



Issue 5 Spring Newsletter 2021

DD provides informative articles about Back Up Verification, Cyber Attacks, Advancing Technology in Dental Offices and much more!

Diversified Digital is excited to share our 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:



7 out of 10 dental practices HAVE NOT verified their Back Up

Here are 7 reasons backing up your data is critically important.

HIPAA requirements: If you keep electronic health records, HIPAA requires frequent backups and a disaster recovery program in place that allows you to restore exact copies of your patients' information.

Taxes and auditing: Having a reliable data backup is crucial if the IRS wants to take a closer peek at your business down the road. If your practice is audited for any reason, they can ask you to show invoices and notes that prove your claims. Having a copy of your practice files stored safely off site will ensure that your practice is covered.

Natural Disasters: What would happen if a tornado, fire, or flood wiped out your practice? These tragedies are unavoidable, but you will still be on the hook with HIPAA if you do not have a secure backup of your patient data.

Avoid down time: When you suffer a data loss, for whatever reason, it could take your practice days or even weeks to re-install computer software and upload patient and practice information.

Human error: Everyone makes mistakes – even the employee who has demonstrated flawless work performance in the past. Having a copy of your data stored in a secure location will protect your practice if someone accidentally loses or deletes essential files.

Theft: The last person to leave your practice forgot to lock the door. You arrive the following morning to see that your computers were stolen. While you will have to replace the hardware, having a data backup will save you the agony of manually restoring your system.

Ransomware: An employee opens a malicious email (Phishing) and attachment that infected your network in our opening scenario. Ransomware is a type of cyberattack that threatens to block access to your critical data until a ransom is paid. Restoring a backup is much easier (and more affordable) than paying the cyber thieves to retrieve the only copy of your practice files.

Don't leave it to chance – back up your data today (and every day): There are many reasons your dental practice could suffer a data loss. Human error, a tornado, or a cyberattack could wipe out your files in a matter of seconds. By backing up your data, you are investing in your patients' safety and the future of your business.

At Diversified Digital, we take data backup and disaster recovery seriously. We even built our own HIPAA compliant backup service specifically designed for dental practices. With our "Little Black Box or Gen 2", your office's most important files are safely stored and monitored. Ask us about our BDR and how we can have you up and running in 30 minutes or less if a disaster strikes.



Dazzling Keyboard Tricks to Save Time Everyday!

Using the computer mouse is good, but wouldn't you like to save some time? Some of us may use them all the time, some may use a few or maybe you will learn a couple new ones.

WINDOWS SHORTCUTS

- Copy TextCTRL + C
- Paste TextCTRL + V
- Cut TextCTRL + X
- Select All TextCTRL + A
- New Document.....CTRL + N
- Open a File.....CTRL + O
- Print OptionsCTRL + P
- Go to Start of Document CTRL + Home
- Go to End of DocumentCTRL + End
- Save DocumentCTRL + S
- Lock Computer.....Windows + L
- Copy Text into Email or
Online DocumentCTRL + Shift + V
- Delete a whole word(s)CTRL + BKSP
- Open all windowsCTRL + ALT + Tab
- Close multiple sitesCTRL + W
- Highlights Address Bar.....CTRL + L
- Go back to desktop without
closing open windows.....Windows + D
- New Tab on InternetCTRL + T
- Saves Page to FavoritesCTRL + D
- Back & Forth between
Web Pages.....Alt + Left/Right
- UndoCTRL + Z



Is Your Dental Office A Prime Target for Cyber Attacks?

Dental offices are not immune to cyber attacks. Small businesses containing health information get targeted because of the wealth of information available. In a recent University of Maryland study, hackers attack every 39 seconds, on average 2,244 times a day.



The most common cyberattack methods:

- Phishing/spear-phishing
- SQL injection attacks
- DDoS attacks
- Malware like computer viruses, adware, and spyware

Hackers will target small dental offices because they think they do not have the resources to prevent these security issues. An attack can lock out all computer systems and files, including billing information, records, and other data dentists and their teams need to care for their patients. A breach of cybersecurity will inevitably lead to significant expenses and possibly affect your dental reputation.

Now that you know what can go wrong let us look at how to prevent hacking and turn away hackers.

- Allocate a security budget.
- All software and apps must be up to date that you use.
- Have your IT look at any network issues.
- Have a set of office procedures and following those office procedures is critical including, yearly HIPAA and Cybersecurity training.
- Office infrastructure - location of computers is vital. It is essential to have all technology secure (office phones, tablets, laptops) and located only where it is accessible to you and your employees.

Our Team at Diversified Digital believes in providing you with the BEST Firewalls, Encryption, Antivirus, and the support you need to be as safe as possible. Contact us if you have any questions or would like more in-depth information.

REBUS PUZZLES Answers

1. For once in my life
2. Travel overseas
3. Win with ease
4. Try to understand
5. Metaphor
6. Safety in numbers



5 Fabulous Plants for Spring Containers

Container gardening is a perfect way to say goodbye winter and hello spring. Since the soil is too cold to plant, potting soil in above ground pots will absorb plenty of sun for growing plants and it is easy to throw a protective cover on those colder nights or frost. Many spring planters use spring bulbs, but here are some other plants you can use for color on your porch, doorsteps, or decks.

1. Pansies & Violas
2. Cineraria (a member of the sunflower family)
3. Spiral Sorrel
4. Coral Bells (likes shade)
5. Parsley, thyme and other herbs, kale, spinach, and mixed spring greens

HAPPY SPRING!

Computer Humor

Q: What's Forrest Gump's password?

A: 1forrest1

Q: Why was the cell phone wearing glasses?

A: It lost its contacts.

Q: What should you do after your Nintendo game ends in a tie?

A: Ask for a Wii-match!

Q: Did you hear about the computer that kept rebooting?

A: It was terminal.

Q: What did the computer do at lunchtime?

A: Had a byte!

Forward Movement of Technology for you Dental Practices

Dentistry technology has made significant improvements over the last decades. Keeping pace with technology not only benefits your patients but also is a great help to your staff. When using the right tools, you and your team can work more efficiently, leaving more time to provide better service to your valued patients.

Just as your technology is changing, so is how we need to keep you safe and help you work efficiently. Our team provides top-tier comprehensive IT for your busy dental practice. We strive to work successfully with you, our partner and have the tools to help you achieve your goals.

We know to achieve these goals; we need to implement strategies to allow for:

- Improved collaboration
- Advanced and proactive cybersecurity
- Enhanced network infrastructure

- Operational improvements to reduce wasted time and resources
- Streamline and simplify data transmission

Taking the time to source solutions to provide these services will save your dental practice both time and money. Diversified Digital has the experience to help you bring these innovations to your busy office. Making a few simple changes may be all it takes. We will be calling you soon to talk about your practice, your future needs, and some new products we have. We are always on the look out for what you need to have to be able to work efficiently and as protected as possible.

New for your practice 2021! Epos Headsets, DD Secure – 2FA/MFA & DD Secure CS. If you have not received our flyer and letter one is on the way!

Email Do's and Don'ts

Just the word makes many people shiver. Email has become a scourge in many workplaces. The good news is that email can be a productive tool if you follow some commonsense tactics.

The Do's:

1. Make sure subject lines are clear and reflect the topic and urgency.
2. Carefully consider who needs to be copied, and only include those really needed.
3. State up front why you are writing within the first two lines of message.
4. Ensure Emails clearly define the issue, the actions item and any deadlines.
5. Be courteous. We are all in a hurry, but it does not take long to type "please" and "thank you".
6. Read Emails before sending to ensure they are concise, clear and correct.



The Don'ts:

1. Email when angry or send out unprofessional or inappropriate information.
2. Send out unnecessary Emails, or copy, reply-all, or forward excessively.
3. Introduce a new topic in the middle of email thread.
4. Reply to messages with "Thanks" or "OK" unless necessary.
5. Forward messages without explaining why it is being sent and what needs to be done with it.
6. Use Email when another form of communication is more effective.

WHO IS DIVERSIFIED DIGITAL LLC?

We are an IT company that **SPECIALIZES in Dentistry**. At Diversified Digital we can provide you comprehensive solutions to meet your business goals.

Our team consists of highly trained professional technicians. Your calls will always be answered by a **LIVE** person during office hours by Lisa or Marlene.

Need help outside of business hours or on the weekend you can call our **888-734-3701** for assistance.

We oversee the entire office and network needs, from hardware and software to printers and Internet providers. We also provide 3rd party support.

We partner with Black Talon Security, Cylance, Kaseya, Watchguard and others to provide you with the best coverage for your practice.

The team at Diversified Digital are committed to provide the **INDIVIDUAL** care and service you need for your dental office.

Call us to find out how we can **PARTNER** with you to take the headache out of your IT worries at **888-734-3701** or email us at Don@diversifieddigital.com

*** For Your Information ***

Your Carestream unit out of warranty and having issues?

Just call us! Walt is a certified Carestream Tech and can help you along with Carestream to repair your unit and get you up and running again.

Thinking of changing ISP (Internet Service Provider) or Phone Systems?

Please take the time to call us while you are in the planning stages for our advice to help make a smooth transition. There are times that we are needed on the day of the switch over and having that planned saves you a lot of frustration, possible down time and puts you on our schedule for that day.

Assistants: You are Valuable

Lisa Platten, Marketing & More at DD

Diversified Digital serves general dentists, oral surgeons, orthodontists, periodontists, endodontists, and, pedodontists across Ohio, Michigan and Pennsylvania.

Our services include: Cybersecurity, Business Continuity, Managed Services Provider Program, Clinical Technology Optimization & Network Integration & Installation.



Early assistants blazed the trail for your celebrated career.

In 1885, Dr. Kells enlisted the help of his wife in

his dental practice. Her primary focus was to help, clean, keep things organized, and update patient records, so her husband had more time to perform dentistry. When the practice grew, Dr. Kells decided to hire an assistant or "ladies in attendance."

Malvina Cueria was a teenager at the time, but she was known as the first dental assistant in modern history. With women now present in the dental office, it was acceptable for a respectable lady to visit the dentist without a chaperone. At 87 years old, Malvina was honored for her dentistry contributions, and she passed away at the age of 98 in 1991. The history she saw in her career is impressive.

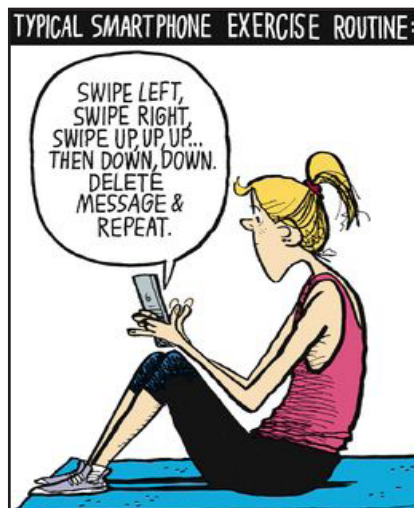
Juliette Southard, the first president of the American Dental Assistants Association, and Hazel Torres, one of the original authors of the "Modern Dental Assisting" textbook, are just a few more women who paved the way for the dental assisting career today. Look at where dental assisting started and where you are today, still a valuable asset to the dental practice.

Even though we know that Dental Assistant Month was in March, we at Diversified Digital wanted you to know we appreciate you. We realize the enormous role you play in your dental practices.

Dental Assistant: Solve problems before you knew there was one~ is a multitasker fueled by coffee~ tongue wrangler~ mind reader~ patient's best friend and the heart and soul of every practice!

—Lisa

Diversified Digital Fun!



REBUS PUZZLES

You are going to need patience and a good eye to solve these tricky rebus puzzles. How fast can you decipher them?

1. M1YL111F1E
2. TRAVEL
CGCCGC
3. WINEEE
4. STAND
TRY 2
5. META META
META META
6. 584SAFETY9482

Did you decipher successfully? (Answer on page 2)



WE NOW HAVE A FACEBOOK BUSINESS PAGE

Please Like and Share our page. It will be filled with information for your dental practice, fun facts, and computer humor.