



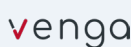
## Issue 2 Summer Newsletter 2020

A Life Changing Lesson, How to Avoid Saying Something You'll Regret, Communication—The Human Connection 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](mailto:lisa@diversifieddigital.com). We are here for you!

## OUR PARTNERS:



## A Life Changing Lesson

In this time of global crisis, it is easy to feel unsettled, uncertain, and afraid. Yet, it is in the hardest of times that we can learn and grow the most if we are willing to be fully present and open to the wisdom that is available to us.

Many of us were and may still be separated from our families and friends, and those who have lost precious loved ones, have not had the opportunity to visit them or even say goodbye. People have been laid off and furloughed in record numbers. Businesses everywhere are in major financial crisis, and many will not survive. The stock market had a major meltdown, and our economy is struggling. It may take years to fully heal and recover from the devastation for us individually as a business and as a nation.

However, despite our fear and uncertainty, we must recognize that crises are part of life, and they are often unavoidable. It is crucial that when a crisis occurs, we choose wisely how we respond.

We can allow it to overwhelm and devastate us and resist it with everything inside, or we can accept and embrace the situation, and trust that there is always beauty in its midst.

Now more than ever, we must stop seeing it as a bad thing, but instead, see it as a catalyst for change that will end up bringing us all to a much better place. Let this time of crisis be a time of re-evaluating, resetting, and restarting our personal lives, our job, our businesses.

At Diversified Digital we know your practice environment has changed and is still reshaping. We are here as your partner for all your IT support and more. Let us know how we can help you maneuver your practice into the new future of dentistry.

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](mailto:Don@diversifieddigital.com).

### We continue to grow when you share what a GREAT partner we are!

Thank you for the many opportunities that we have been given to work with great partners like you. We would like to extend the reach of our services by addressing the IT support for other dental offices just like you in the area. If you know of a dental colleague who might benefit from or needs immediate assistance, we would love to help!

#### With that, we are excited to offer:

If you referral calls and we evaluate how we can help them, you will receive a Gift Certificate to a restaurant near you.

For each referral that signs up for ongoing services with us, you will receive a **CREDIT of \$199.95 towards service only (no cash value) for each referral.**

**Be sure to have them tell us you sent them our way!**

The missing piece in continual growth of small businesses

## Tech Tips: My Home Computer... Leave it On or Turn it Off?

Everybody's computer use varies, but everyone needs to step away at some point for a break or for the night. Whether you are working from home or on a personal computer or laptop, the question remains, "Should my personal computer be on or off when not in use?" The answer to the question depends on many factors.

**Cost:** For your home one of the biggest contributing factors on what you should do is the electrical cost. Unless you are away for a long time from a computer that is on, the price different is not a large concern. However, if you like to count your pennies then shutting it down when not in use will save you a few dollars.

**TIP:** If you are leaving your computer on all day, but away from it for a while, turning your monitor off during that time is a good idea.

*Do you know the different power states of your computer?*

**Sleep Mode:** All applications and files are stored in RAM (a type of computer memory). This option is for when you're only going to be stepping away from your computer for a short time, because it boots back to the desktop fastest.

**Hibernate:** All open applications and files are copied onto your computers boot drive, (a physical hard drive in the computer) but the rest of the computer is shut down. This is best if you are away for a medium amount of time. NOTE: this takes a longer time to restart compared to when computer is in Sleep Mode.

**Shut Down:** When all files and applications are closed, and no power is going to the computer's internal components. Shutting down is a good option when you are away from your computer/laptop for 8 hours or more.

### Leaving your Computer on Over Night

If you are running tasks during the night such as a backup, scan disk, or a virus scan you will need to leave your computer on during the night for them to run successfully. Otherwise we suggest that you turn your computer/laptop off at night.

### Enhanced Security

A computer powered off is more secure than one that is constantly up and running. Hackers cannot "break in" to the computer when it is shut off. When it is on and is connected to the internet or to other computers is another story. If you keep your computer on all the time, then consider equipping it with antivirus software and using a good quality firewall for protection. The device provides to connect you to the internet is not always strong enough to keep the bad guys out.



## How to Avoid Saying Something You'll REGRET

Article photo: Robert Stevenson, International Speaker and Author



One of the definitions for the word "filter" is "a device that is used remove unwanted material." You can buy a pair of sunglasses to filter out unwanted ultraviolet light. There are water purification filters, oil filters, fuel filters, air filters, pool filters,

cigarette filters, coffee filters, aquarium filters, and furnace filters. You can filter e-mails, filter out spam, and put a filter on an Internet search. You can even put a lens filter on a camera to reduce the amount of wrinkles people see on your face.

I haven't found a filter you can buy for personal communication. There are a lot of people who have ruined their lives, be it on a personal or business basis, by saying something stupid, thoughtless, mean, malicious, despicable, inappropriate, condescending, cruel, hurtful, vicious, painful and certainly uncalled-for. If they had a filter that would have removed their unacceptable statements, things would have turned out so much better for everyone.

Practicing good manners will serve as a filter, or possibly your experience will help to filter out the things you shouldn't say. One simple way to protect yourself is to say nothing. Abraham Lincoln once said, "Better to remain silent and be thought a fool than to speak out and remove all doubt." You may want to follow the advice of the Canadian educator Laurence J. Peter, who said, "Speak when you are angry—and you'll make the best speech you'll ever regret."

Just as a water filter removes the impurities from water, we all need a personal communication filter so we can filter out the impurities from our speech such as: complaining, anger, gossip, cursing, nagging, idle chatter, egotism, condescension, ridicule and hurtful criticism. I wonder how many people you know would want to filter out certain things you say. Ask yourself this question: Do I brighten the mood of a room full of people when I enter the room or when I

leave the room? You should consider filtering some of the things you are saying.

Plato once said, "Wise men speak because they have something to say, fools speak because they have to say something." Since there are no personal communication filters available for sale, it is going to fall to us to filter our words.

Let me give you a few rules that might help:

- Only speak what you know to be true
- Speak with integrity
- Before speaking ask yourself would someone be pleased with what you are saying about them
- Avoid at all costs speaking when angry, and when in doubt, stay silent.



My final advice is this simple poem:

*Be careful of the words you say, and keep them soft and sweet.*

*You'll never know from day-to-day, which ones you'll have to eat.*

*"Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books How to Soar Like an Eagle in a World Full of Turkeys and*

### Sudoku Answers

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| 1 | 9 | 8 | 7 | 5 | 6 | 4 | 3 | 2 |
| 3 | 2 | 6 | 1 | 9 | 4 | 8 | 5 | 7 |
| 5 | 4 | 7 | 3 | 2 | 8 | 1 | 6 | 9 |
| 2 | 6 | 9 | 5 | 1 | 7 | 3 | 8 | 4 |
| 7 | 1 | 3 | 4 | 8 | 9 | 5 | 2 | 6 |
| 4 | 8 | 5 | 6 | 3 | 2 | 7 | 9 | 1 |
| 9 | 3 | 2 | 8 | 4 | 1 | 6 | 7 | 5 |
| 6 | 5 | 4 | 9 | 7 | 3 | 2 | 1 | 8 |
| 8 | 7 | 1 | 2 | 6 | 5 | 9 | 4 | 3 |

*52 Essential Habits for Success. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with Generals Colin Powell and Norman Schwarzkopf, even former President George H.W. Bush. www.robertstevenson.org*

## Blooming Gardens

After a long winter and a quarantined spring, here are some *Simple Garden Tips and Tricks!*

- Little clay pots make great barriers for protecting young plants from sudden frost.
- If you don't like using gardening gloves, to prevent dirt from accumulating under your fingernails, draw you nails across a bar of soap and you will seal the undersides of the nails so dirt cannot collect there.
- Create natural plant markers: write the names of plants (permanent marker or paint) on a flat stone and place them near the base of the plant.
- Next time you steam or boil vegetables, keep the water and let cool. Water your potted patio plants with it. The plants will love it!
- Plant marigolds along the borders to keep unwanted bugs away. Gnats and mosquito's hate them. So do the deer they say!
- Give your garden one long weekly soak. Short frequent watering will not penetrate to the roots.
- Keep herbs separate from other plantings. Mint is a highly invasive plant.
- Plant pungent herbs, such as Rosemary and Sage, to keep out cats from the flower beds.

Plants of all types help transform our flowerbeds, patio & porches into colorful works of art that we can sit and admire all summer long.

Happy Planting!

*(These tips came from Paul James on HGTV)*

## Computer Humor



### TECH JOKES:

#### Why did the PowerPoint Presentation cross the road?

To get to the other slide.

#### Why did the computer show up at work late?

It had a hard drive.

#### What do hackers do on a boat?

Phishing.

## Recipe: Creamy Three Cheese Bruschetta

Serves: 4

### Ingredients

French Bread Baguette  
1 Ounce Goat Cheese  
1 Ounce Cream Cheese (softened)  
1 TBSP of Grated Parmesan  
1 TSP of Minced garlic (or more)  
2 Ripe Roma Tomatoes (diced)  
3 TSP of Olive Oil  
1 TSP Balsamic Vinegar  
Fresh Basil (chopped)  
Salt & Pepper (to taste)  
Balsamic Glaze (optional)

### Directions

1) Preheat oven to 400 degrees F. Cover a large baking sheet with foil. Arrange baguette slices on the foil and brush both sides lightly with olive oil. Toast in the 400 degree oven for 5-7 minutes, turning over once, until lightly browned on both sides. Remove from oven & set aside to cool. 2) In a small bowl, combine cheeses. Set aside. 3) In another bowl, stir together diced tomatoes, minced garlic, 2 teaspoons of olive oil, 3 teaspoons of balsamic vinegar & chopped basil. Season with salt & pepper to taste. 4) Spread cheese mixture on cooled baguette slices. Top with spoonfuls of tomato mixture. Drizzle with balsamic glaze. 5) Serve immediately. Use fresh tomatoes from the garden or add black olives, crushed red pepper, red onion to create your own flavor. I also make the tomato mixture ahead to let the flavors marinate a little. I have replaced the cheese mixture with fresh slices of mozzarella cheese. You can also put it back in the oven to warm the cheese a bit.

Recipe Courtesy of Lisa Platten at Diversified Digital

## 3D's Recipe Contest Corner

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 your recipe to Lisa at [lisa@diversifieddigital.com](mailto:lisa@diversifieddigital.com). Keep an eye out to see if yours is featured.

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!"

## Communication—The Human Connection

Communication is the keys to all relationships, whether it's your spouse, family member, friend, coworker, boss or your patients. Webster's Dictionary defines it as "a process by which information is exchanged between individuals through common symbols, signs or behavior, a personal rapport, a verbal or written message".

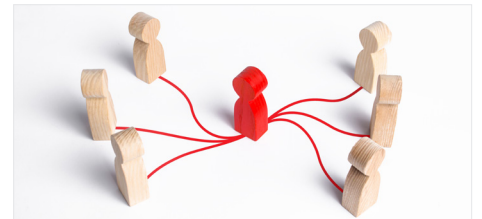
As we slowly enter back into the in-person workforce, it is a perfect opportunity to reflect on your communication style. On one hand effective communication is a way to promote one's self, to be better understood by others. While on the other hand it just isn't about talking, it's about being an active listener too.

Here are some tips to think about when you are interacting with others:

**Listening:** A pattern of listening that keeps you engaged in your conversation with someone in a positive way. Be nonjudgmental, patient, ask questions or ask for clarifications. By listening actively, you are engaged in what the other person is saying.

**"COMMUNICATION—THE HUMAN CONNECTION—IS THE KEY TO PERSONAL AND CAREER SUCCESS."**

—PAUL J. MEYER



### Nonverbal Communication/Body Language:

Having good eye contact indicates that you are focused on them and the conversation. A relaxed open stance and friendly tone will encourage others to speak openly.

**Clarity and Confidence:** Whether you are speaking in person or on the phone, think about what you want to say and say it with confidence. This will help from excessive talking and will show the person, co-worker or patient that you believe in what you are saying and will act if required.

**Open-Mindedness:** We should all remember to enter a conversation with an open mind and flexibility. Listen and understand the other person's point of view even if it is something you disagree with. This will allow for a more honest, productive conversation.

Communication will never be perfect all the time. Your spouse, coworker, boss and patients will be more open to communicating with you if you convey "respect" for them. Healthy communication requires practice and hard work!

## 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 us at [Don@diversifieddigital.com](mailto:Don@diversifieddigital.com)

### \*\*\* For Your Information \*\*\*

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 and possible down time and puts you on our schedule for that day.

## It's A Team Effort—Black Talon Security & Diversified Digital



"HELPING YOU BUILD A MORE SECURE PRACTICE"



When it comes to protecting your practice, patient data and your reputation, you must engage with a company that understands the complex nature of this threat environment and can implement technologies and strategies to defend against it.

The best IT companies tell their clients that they should engage with a cybersecurity company to enhance the security of their network and to independently assess it. Too many practices find themselves on the wrong side of the table when a data breach occurs.

What would you do if you found out all your data was stolen and encrypted with ransom-ware? How would that impact your business operations? What is the impact on your clients? Are you prepared to be out of business for 2+ weeks? By working with Black Talon Security and Diversified



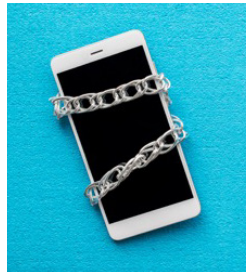
Member  
American  
Association of  
Orthodontists®

Digital, you will have a team of experts who will keep your network secure and put proactive measures in place before this happens to you.

Black Talon Security has been protecting small and medium practices since 2017 and 100% of our operations are US based. Our customer-focused approach has enabled us to provide industry leading support and customized cybersecurity solutions designed for your specific needs. We currently support over 10,000 devices across the US and have done penetration testing for 600+ businesses. Our primary goal is to help harden your network and train your employees to prevent threat actors from gaining access to your network and data.

For more information about **Black Talon Security**, please visit our website at [www.blacktalonsecurity.com](http://www.blacktalonsecurity.com) or contact us by phone at **(800) 683-3797** or call Diversified Digital at **(888)734-3701**.

## Mobile Phone Security



1. Lock your device with a PIN or password & never leave it unattended in public
2. Uninstall apps you don't use
3. **ONLY** download apps from trusted sources
4. Keep your phone's operating system updated
5. Install antivirus software
6. Use your phone's "find me" feature to prevent loss or theft
7. Cover the camera with a camera sticker when not in use
8. Back up your data
9. Encrypt the data if you have sensitive info stored on it
10. Don't click on links or attachments from unsolicited e-mails or texts

## Diversified Digital Sudoku

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