



Lead Vendor Integration Guide

Prepared for
Rising Results Warm Transfers

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Overview

This document defines how lead vendors submit lead data to Ultimate Medical Academy (UMA). Vendors must follow the specifications in this document exactly in order for leads to be accepted, routed and paid for. Please contact the UMA Media Team with any questions.

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Query Structure

The following keys are configured in UMA's internal systems. Keys marked "Required" must be included in all queries, or the submission will fail. Keys not marked "Required" are available for optional use. If any new keys are needed, please contact the UMA Media Team. Do not add new keys to a query without coordinating with UMA, as this may cause submissions to fail. **All keys are case sensitive.**

Vendor-Specific Codes

These codes will identify data from your organization within UMA's systems. They are typically coded into a form and not displayed to users.

Key Name	Req.	Acceptable Values	User Sees	Notes
LeadVendor	Y	RRWT	n/a – hidden field	
Vendor	Y	RRWT	n/a – hidden field	
LeadSource	Y	RRWT	n/a – hidden field	Warm Transfers – computer verified
form_id	N		n/a – hidden field	Not currently posting to Lead Monkey
VendorLeadID	N	Any alphanumeric string	n/a – hidden field	Please coordinate with UMA Media Team

Campus and Program of Interest

These keys allow UMA to route leads properly. UMA expects them to reflect actual data that users have submitted. The selection of Campus controls what Program values are available to the user.

Key Name	Req.	Acceptable Values	User Sees	Notes
Campus	Y	Online	n/a	
Program	Y	MBCOA HS-PHT HCM HIT HS-MAA HS-HTS HHS	A.S. Medical Billing & Coding A.S. Health Sciences - Pharmacy Technician A.S. Healthcare Management A.S. Health Information Technology A.S. Health Sciences - Medical Administrative Assistant A.S. Health Sciences - Healthcare Technology & Systems A.S. Health & Human Services	<u>Campuses where program offered</u> Online Online Online Online Online Online Online

Student Information

These keys contain personal information that a prospective student enters into a web form.

Key Name	Req.	Acceptable Values	User Sees	Notes
FirstName	Y	{OPEN TEXT FIELD}	n/a	
LastName	Y	{OPEN TEXT FIELD}	n/a	
Phone	Y	{OPEN TEXT FIELD}	n/a	
OtherPhone	N	{OPEN TEXT FIELD}	n/a	
Email	Y	{OPEN TEXT FIELD}	n/a	
Address1	Y	{OPEN TEXT FIELD}	n/a	
City	Y	{OPEN TEXT FIELD}	n/a	
State	Y	2-letter state code	n/a	
PostalCodeOrZip	Y	5-digit ZIP code	n/a	
Computer	Y	Yes No	Yes No	"Do you own a personal computer with internet access?" (YES is required for submission) If lead says "yes"; Confirm "That's great since a computer is required to attend this school". Continue to next question in script. <u>If NO, lead is not qualified for UMA.</u> "Are you currently in front of a computer, yes or no?" If "yes"; ask Question #1. If "no"; ask question #2.

				1. "Can you connect to the internet right now"? "Are you connecting via desktop, laptop, tablet or cellphone". 2. "Can you connect via tablet or mobile"? (Desktop, laptop, tablet or cellphone is accepted for warm transfer transmission)
Agency	N	(blank) Army Air Navy Marine Coast Reserve Natguard Veteran Spousdep	Not Applicable Army (active) Air Force (active) Navy (active) Marine Corp (active) Coast Guard (active) Reserve Components National Guard Veteran Spouse/Dependent	This field denotes military affiliation. It must be passed, even if blank. If lead chooses "Not Applicable" to Military Affiliation, no data gets sent to the agency field (send blank string)
PreviousEducation	Y	Non High School	Did not finish high school or earn GED	For the "previous education" form question, the user should be presented with one set of options in a drop-down menu. UMA requires that the values from that field be translated into a more limited set of values prior to submission to us. *Please note: we do not accept leads who select "Did not finish HS or earn GED"
HighSchoolGraduationYear	N	High School	High school diploma	
		GED	GED	
		Some College	Some college Associate's degree	
		College Graduate	Bachelor's degree Master's or doctorate	
		4-digit year	n/a	
TCPAConsent	Y	Y N	n/a	We accept all leads whether they check the consent box or not.

Admissions Rep Info

Key Name	Req.	Acceptable Values	User Sees	Notes
AdmissionsOfficer	Y	Firstinitiallastname@ultimatemedical.local (see Admissions Rep List for exact value codes)	n/a	

Warm Transfer Posting Data

URL

All data should post to the URL below.

<http://leads.ultimatemedical.edu/httppost/ImportLeadProcessor.aspx>

Warm Transfer Number: 813-367-3302

Warm Transfer Call Center Hours

Monday	9a – 7p
Tuesday	11a – 8p
Wednesday	9a – 7p
Thursday	9a – 6p
Friday	9a – 3p
Saturday	OFF
Sunday	OFF

Geography

The “X” indicates accepted states by program. The “NA” indicates the program is restricted in that state.

State Agency	AS - Health and Human Services	AS - Health Information Technology	AS - Healthcare Management	AS - Healthcare Billing and Coding	HS - Healthcare Technology & Systems (Associates)	HS - Medical Administrative Assistant (Associates)	HS - Pharmacy Technician (Associates)	Healthcare Technology & Systems (Diploma)	Medical Administrative Assistant (Diploma)	Medical Billing and Coding (Diploma)	Medical Office and Billing Specialist (Diploma)	Pharmacy Technician (Diploma)
Alabama	NA	X	X	X	X	X	X	NA	X	X	X	X
Alaska	X	X	X	X	X	X	X	X	X	X	X	X
Arizona	X	X	X	X	X	X	X	X	X	X	X	X
Arkansas	X	X	X	X	X	X		X	X	X	X	X
California	X	X	X	X	X	X	NA	X	X	X	X	NA
Colorado	X	X	X	X	X	X	X	X	X	X	X	X
Connecticut	NA	NA	NA	NA	NA	NA	X	NA	NA	NA	NA	NA
Delaware	X	X	X	X	X	X	X	X	X	X	X	X
District of Columbia	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Florida	X	X	X	X	X	X	X	X	X	X	X	X
Georgia	X	X	X	X	X	X	X	X	X	X	X	X
Hawaii	X	X	X	X	X	X	X	X	X	X	X	X

Idaho	X	X	X	X	X	X	X	X	X	X	X	X
Illinois	X	X	X	X	X	X	X	X	X	X	X	X
Indiana	X	X	X	X	X	X	X	X	X	X	X	X
Iowa	X	X	X	X	X	X	X	NA	X	X	X	X
Kansas	X	X	X	X	X	X	X	X	X	X	X	X
Kentucky	X	X	X	X	X	X	X	X	X	X	X	X
Louisiana	X	X	X	X	X	X	NA	X	X	X	X	NA
Maine	X	X	X	X	X	X	NA	X	X	X	X	NA
Maryland	X	X	X	X	NA	X	NA	X	X	X	X	NA
Massachusetts	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Michigan	X	X	X	X	X	X	X	X	X	X	X	X
Minnesota	NA	X	X	X	NA	X	NA	NA	X	X	X	NA
Mississippi	X	X	X	X	X	X	X	X	X	X	X	X
Missouri	X	X	X	X	X	X	X	X	X	X	X	X
Montana	X	X	X	X	X	X	X	X	X	X	X	X
Nebraska	X	X	X	X	X	X	X	X	X	X	X	X
Nevada	X	X	X	X	X	X	NA	NA	X	X	X	NA
New Hampshire	X	X	X	X	X	X	NA	X	X	X	X	NA

New Jersey	X	X	X	X	X	X	X	X	X	X	X	X
New Mexico	NA	NA	NA	NA	NA	X	NA	NA	X	X	X	X
New York	X	X	X	X	X	X	NA	X	X	X	X	NA
North Carolina	X	NA	X	X	X	X	NA	X	X	X	X	X
North Dakota	X	X	X	X	X	X	NA	X	X	X	X	NA
Ohio	X	X	X	X	X	X	NA	X	X	X	X	NA
Oklahoma	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Oregon	X	X	X	X	X	X	NA	X	X	X	X	NA
Pennsylvania	X	X	X	X	X	X	X	X	X	X	X	X
Rhode Island	X	NA	X	X	X	X	NA	X	X	X	X	NA
South Carolina	X	X	X	X	X	X	NA	X	X	X	X	NA
South Dakota	X	X	X	X	X	X	X	X	X	X	X	X
Tennessee	X	X	X	X	X	X	X	X	X	X	X	X
Texas	X	X	X	X	X	X	X	X	X	X	X	X
Utah	X	X	X	X	X	X	NA	X	X	X	X	NA
Vermont	X	X	X	X	X	X	X	X	X	X	X	X
Virginia	X	X	X	X	X	X	NA	X	X	X	X	NA
Washington	X	X	X	X	X	X	NA	X	X	X	X	NA

Washington	X	X	X	X	X	X	NA	X	X	X	X	NA
West Virginia	X	X	X	X	X	X	NA	X	X	X	X	NA
Wisconsin	X	X	X	X	X	X	X	X	X	X	X	X
Wyoming	X	X	X	X	X	X	X	X	X	X	X	X
Guam	X	NA	X	X	X	X	NA	X	X	X	X	NA
Puerto Rico	X	NA	X	X	X	X	NA	X	X	X	X	NA
Virgin Islands	X	NA	X	X	X	X	NA	X	X	X	X	NA