **2068** for filtering based on the case type (e.g., type of legal matter, type of product, or type of service the customer wants); an element **2070** for filtering based on when a file or matter was opened for the potential client or customer; an element **2072** for filtering based on the marketing source; an element **2074** for filtering based on the marketing region; and an element **2076** for filtering based on the intake score of the potential client (see FIGS. **3-18** and associated description). In some embodiments, when a user clicks in a field for one of the elements **2058**, **2060**, **2062**, **2064**, **2066**, **2068**, **2072**, or **2074**, a pull down menu appears and one or more items can be selected using the pull down menu. Items that were selected can be individually deleted in some embodiments.

In the illustrated embodiments, the graphical user interface **2050** further includes an element **2078** which, when actuated, adjusts the outputs based on the filtering elements **2054** and an element **2080** for clearing the filters.

In the illustrated embodiments, the graphical user interface **2050** further includes an element **2082**, a pull down menu in the illustrated embodiments, for selecting all advertising campaigns or specific advertising campaigns. The graphical user interface **2050** further includes an element **2084**, a pull down menu in the illustrated embodiments, for selecting all stations (e.g., TV, radio, or other broadcasting stations) or specific stations. The graphical user interface **2050** further includes an element **2086**, a pull down menu in the illustrated embodiments, for selecting all programs (e.g. TV or radio shows) or specific programs. The graphical user interface **2050** further includes an element **2088**, a navigation drop down menu in the illustrated embodiments, for selecting other charts.

In the illustrated embodiment, the graphical user interface displays, in an area **2052**, a plurality of output graphs selected using the element **2088**. The graphs shown, for example, include a graph **2090** of media buys (running time per day hour), a graph **2092** of media buys (dollars per day hour), and a graph **2094** (a bar graph in the illustrated embodiment) of number of intakes per day hour. In the illustrated embodiments, the graphs **2090**, **2092**, and **2094** are superimposed, sharing an axis, to allow for comparisons and correlations.

In the illustrated embodiments, the graphical user interface **2050** further includes an area **2096** displaying a graph **2098** of intakes per month. The area **2096** further includes an element **2100**, a hamburger menu in the illustrated embodiments, which allows for the printing of the chart or export of the chart in any of a variety of different formats (e.g., PNG, JPEG, PDF, SVG). The area **2096** further includes an element **2102**, a pull down menu in the illustrated embodiments, for selecting specialties. Text in included listing months **2104**, **2105**, and **2106** and column **2108** displays the number intakes for a particular specialty selected using **2102** (e.g., worker's compensation), for each of the months **2104**-**2106**. Column **2110** displays the number intakes for all specialties for each of the months **2104**-**2106**. The area **2096** further includes a graph **2112** illustrating how intakes for one specialty compare to intakes for all specialties.

In the illustrated embodiments, the graphical user interface **2050** further includes an area **2114** displaying a graph **2116** of intakes per time of day. The area **2114** further includes an element **2118**, a hamburger menu in the illustrated embodiments, which allows for the printing of the chart or export of the chart in any of a variety of different formats (e.g., PNG, JPEG, PDF, SVG).

Information about advertising is provided in an efficient and flexible manner.

While various specific graphical user elements have been shown and described, just as pull down menus, buttons, hyperlinks, text boxes, checkboxes, etc., other types of graphical user interface elements that perform similar functions could be employed.

While certain functions are illustrated as being performed in certain blocks, it should be understood that various functions may be performed in other blocks or in a combination of blocks. The blocks do not necessarily correspond to software functions or routines, to integrated circuits or to circuit blocks. Multiple blocks may be defined by a single function, routine or integrated circuit or a single block may be defined by multiple functions, routines or integrated circuits.

While some embodiments disclosed herein are implemented in software, alternative embodiments comprise hardware, such as hardware including digital logic circuitry. Still other embodiments are implemented in a combination of software and digital logic circuitry.

Various embodiments comprise a computer-usable or computer-readable medium, such as a hard drive, solid state memory, flash drive, floppy disk, CD (read-only or rewritable), DVD (read-only or rewritable), tape, optical disk, floptical disk, RAM, ROM (or any other medium capable of

storing program code excluding a carrier wave or propagation signal) bearing computer program code which, when executed by a computer or processor, or distributed processing system, performs various of the functions described above.

Some embodiments provide a carrier wave or propagation signal embodying such computer program code for transfer of such code over a network or from one device to another. The term "non-transitory," if used in the claims, is meant to exclude only such a carrier wave or propagation signal. In compliance with the patent laws, the subject matter disclosed herein has been described in language more or less specific as to structural and methodical features. However, the scope of protection sought is to be limited only by the following claims, given their broadest possible interpretations. The claims are not to be limited by the specific features shown and described, as the description above only discloses example embodiments.

We claim:

1. A system comprising:

a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers;

an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX;

a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including:

an OAI listener coupled to the OAI gateway;

a notification server coupled to the OAI listener;

a memory defining a database and coupled to the OAI listener; and

a media buy loader configured to:

record data about a television advertising campaign comprised of purchased broadcast television advertisements, including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a television broadcast program into which the advertisements are inserted, and times when the television program is broadcast;

convert the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and

generate a graphical user interface configured to visually illustrate cost of television advertisements versus time of day.

2. A system in accordance with claim **1** wherein the media buy loader is configured to receive and record a name of a channel that broadcasts a program into which the advertisements are inserted.

3. A system in accordance with claim **2** wherein the media buy loader is further configured to receive and record a day of the week when the television program into which the advertisements are inserted is broadcast.

4. A system in accordance with claim **1** wherein the graphical user interface is configured to selectively generate superimposed graphs simultaneously visually indicating duration of the advertisements versus time of day, number of intakes versus time of day, and cost of the advertisements versus time of day.

5. A system in accordance with claim **1** wherein the graphical user interface includes a user operable element which, when actuated by a user, allows the user to save a graphical file containing an image of a generated graph in any of a number of file formats.

6. A system in accordance with claim **1** and further comprising an intake application server coupled to the database and configured to present to a workstation a graphical user interface for receiving intake information about a potential customer, wherein the graphical user interface includes a user operable element which, when actuated by a user, allows the user to filter by when intakes occurred.

7. A system in accordance with claim **2** wherein the graphical user interface includes a user operable element which, when actuated by a user, allows the user to filter by program.

8. A system in accordance with claim **2** wherein the graphical user interface includes a user operable element which, when actuated by a user, allows the user to filter by channel.

9. A system comprising:

a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers, the different channels coupling to the PBX different phone numbers to be called by potential customers;

an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX;

a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including:

an OAI listener coupled to the OAI gateway;

a notification server coupled to the OAI listener;

a memory defining a database and coupled to the OAI listener; and

an intake application server coupled to the database and configured to present to a workstation a graphical user interface for receiving intake information about the potential customer; and

a media buy loader configured to:

record the information about the potential customer and to record a time and date when an intake was initiated by the potential customer;

record data about a broadcast advertising campaign comprised of purchased broadcast advertisements, the data including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, and times when a broadcast program containing the advertisements is broadcast;

normalize the data about advertising campaigns into ad time slot data including a time range in which the broadcast program runs and average number of times the advertisements run during the time range; and

selectively generate an output graphically indicating cost of advertisements versus time of day.

10. A system in accordance with claim **9** wherein the media buy loader is configured to receive and record a name of a broadcast channel broadcasting the program into which the advertisements are inserted.

11. A system in accordance with claim **9** wherein the media buy loader is further configured to receive and record a day of the week when the program into which the advertisements are inserted is broadcast.

12. A system in accordance with claim **9** wherein the media buy loader is configured to selectively generate an output visually indicating duration of advertisements versus time of day.

13. A system in accordance with claim **9** wherein the media buy loader is configured to selectively generate an output visually indicating number of intakes versus time of day.

14. A system in accordance with claim **9** wherein the media buy loader is configured to selectively generate an output simultaneously visually indicating duration of the advertisements versus time of day, number of intakes versus time of day, and cost of the advertisements versus time of day.

15. A system in accordance with claim **9** wherein the ad timeslot data includes average length of the advertisements during the time range.

16. A system in accordance with claim **9** wherein the ad timeslot data includes average cost of the advertisements during the time range.

17. A method comprising:

providing a PBX configured to be coupled to at least one phone line having multiple different channels to receive incoming phone calls from potential customers;

providing an OAI gateway coupled to the PBX server and configured to provide an interface to the PBX;

providing a main server coupled to the OAI gateway, and configured to be accessed by client workstations, the main server including:

an OAI listener coupled to the OAI gateway;

a notification server coupled to the OAI listener; and

a memory defining a database and coupled to the OAI listener;

recording data about an advertising campaign comprised of previously purchased advertisements, the data including a start date and end date of the campaign, cost of the campaign, durations of advertisements in the campaign, name of a broadcast program into which the advertisements are inserted, and times when the program is broadcast;

converting the data about advertising campaigns into ad time slot data including a time range in which a broadcast program runs and average number of times the advertisements run during the time range; and

selectively generating an output graphically indicating cost of advertisements versus time of day, and cost of the advertisements versus time of day.

18. A method in accordance with claim **17** and further comprising an intake application server coupled to the database and configured to present to a workstation a graphical user interface for receiving intake information about the potential customers, wherein selectively generating an output comprises generating a graphical user interface that includes a user operable element which, when actuated by a user, allows the user to filter by when intakes occurred.

19. A method in accordance with claim **17** wherein selectively generating an output comprises generating a graphical user interface that includes a user operable element which, when actuated by a user, allows the user to filter by program.

20. A method in accordance with claim **17** wherein selectively generating an output comprises generating a graphical user interface that includes a user operable element which, when actuated by a user, allows the user to filter by channel.

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