

From: [Michelle Hadden](#)
To: [Hapeman, Carolyn \(GAMING\)](#)
Cc: [Maione, Brad \(GAMING\)](#); jmaney@nyproblemgambling.org
Subject: Re: QR Code Data
Date: Tuesday, February 15, 2022 2:16:53 PM
Attachments: [Outlook-c3pti1ci.png](#)

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Hi Carolyn

We can't attribute calls to the QR code but website visits were up. Can you give me an exact date the QR code launched with the ads and I can get the analytics from the site to get you a number.

Thanks

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2022 NYCPG Virtual
Conference
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From: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>
Sent: Monday, February 7, 2022 2:35 PM
To: Michelle Hadden <mhadden@nyproblemgambling.org>; Jim Maney <jmaney@nyproblemgambling.org>
Cc: Maione, Brad (GAMING) <Brad.Maione@gaming.ny.gov>
Subject: QR Code Data

Hi Jim and Michelle-

I think I may have picked the week that Michelle is on vacation but better to

get this out while it's still fresh in my thoughts...

I am pulling material together for a PGAM release. I'd like to highlight the introduction of the RG industry's first-ever RG Code to bring problem gamblers and PG treatment providers together faster than previously possible. Do you have any data from the treatment community or resource centers that can support that claim? What are the resource centers saying? Are the phones still ringing more since the code was introduced? Is there a way to attribute the increase in activity to the code itself? I'm just looking for a few good data points we can use to demonstrate the efficacy of the code and its benefits in general.

Many Thanks,

CH

Carolyn Hapeman

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