Practice Director

Go Live Guide

PD Help Line: 1-402-454-7173

Go Live Check List

This Go Live Check List is a summary of the detailed "Implementation Stages – 7 Stages to Go Live" section of this document.

*** Optional and/or Dependent upon Office Circumstances**

Step	Description	✓	Date	Initials
1	Your Software Support Specialist will contact you within 24 hours of your receiving the introduction email to schedule your Kick Off Call and setup weekly check in calls	☐		
2	Email or Fax to your Support Specialist a completed Online Training Enrollment Form for all users.	☐		
2.1	**Print a Training Video Check List for every user.** Ensure each user completes their checklist in accordance with their particular role as outlined in the Training Video Check List.	☐		
2.2	Ensure all Users spend 4-6 hours training with PD in the Training Database.	☐		
3.1	Have your IT Professional ensure your Computer Hardware & Local Area Network **(LAN) meet minimum requirements**	☐		
3.2	**For Multi-office only.** Have your IT Professional ensure your Wide Area Network **(WAN) meet minimum requirements**.	☐		
3.3	Practice Director Support will call and setup **Remote Server Installation**. This is usually completed within 24-48 hours of receiving your completed contract.	☐		
4.1	**Print the Practice Director Setup document. Software Set Up** consists of three stages, after you have completed each stage in accordance with the related Training Video, call your Software Support Specialist and schedule an audit of your set up for that stage.	☐		
4.2	**Complete the Administration Set Up** in accordance with section 3.0 Administration Training Videos. Call your Software Support Specialist & schedule an audit review when done.	☐		
4.3	**Complete the Inventory Set Up** in accordance with the section 4.0 Inventory Set Up and 7.0 Products Inventory Training Videos. Call your Software Support Specialist & schedule an audit review when done.	☐		
4.4	**Complete the EHR Administration Set Up** in accordance with the document EHR Setup Guide	☐		
5.1	Register with a PD Approved Electronic Insurance Claims **Clearing House**; Complete Clearing House Preparation; Call PD Tech & request the Production Database be copied to the Training Database; Complete Clearing House Claim Submission Testing.	☐		
6.1*	Call and ask for a Support Specialist at least two weeks prior Go Live and **schedule a Data Conversion**.	☐		
6.2*	If you purchased **Equipment Linking** call and ask for a Support Specialist in order to schedule your Equipment Linking. Software Set Up must be complete before Equipment Linking can be accomplished.	☐		
7.1	**Patient Data Input.** Enter all patient data including appointments, recalls, guarantors, and insurances into Practice Director in accordance with the corresponding Training Videos.	☐		
7.2	**Patient Data Input - with a Data Conversion**: Enter patient appointments, insurance, recalls, and relationships, in accordance with the corresponding Training Video only after your data conversion is complete **otherwise your patient data will be lost**.	☐		

Seven Stages to Go Live

The following seven stages will result in an efficient Go Live transition for your office(s). We can't stress enough how important it is to read this entire Go Live Guide. Stages 5 and 6 are optional depending upon your circumstances.

Transitioning to new software results in a great deal of change and additional work for everyone in the office. It's important that your office Project Lead takes charge of the project and keeps the project moving along.

The stages below require the Project Lead to initiate the work and in many cases contact the Practice Director Support Specialist or Tech to see the work through.

NOTE: Stages 2, 3 & 5, (Online Training, Installation, and Clearing House Enrollment) should all begin immediately or as soon as conveniently possible. These stages can and should be started and worked on concurrently.

Stage 1: Read this Go Live Guide & Kick Off Call

The first step is to read this Go Live Guide in its entirety. It's important that your office Project Lead have a comprehensive grasp of all the necessary stages in order to organize the work and plan to Go Live.

You will need to contact your Support Specialist and schedule your Practice Director Kick Off. The five purposes of the call are:

1. To establish who will be the **Project Lead** at your office.
2. To review, discuss and answer any questions you may have on the Implementation Stages outlined in this document.
3. To discuss your planned Practice Director ("PD") **Go Live Date**.
4. Set a day and time for weekly check in calls. The weekly call will help your Specialist ensure that you are moving forward and are working towards your goal for meeting your Go Live Date
5. Review the Client Documentation Site

The **Project Lead** at **your** office is the **person in charge and responsible for** coordinating the Go Live stages outlined. Your office Project Lead should be someone experienced with all aspects of your office work flow, and is typically the **office manager** or in many cases, **the doctor**.

Roughly 30 minutes will be needed for the kick off call to answer any questions you may have. You will need access to a computer, during this call you will share your screen with your Specialist and you will review documents located on our Client Documentation Site. After you have read the Go Live Guide and had your Kick Off Call with your Practice Director Support Specialist you will be ready to move on to the next Stages of Implementation.

Stage 2: Training

Offices that complete their training have the best experience and the least amount of transition stress when they Go Live. Our experience has been that offices that do not complete their training experience inordinate and unnecessary costs along with productivity delays. We highly recommend a vigilant commitment to training.

In order to keep the cost of your software down, in general our software support specialist will not provide one on one training when a training video can and should have been viewed by the user. Once a video has been viewed you may contact your Support Specialist and setup one on one training. Training can be started immediately through Practice Director's Online Training Center. Training videos are available 24/7. There are three steps in the training process.

1. **Online Training Registration.** We will provide you with a **Training Enrollment** Form please complete it and return it to your Support Specialist**. The form will take approximately 10 minutes to complete, as it is simply a list of User names and roles.** When your Support Specialist receives the completed Training Enrollment Form a list of usernames and passwords for each Practice Director User will be emailed to you. The email will contain a link to our Client Documentation website.
   http://www.practicedirector.com/client-documentation/
   You should share the Client Documentation website link with each of your staff members.

   From this site you will need to print the following documents:
   Training Website Instructions this document includes Instructions for accessing the Training Videos
   Training Checklist this document lists all available training videos
   Training Database this document provides directions for logging on to the Training Database for hands on practice

2. **Online Video Training.**
   a. Print the Training Checklist **and provide a copy to every User**.

b. All Users should begin by viewing the Introduction Videos in Section 1 of the Training Video Check List. Sections 3 through 4 of the Video Check List pertain to the Set Up of the Software and correspond with Stage 4, 'Software Set Up' which is detailed below. The Training Videos and Check List are organized in sections that correspond with modules within Practice Director.

c. Users are deemed Accredited for a particular Role when they have completed every 'check-boxed' Video for the Role and have signed off on the checklist. The Project Lead should confirm that each user has signed off on the final page of their Training Video Checklist

d. The Project Lead should schedule the necessary time for users to complete their training. Completing all Videos will take approximately 60 hours. Staff should begin and complete their training as soon as possible. Users can access the training modules from anywhere they have an internet connection.

3. **Self-Training – Training Database (Can not be used until Stage 3, Software Installation is complete).** When logging into Practice Director, Users can choose either the Production Database or the Training. The default is the Production Database, which will store all your live operations data. The Training Database comes pre-loaded with sample data for users to self test their working knowledge of Practice Director while going through the Online Training Videos.

It is important that all Users of Practice Director spend the necessary time using Practice Director's Training in their role area(s) prior to using Practice Director in a live Production Database because mistakes can be made in the Training Database without affecting your live data.

The Training Videos and Training Database will always be available for training refreshment and to train new users in your office. The Training Videos are updated on a regular basis when new functionality is added to the system. There are 60 hours of training videos available.

Stage 3: Software Installation

Software installation and performance is subject to meeting Practice Director computer hardware and network infrastructure requirements. Practice Director reserves the right to not complete an installation until requirements are met.

3.1: Hardware & Local Area Network (LAN) Review

Please review and ensure that your server, workstations and your Local Area Network **(LAN)**, meet the minimum specifications as outlined in the Practice Director Hardware & Network Requirements

If you do not have a basic **LAN**, consisting of a router and Ethernet cable connecting your computers, you will need to have an IT Professional install a LAN in your office. A LAN is required in order for your computer workstations to communicate with the Practice Director Server.

We recommend that you ask your IT Professional to review the Practice Director Hardware & Network Requirements in order to list any components that do not meet minimum requirements. Your hardware and network should be reliable to ensure proper performance and up time, we also recognize and are sensitive to cost constraints.

3.2: Multiple Offices - Wide Area Network (WAN) Review

If you have more than one office that will be using Practice Director and plan to share data between them you will need to have a **Wide Area Network (WAN)** in place.

Please have your IT professional review your WAN and list any components that do not meet minimum requirements. The following three components are required for multi-office practices over and above the requirements for single office LAN environments:

1. **Terminal Server:** Practice Director Multi Office Environments require a **Terminal Server solution.** Support Specialists can advise in regard to **Windows, Macintosh and Linux Terminal Server solutions.**

2. **3 Mbps up/down Internet Service:** Multi-office environments require a **minimum of 3 Mbps download AND upload speeds** from your Internet Service Provider (ISP). We recommend contacting your ISP to confirm the download and upload service you are receiving because "high-speed" service levels can vary significantly. You will need to obtain static IP addresses for each of your locations.

3. **VPN:** You will need to have Routers that will support a VPN (Virtual Private Net Work). Routers can be purchased from any local computer store. A Linksys – RV042-4-Port VPN Router or equivalent is an example of a sufficient router.

If you have any technical questions regarding the hardware and network requirements please call 1-402-454-7173

3.3 Remote Installation

In order for us to remotely install Practice Director on your server **we will call your office to schedule a time for the remote installation**. We like to schedule the installations within 48 hours of your purchase.

The remote installation will take 1 – 2 hours. You will not be able to use your Server while we are installing Practice Director. It is not required, but we strongly recommend that you have your IT technician onsite to and handle any local network issues that may arise.

Once the server software installation is complete, we will need to install Practice Director Client side software on each of the desired computer workstations in your office. A member of your team will need to give us access to each computer that will run PD.

You may begin using the Training Database (Stage 2, Section 3 above) as soon as your Practice Director Server is installed, and the software is installed on your computer workstations and properly configured.

Stage 4: Software Set Up

There are four areas of Practice Director that require Set Up based on the information and environment of your office.

Go to the Online Client Documentation Site:
http://www.practicedirector.com/client-documentation/

Print the Practice Director Setup document, this document will guide you through the setup steps.
In order to complete the Set-up of Practice Director you will watch the corresponding Training Videos and refer to the User Guide Administration document.

You will need to watch the videos and begin the Set Up in the Production Database by following the instructions provided in the Setup document and the videos. While you are working on the Set Up please make notes of any areas where you experience problems or have questions because these will be covered in the check in and set up call with your Support Specialist

Once you have completed the first section of training videos and completed the Set Up work covered in Step 1 and Step 2 of the Practice Director Setup document then you should call your Support Specialist and schedule a 30-minute call to review that section and go over any questions or concerns you have. Once the data has been checked your Support Specialist will give you the go ahead to start on the next section

The four areas that require Set Up are:

4.1 <u>Administration Set Up (Step 2 of the Practice Director Setup document)</u>:
Administration Set Up involves all the Videos listed in Section 3.0 "Administration Set Up" of the Training Video Check List. This set up work will take you roughly 2-4 hours after viewing the related training videos. <u>After you have completed the Administration Set up, please contact your Support Specialist and schedule a review (approximately 30 minutes) to ensure the set up was done properly.</u>

4.2 <u>Inventory Set Up (Step 3 of the Practice Director Setup document):</u>
Inventory Set Up involves all the Training Videos listed in Section 4.0 "Inventory Set Up" and 7.0 "Products Inventory" of the Training Video Check List. Section 4.0 setup must be completed before moving on to the 7.0 Inventory Set up. If you are using SPEX UPC, inventory and dispensary set up will take approximately 2 to 3 hours. If you are manually entering frames, rather than importing frames using SPEX UPC, inventory & dispensary set up may take anywhere between 2 – 8 hours, depending on the number of frames you carry. <u>After viewing the videos we highly recommend contacting your Specialist to schedule a one-hour training call to setup examples of each type of lens, contacts, lens options, and frames. You will then complete the remaining setup on your own. After you have completed the Inventory Set Up please call and schedule an audit review (approximately 30minutes) to ensure the set up was done properly. If you have any doubts it is important to contact Support immediately before proceeding</u>

4.3 <u>Electronic Health Records Administration (EHR) Set Up:</u>
EHR Administration Set Up involves all following the steps within the document EHR Setup Guide. **EHR set up will take roughly one hour after reviewing the EHR setup documentation. Much of the EHR set up, such as adding to drop downs, can be done while using the EHR instead of doing a separate set up.**

4.4 <u>Integrated e-Prescribe Setup (Optional depending if you purchased):</u>
During your intro call you and your support representative will decide on a Go Live date, you will be registered for e-prescribe close to your go live date. Once you have been registered your Support Specialist will send you an erx email with directions for entering your data into Practice Director.

<u>4.5 Software Set Up For Multi-Offices</u>
When more than one office is connected to a single Practice Director Server, in other words when a Practice director Server is used for remote offices, it is very important that the Project Lead (usually the Project Lead is at the primary location where the server resides) ensures that

certain set up steps for all offices are complete. **We require the Project Lead to ensure all Set Up is also done for the remote locations. Your Software Support Specialist's responsibility is to work with one Project Lead not a Project Lead in each office.**

For remote office location(s) (where the Practice Director server is not located), the majority of the set up will be completed for the remote locations by the Project Lead where the Practice Director Server resides. For example, the primary office Project Lead will enter all facility and office addresses for all locations when doing the Administration Set Up.

However, some set up may need to be done by remote offices, if the remote office maintains certain set up information exclusively, for example Provider NPI numbers and Inventory. If both offices have the same inventory library, we will copy the inventory to each office at your request, so that it is only entered once
Remote office(s) must be connected to the Practice Director server via a Wide Area Network (WAN) configuration as described in Section 3.2. If a WAN connection is not yet established the remote office Set Up work can still be done from the Primary Location.

Software Set Up For Multi-Offices with a separate Server at Each Location
In multi-office practices, where a separate server is utilized at each location, each office must complete all three Set Up steps above. In other words, the Software Set Up for multi–offices with a server at each office is the same as for single office practices.

After you have had your final set up review with your Support Specialist you will be ready for Stages 6 and 7 as applicable.

Stage 5: Clearing House Registration & Testing - Electronic Claim Submission (Optional)

5.1 Clearing House Registration

In order to file Practice Director generated CMS1500 insurance claims electronically with multiple insurance companies you will need to register with a Clearing House. Practice Director generates electronic claims and the Clearing House will submit the claims to the insurance companies your practice works with. Clearing Houses do not accept Vision Services Plan (VSP) claims; VSP claims must be entered directly to VSP through the VSP/Eyefinity site.

You will find a list of approved insurance claim clearing house vendors later in this document. The listed Clearing Houses charge a per-claim submission fee or bundled fees based on volume.

We strongly recommend engaging **Trizetto Provider Solutions.** Trizetto is a Practice Director preferred vendor as they provide the highest claim success rate with Practice Director. We also recommend that you **complete and submit registration forms as soon as possible,** as it could take up to 6-8 weeks, in particular with Medicare, for payers to complete the registration process. Delaying claims clearing house registration will result in a delay of insurance claims being paid to your office.

Practice Director also supports printing and mailing of paper insurance claims.

5.2 Clearing House Test Preparation

In order to be able to test electronic claim submission with Practice Director you should complete Administration Set Up in the Production Database (See Stage 4 and Training Video Checklist Section 3.0). Stage 7.2 should be completed, if applicable, **before** going to Stage 5.3.

5.3 Clearing House Testing

You will be required to submit test claims through your Clearing House before you process live claims for payment. The test claims generated must have complete patient data, such as first name, last name, addresses, date of birth, and insurance information. You will then need to create claims to be tested by the Clearing House and you will need to use a variety of insurance companies with 15-20 claims total. (See Section 12.0, videos 12.1 – 12.7 of the Training Video Checklist) Once the claims have been created, you will go to Claims Management and batch test claims (See Section 13.0 of the Training Video Checklist). The Clearing House will provide you with training regarding how they accept electronic claims from Practice Director. **The testing process will take additional 7-10 business days to complete after Registration & Test Preparation is complete.** Commercial payers do not take as long to be approved, as do Federal payers such as Medicare and DMERC. Once you are approved from the Clearing House to file claims electronically, request to have these claims be put directly into production database for payment.

Stage 6: Data Conversion & Equipment Linking (Optional)

Data conversions and Electronic Medical Record Equipment linking are optional services provided by Practice Director. If you have any technical questions and if you purchased these services please call 402-454-7173 for a Support Specialist to initiate the work to be done.

6.1 Data Conversion

Please call and ask for a Support Specialist at least two weeks prior to your planned Go Live Date in order to schedule a data conversion. You will need to provide one of our Support Specialist with final data to be converted at least 5 business days prior to your planned Go Live Date. In most cases, you will be able to schedule a time with one of our Support Specialist to extract the data from your legacy system.

Stage 4, Software Set up, must be complete before a data conversion can be done.

A Support Specialist will convert your legacy system patient information and remotely upload it onto your server when complete. It is then your responsibility to review the final data conversion for completeness and accuracy, before you begin using it in your live production environment.

Pursuant to the Practice Director Agreement, the following data fields will be converted for a Standard Conversion on a best efforts basis:

1. Patient Chart # 2. Last Name 3. First Name 4. Middle Initial 5. Suffix (e.g. Jr., Sr.) 6. Salutation (e.g. Mrs.) 7. Patient Street Address Line 1 8. Patient Street Address Line 2 9. City 10. State 11. Zip Code	12. Home Telephone Number 13. Work Telephone Number 14. Date of Birth 15. Gender 16. Social Security Number 17. Doctor Name 18. Last Comprehensive Exam Date 19. Annual Recall Date 20. Email Address 21. Recall Date (One per patient)

If you formerly used Office Mate or Office Mate with Exam Writer and you purchased the OM Conversion, your specialist will review your data conversion fields and the process during your go live call

When an office has Gone Live and has begun using the converted data in the "production" environment **we will not be able to re-do a data conversion without deleting all patient related transactions** that have been entered to Practice Director. If a data conversion is redone all patient work done will be lost.

6.2 Equipment Linking – to Electronic Health Records

You will need to call and ask for a Support Specialist in order to arrange for the Equipment linking work to be initiated. Steps 4.1 and 4.2 above must be completed before Equipment Linking can begin.

Before we can begin the work you will also need to **have the necessary cable(s)** installed that connects the equipment to the Practice Director Computer workstation. In most cases you can obtain the cables by contacting the equipment manufacturer.

Once the equipment is physically connected we will develop the mapping and configuration software code (scripts) to complete a successful data transfer from your Equipment to Practice Director. This requires you to be involved at two separate times of approximate 30 minutes each.

1. The first step will be to capture output test data from the Equipment that will be uploaded into Practice Director. **Please call and schedule 30 minutes with a PD Support Specialist to capture this data.** We will use the test data to write the configuration scripts that will allow for proper electronic transfer of data from the Equipment to Practice Director.

2. The second step will be to test the accuracy of our configuration scripts. Once we have completed writing the scripts one of our Support Specialist will call you to arrange a time to test the scripts to ensure the Equipment output data is properly transferring to Practice Director. **We will need 30 minutes of your time to assist us with this second test.**

Please plan for at least two weeks from the time the first output test data is captured to the completion of the configuration linking scripts. Once the scripts are completed, tested and installed you will be able to successfully transfer data from the equipment directly into patient Electronic Health Records.

Stage 7: Patient Data Input

The final stage, prior to Going Live with Practice Director, is to enter patient data such as patient insurances and patient appointments. The timing of when this work is done depends on whether patient demographic information is being converted (Data Conversion, Stage 6(6.1) above) from a legacy system or not.

7.1 Patient Data Input – Without Data Conversion

During the week(s) prior to Going Live with Practice Director we recommend that you enter your scheduled appointments, recalls, patient guarantors, and patient insurances into Practice Director in order to reduce the amount of work during the first few weeks of Go Live. Some offices decide to enter this information on an as needed basis after they are Live with Practice Director. Contact your software Support Specialist if you would like to discuss the pros and cons of either approach.

The following training videos should be used as a reference in order to add patient data prior to Go Live:

6.2 Insured Persons
8.3 Add Insurance to a Patient Record
8.5 Recall from Patient Demographics
8.8 Adding Insurance with a Responsible Party
8.9 Adding Insurance with an Insured Person
8.11 Insurance
8.12 Practice Director Relationship Tab
9.1 Scheduler Overview/Basics
9.2 Pre-Patient
9.3 Appointment Current Patient
9.8 Pre-Appointment

The length of time necessary to complete 'Pre-Go-Live Patient Data Input' depends on the volume of data. Adequate staff time should be set aside for this work.

7.2 Patient Data Input - With Data Conversion
If a Support Specialist is converting your patient data from your legacy system and uploading your patients into Practice Director you **should not enter any patient data as patients will be duplicated if they are in Practice Director and your legacy system.**

After completing these seven stages you will be ready to use Practice Director successfully in a live production environment. If you are unsure if you are ready to 'Go Live' do not hesitate to contact your Software Support Specialist at **1-402-454-7173**

Resources for Training and Support

Client Documentation Site: Once Practice Director is installed you can access through the Menu Help>Client Documentation or from this address http://www.practicedirector.com/client-documentation/ (Your Specialist will review the documentation during your Kick Off Call)

Training Website: http://training.practicedirector.com/

Support Email Address: support@practicedirector.com Emails sent to this address are received by our receptionist and a Case is created immediately for your specialist to reach out to you.

Support Phone Number: 402-454-7173

Support Hours:
Monday – Friday 6:30am – 5:00pm CST
Saturday – 8:00am – 12:00pm CST (Use phone number 402-429-1586 for Saturday Support)

Client Feedback: This site is used to Request an Improvement, Share a Compliment, Report a Bug, or Request Support Follow-Up http://www.practicedirector.com/client-feedback/

Approved Electronic Claims Clearing House Vendor

Trizetto Provider Solutions (Practice Director Preferred Vendor)

www.trizetto.com
1-800-969-3666

One Financial Plaza
501 North Broadway, Third Floor
St Louis, MO 63102

Hardware, Software, and Network Recommendations

Dedicated Application Server	Recommended
Processor	Intel or AMD Quad core processor or more
Operating System	Mac OSX 10.9 or newer Windows 7 PRO Windows 8/8.1 PRO Windows 10 PRO Windows Server 2008 or newer Only the long term support releases are supported so if Ubuntu 12.04, Ubuntu 14.04, or newer LTS release ***We recommend 64-bit for all Operating Systems for Servers**
RAM (Memory)	8GB or more
Hard Drive(s)	500 GB of free space or more for documents and images

Work Stations	Recommended
Processor	Intel or AMD Dual or quad core processor
Operating System	Windows 7 Windows 8/8.1 Windows 10 Mac 10.6 or higher Only the long term support releases are supported so if Ubuntu 12.04, Ubuntu 14.04, or newer LTS release
RAM (Memory)	4 GB or more
Hard Drive (s)	50 GB of free space or more
Monitor	1024 x 768 screen resolution or higher for Windows and Mac OS X,1440 x 900 screen resolution or higher for Ubuntu

*If you choose to use your server as a workstation, recommended system requirements may vary.

Other Server Recommendations
Operating System Architecture: 64-bit Processor for 8GB or more of RAM Hard Disk Redundancy: RAID to reduce the effects of disk failure

We strongly recommend using a dedicated server for the following reasons:

More Power: Using your server as a workstation leads to reduced efficiency for every other workstation that is connected to the server.

More Security: Regularly accessing email and internet from your server can compromise the security of your entire network rather than just one workstation.

More Maintainable: Diagnosing issues is simpler and less costly when you have a dedicated server that is not being used to perform other duties.

Hardware, Software, and Network Recommendations

Internet Connection

A High Speed, always-on internet connection (Cable/DSL) is required for optimum support. 25Mbps download, 3 Mbps upload

Network Adapter

Gigabit Ethernet 1Gbps Ethernet

Firewall

Consult with your certified IT professional to determine which firewall is best for you.

Anti-Virus Software

Consult with your certified IT professional to determine which anti-virus is best for you.

Compatibility with OpenJDK

Practice Director does not currently work with OpenJDK. If you are using Ubuntu Linux Oracle's JDK will need to be installed instead of OpenJDK in order to run Practice Director.

Printers

Any laser printer.

Label Printers

DYMO Label Writer 450 Turbo

Frames Data

Monthly CD ROM "SPEX UPC" @ www.framesdata.com or call 866-265-3267

Frame Label Types

Barbell DYMO 30299

Address, Chart, and Appointment Label Types

Avery 5160, DYMO LW Address Labels 1 1/8" x 3 1/2", DYMO 30323, DYMO 30374

Scanners

Any scanner that will scan directly to .PDF format, such as FUJITSU Image Scanner ScanSnap iX500

Bar-code Scanner

USB bar code readers such as Symbol DS6707

Digital Images

Any digital image can be labeled, annotated and linked into a patient's electronic medical record if the image can be saved as a JPG, PNG, GIF, or TIF format.