



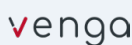
Issue 1 Winter Newsletter 2020

Healthcare and Cyberattacks, Cell Phones & How They Affect Your Dental Practice, plus more!

Diversified Digital is excited to launch the first edition of our NEW Quarterly Newsletter, which is specifically designed for your busy dental practice. We want to provide you with articles and information that can help you achieve your IT practice goals, helpful hints and tips for the staff, contests and humor to make you chuckle & smile!

We want this newsletter to be valuable for you. If there is something you would like to talk about, explain or share, email me with your request at lisa@diversifieddigital.com. We are here for you!

OUR PARTNERS:



Healthcare and Cyberattacks

Change is inevitable, even in your dental office. Computers that were once used for record keeping and billing are now being used for scheduling, charting and x-rays. The amount of information currently stored in your office has dramatically increased and hackers have set their sights on the healthcare industry.

The last 6 months of 2019 fell victim to three highly advanced cyberattacks. There were over 400 dental offices affected in Minnesota and Wisconsin and another 100 dental offices in Colorado. Many of whom were down for 2-4 weeks with some still not opened as of the end of the year. [Check out the January issue of the ADA journal for more information.](#)

Let's talk about the effects of an attack:

- **The stress and heartache on the Doctor.**
- **The lost income when your whole system is down.**
- **The staff who, if not working, lose their wages.**

None of us want this to happen but it becomes reality daily, not just in dental offices

but in our personal lives too.

How can YOU help protect yourself and your practice? Here are 2 suggestions:

- **Remind your team members about phishing scams and what they look like.** *(fraudulent attempts to obtain sensitive information such as usernames, passwords and credit card details by disguising oneself as a trustworthy entity in an electronic communication)*
- **Watch for fake shipping and invoice scams. Check to make sure that attachments are legitimate.**

We ARE dental IT. When you collaborate with us, we provide you peace of mind. Diversified Digital is partnered with Black Talon Security, who recently received endorsements from the AAO and OMSNIC to help protect Dental practices.

For more information on Diversified Digital and how we can help you with all of your IT needs, call us at 888-734-3701 or email Don@diversifieddigital.com.

"THE LAST 6 MONTHS OF 2019 FELL VICTIM TO THREE HIGHLY ADVANCED CYBERATTACKS...OVER 500 DENTAL OFFICES AFFECTED."





Partners Request Box: Tech Talk Definitions

Workstation: a computer terminal that is normally located at each individual desk.

Server: a more robust computer that controls the managed resources and data on your network. Your main software lives on here and is shared with each workstation.

CPU: the brain of the computer

Hard drive: this contains the operating system (Windows), user data profile, documents, pictures, etc.

Database: Where your data for software is stored on your server. If the server is not running, or your connection gets disconnected, you will not be able to access the database and get errors when trying to log into your main software.

Shutdown: Turns the computer off completely. When this is done, someone needs to be in front of the computer to push the power button to turn the computer back on. (Cannot be done remotely by our technicians)

Restart/Reboot: Turns the computer off then back on WITHOUT turning the power completely off. (Can be done remotely by technicians)

This request came from dental staff members. If there is something you would like to talk about, explain or share, email me with your request at lisa@diversifieddigital.com. We are here for you!

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

—Mahatma Gandhi



Cell Phones and How They Affect Your Dental Practice

Now a days it seems like the constant use of smartphones is such an important part of people's lives that it would be considered a personal invasion to attempt to limit their availability. Cell phones are here to stay.

Here are some statistics that will have you wondering how they can hinder your practice.

- 63% of the population have cell phones.
- The average smartphone user checks their device 52 times a day. That's 18,980 times a year!
- 80% of smartphone users check their phone within 15 minutes of waking up or going to sleep.

Of course, looking at those stats you can probably see why this could affect your dental practice. Chances are, most of your employees bring a personal cell phone to work. To complicate matters further, today's smartphone is not just a cell phone—it's a camera, a recording device, an Internet portal, and so much more.

As a practice owner you could have a big problem. After all, you've got standards of patient care to maintain, HIPAA's confidentiality and security requirements to uphold, in addition to an increased level of risk. If your patients and staff are connecting to your office Wi-Fi it could lead to security issues with your network.



Suggestions:

- To help keep your practice safe, have a separate Wi-Fi for your patients and staff, one that is not connected to your main network.
- If allowing cell phone use, have a clear and concise protocol in place for all doctors and staff.
- Turn off all distractions such as Facebook, Instagram, Twitter and email/text chimes as well.

Remember, a phone connects doctors and staff to their personal lives, which is important. Just because they're at work, doesn't mean communication to the outside world should be severed. Important things come up such as family emergencies, doctors' calls, and checking in with children after school etc. A good office policy can eliminate issues in the practice.

Got the Winter Blues?

Colder weather and shorter days bring on the winter blues for some people. Here are a few ideas to chase them away:

Eat Well: Our tendency is to eat more heavy comfort food, but it is important for us to continue to eat vegetables, fruit and lean proteins. Recent studies have shown a strong relationship between diet & mental health.

Exercise: It helps improve our mood and mental functioning. If you are struggling to manage your mood, consider increasing your exercise.

Fire or Fresh Air: Sitting by a fireplace soothes, comforts and helps you relax. Bundling up and getting fresh air, helps increase your energy, reduce stress, helps clear the head and improves quality of sleep.

Bucket List: Start a project, visit a good friend, take a mini trip, find a new interesting hobby or learn a new language. This will help you reenergize yourself.

Laugh: A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after. Laughter boosts the immune system, decreases stress hormones and increases immune cells and infection-fighting antibodies.

Computer Humor

Stupid computer
keeps saying
"you got mail"



"Sometimes we laugh, sometimes we cry, but never do we throw our computers out the window."

TECH JOKES:

What do you call it when you have your mom's mom on speed dial?

Instagram.

What's the best way to learn about computers?

Bit by Bit.

Recipe: Pineapple Cake - Marlene at Diversified Digital LLC

Serves: how you cut it

Ingredients

3 eggs
1 3/4 cups of sugar
1 cup oil
2 cups flour
1 tsp baking soda
1 tsp cinnamon
1/4 tsp salt
1 cup chopped walnuts (optional)
1 can crushed pineapple (drained)
powdered sugar (optional)

Directions

Preheat oven to 350 degrees
9x13 baking pan - spray lightly with cooking spray
In a large bowl add all ingredients
Hand mix until all the ingredients are incorporated well
Pour into prepared 9x13 pan
Bake at 350 degrees for 45 minutes
Let cool and sprinkle with powdered sugar (as little or as much as you like)

This recipe is a long time family favorite. This is a moist cake & my family prefers powdered sugar as the frosting rather than frosting. You could also use a cream cheese frosting. Enjoy!

3D's Recipe Contest Corner

The oldest sequenced recipe ever found was found on the walls of the ancient Egyptian tomb of Senet. Back in 19th century BC, it taught the people how to make flatbreads. The second oldest (14th century BC) described the making of Sumerian beer, locally referred to as "liquid bread."

So, get out your favorite recipe and submit it to our 3D's Recipe Contest. All entries will receive a surprise gift. All selected recipes featured in our newsletters will receive a personalized gift valued at \$40.00. At the

end of the year, all the recipes received will be turned into a cookbook for those who submitted tasty recipes.

Entering is **EASY!**

Email us your best recipe to Lisa at lisa@diversifieddigital.com for a chance to win!

So, send us those recipes because; "In this life, we have two groups of people. Those that dream of cake and those that bake it happen!"

Characteristics of a Strong, Dynamic Dental Team

A positive team environment produces results. Making a unique contribution to your dental team adds value to your job. Take a look around your office and ask yourself where you fit and how you can do more to support one another. The goal is Collaborative Effectiveness!

Manager/Director: Every interaction with another person creates an experience that leaves a memory of you and your work. This is true for all team positions. But yours not only effects your relationship with the patients, but also your team. You work to design experiences that draw team members to show their full potential. How are you designing this to be Positive, Enriching, and Rewarding?

The Scout: This person understands the talent, strength and abilities individual team members must have and can help match them with your office needs. This help makes the team stronger.

Organizer/Ambassador: This team member is organized and helps keep the team and practice organized. They get to know the vendors and works passionately with them to keep everything you need on hand.

Amplifier: Increase the GOOD that happens around you by noticing what is happening around you. Most people spot what is wrong and complain about it, but this team member can spot what's right and praise the work, the person or people responsible. This ability is a positive influence on any team.

Router: A router makes sure the data gets where it is supposed to go. A team member that is a good communicator makes sure the information gets to the right people in a timely, efficient manner. This is a valuable skill set on any team.

Interpreter: Patients don't always need more information; they just need to be able to understand what you are instructing or saying. A good communicator can relate and deliver the information needed to a patient or another team member. They have the insight to educate and provide the needed context in order to avoid confusion.

A strong team works for each other and with each other. Patients can feel the difference between a happy connected team verses a group of employees. Investing in your team and your part in the team is investing in your patient's care experience.

WHO IS DIVERSIFIED DIGITAL LLC?

Diversified Digital is an IT company that **SPECIALIZES** in Dentistry. With over 20+ years in the dental industry as a Managed Service Provider, we provide comprehensive solutions to meet your business goals.

Our team consists of highly trained professional technicians, a personable front office team comprised of one team member with 15 years experience as a dental Office Manager.

Your calls will always be answered by a **LIVE** person during office hours. If you need assistance outside of business hours or on the weekend you can call **888-734-3701**.

We oversee the entire office and network needs, from hardware and software to printers and internet providers, and we provide 3rd party support. One quick call to us and we will handle all the communication needs to keep everything up-to-date and running smoothly.

We have partnered with Black Talon Security, the #1 dental security company, to provide you with the security that your dental office needs. Have you ever had sleepless nights wondering what you would do if a disaster happened at the office? With our MSP/Disaster Recovery Package, we can provide you recovery in about 15 minutes.

Our team at Diversified Digital is committed to provide you the **INDIVIDUAL** care and service you need. We will not recommend things you do not need. You will always know your total costs up front with no long-term contracts.

Call us to find out how we can **PARTNER** with you at **888-734-3701** or email Don@diversifieddigital.com



Illustrations by Don's great niece!

Ransomware Version 2.0...A Real Game Changer



"HELPING YOU BUILD A MORE SECURE PRACTICE"

During the last few months, there has been a significant shift in the cybersecurity world. Threats from Russia, in particular, have enhanced their capabilities to target individual businesses and Managed Service Providers (MSPs) or IT companies. **Within minutes, they can strike tens of thousands of computers.** Diversified Digital has recognized that this is a major risk in the industry and is leading the pack by taking a proactive stance to this type of risk. Diversified Digital works hand in hand with Black Talon Security to harden their infrastructure to minimize the chances of this advanced attack happening to them.

Based on some of the most recent attacks, most dental practices experienced a two-to-four-week outage. In every case that we were involved with, the practice experienced **100% encryption** on every device and backup. Due to the pervasiveness of the ransomware attacks, there was no recovery option except to pay

"BASED ON SOME OF THE MOST RECENT ATTACKS, MOST DENTAL PRACTICES EXPERIENCED A TWO-TO-FOUR-WEEK OUTAGE."

the threat actors the ransom payment. Most practices had to pay, on average, **\$45,000** to the threat actors for a decryption tool. Add on top of that, the business interruption, inability to collect A/R, take x-rays, file insurance claims, schedule patients, and the complete rebuilding or purchase of every computer and server. The price tag for these types of attacks easily exceeds \$100,000 for a small practice and

significantly higher for multi-office, multi-provider practices. Being unable to access their systems for two-to-four weeks was a nightmare.

What can you do to protect yourself, your practice and your patients? Work with a company like Diversified Digital who takes security seriously and does everything they can to protect their own network and client information. Second, as business owner, it is imperative that you work with a cybersecurity company to add an additional layer of protection to what Diversified Digital offers. It's not **IF** it's going to happen to you . . . **but WHEN.**

For more information on the services that Black Talon provides, contact them at **(800) 683-3797** or visit their website at www.blacktalonsecurity.com.

Diversified Digital Crossword

C	G	A	A	W	R	A	O	N	D	Y	X	O	Q	G
G	N	E	N	E	I	G	Y	H	D	G	T	J	I	S
A	Z	A	F	I	X	H	N	E	H	O	Z	Y	E	C
A	K	R	E	V	R	E	S	H	T	L	S	K	Q	R
W	L	T	M	G	Y	G	K	X	U	O	R	Q	L	K
R	D	E	N	T	I	S	T	R	Y	N	E	B	I	M
A	T	C	X	D	U	Y	P	U	A	H	N	D	S	G
O	M	E	D	I	G	I	T	A	L	C	T	E	R	K
N	C	Y	E	P	S	C	A	N	N	E	R	N	E	T
D	G	N	Y	W	H	J	F	X	L	T	A	T	T	R
Y	Y	A	K	R	G	F	V	D	C	L	P	A	U	B
X	P	O	J	Q	A	W	Q	C	V	M	K	L	P	W
O	K	V	K	T	E	E	T	H	M	V	N	K	M	P
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G	S	T	N	A	T	S	I	S	S	A	J	O	C	T

ASSISTANTS COMPUTERS DENTAL DENTISTRY
 DIGITAL HYGIENE PARTNERS PATIENTS SCANNER SERVER SMILES
 STAFF TECHNOLOGY TEETH