Issue 4 Winter Newsletter 2020

Antivirus Software: A Must for your Practice, Mobile Device Safety Tips, Start 2021 with Organizational Tips, 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:

![Black Talon Security] ![WatchGuard] ![Kaseya]

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ANTIVIRUS SOFTWARE: A MUST for your Practice!

You have probably been hearing about antivirus software as long as you have had a computer. It has been a staple of almost every PC since the early 90's. Ask Diversified Digital about how to protect your system against hackers and threats, and the answer will be: Install a firewall, good strong passwords, and nothing less than an excellent antivirus.

With good regular employee training — like ignoring links and attachments in untrustworthy emails, avoiding dicey websites, and sticking to curated app stores — your antivirus software should be operating in the background and protecting your endpoint, the computer.

Antivirus software (or anti-malware software) is a tool that looks for sneaky applications that do not belong on your PC. It uses several methods to differentiate between that Word document you are editing and a nasty piece of software intent on stealing your bank details. It can even spot when a virus has hijacked otherwise legitimate applications. Some antivirus software uses live protection to block viruses and malware from running automatically. They even stop you from visiting malicious infected websites or opening infected emails.

Modern operating systems come with several built-in protections like firewalls or Windows Security to prevent viruses from seizing your system. However, there are threats that even the most well-prepared PC cannot avoid. For instance, sometimes legitimate download servers are hijacked, and flaws in the Wi-Fi network you connect to could leave you vulnerable in other ways.

A robust antivirus solution that runs alongside all the modern OS and browser protections is a significant first step in protecting yourself and your system. It can provide peace of mind that you have protection against nasty threats like ransomware. At best, it halts those threats in their tracks should you stumble across them as you venture forth online.

Antivirus software has changed a lot over the years. While the earliest iterations were customized programs designed to target individual viruses, today specifically, there are millions upon millions of different pieces of malicious software creeping across the internet.

Antivirus software has adapted and expanded in scope to combat that ever-evolving threat. The best anti-malware solutions today use a combination of different tactics to help protect your PC and MacOS desktops, as well as your smart devices and networks. If you have any questions, please call our team at Diversified Digital; we are here for you!

TECH SUPPORT

Tech Tips: Social Media Platforms

Social Media platforms have become an integral part of our online lives. Social networks are a great way to stay connected with others but also need to be protected.

Privacy & security settings: They exist for a reason, learn about, and use security settings on all social networks.

Once posted, always posted: Protect your reputation on social networks, what you post online stays online.

Your online reputation can be a good thing: Research shows recruiters respond to a healthy, positive personal brand online, so show your smarts, thoughtfulness, and intelligence.

Know and manage your friends: Social networking can work in many aspects of your life. That does not mean all your "friends" are equal. Use the tools to manage information you share with the different groups you may have.

Own your online presence: Set privacy and security settings on websites to YOUR comfort level of sharing information. It is ok to limit how and who you share your information.

Unique passphrases or MFA: A strong pass-phrase is a sentence that is at least twelve characters long. Focus on sentences or phrases you like & can remember (for example, "I love the sunshine"). Having separate passphrases for every account helps to thwart cybercriminals. Most social media platforms are now offering MFA, if they offer it you should be using it. At least, separate your work and personal accounts and make sure the most critical have the most robust phrases.

When in doubt, throw it out: Links, emails, post, online advertising are often how cybercriminals try to steal Diversified. If it looks suspicious, delete it!

Post only about others as you have them post about you. The Golden Rule applies online, as well.

Mobile Device Safety Tips

Mobile Devices such as smartphones, tablets or laptops contain significant information about you, your practice, or family, including contact numbers, photos, and locations. Take the following security precautions and enjoy the convenience of technology with piece of mind while you are on the go.

Keep security software current on all devices that connect to the internet: Having the most up-to-date security, web browser, operating systems & apps is the best defense against viruses, malware, and other online threats.

Delete when done: We tend to download apps for specific purposes or have apps we do not use. To improve your security, delete all those apps you no longer use regularly.

Secure your device: Strong passphrases and passcodes help secure your device and help protect your information if your device is lost or stolen.

Lock down your login: Passwords are not enough to protect your accounts. When possible enable 2-factor authentication or multi-factor authentication on all accounts when available. Doing this adds another layer of protection to your email, bank account, and other web sensitive information. It only takes a few minutes to enable and it will save you the headache of dealing with a compromised account later.

Personal information, value it: Information about you, like games you play, what you search for online and where you shop and live has value – just like money. Be thoughtful about who gets that information and how it is collected through apps and websites.

Own your online presence: Use security and privacy settings on websites & apps to manage what is shared and who can see it.

WIFI hotspots: Public wireless networks and hotspots are NOT secure, which means that anyone could potentially see what you are doing on your laptop, tablet, or phone. Consider your own personal, mobile hotspot when you need a secure connection.

When in doubt, do not respond.

Word Play—Lofty Language

We have taken eight common sayings and disguised them in the fanciest verbiage we could think of. Can you translate them back into more familiar lingo? (Answers on page 4).

For Example: "AN ORBITING TART" would be "PIE IN THE SKY."

1. Alacrity created rubbish.
2. One lupine animal attired like an ovine.
3. What is your opinion of those Winesaps?
4. Dig a hole, throw in a short, handled ax, and cover it with dirt.
5. Permits snoozing schnauzers to recline.
6. Place the thing over there inside the meerschaum you own, then puff away.
7. Staying apace with Casey and John Paul.
8. The cosmos happens to be a bivalve mollusk owned by me.

*Number Please Answer: **The answer is 9.** Each line's center number is the sum of the digits in the first number and the third number. (e.g., 4+8=12 & 3+9=12)*

Computer Humor

TECH JOKES:

Q: What did the eyewitness tell the cops after a computer robbed the bank?

A: It went data way!

Q: Why do app developers have such high insurance rates?

A: They're always crashing.

In a world without fences and walls, who needs Gates and Windows?

Creamy Cauliflower Chowder

Yield: 6 servings | Prep Time: 15 minutes | Cook Time: 30 minutes | Total Time: 45 minutes

Tasty chowder recipe that is creamy, low carb, hearty and wonderfully cozy for those chilly winter nights!

INGREDIENTS:

- 4 slices bacon, diced
- 2 tablespoons unsalted butter
- 2 cloves garlic, minced
- 1 onion, diced
- 2 carrots, peeled and diced
- 2 stalks celery, diced
- 1/4 cup all-purpose flour
- 4 cups chicken broth or vegetable broth
- 1 cup 2% milk
- 1 head cauliflower, roughly chopped
- 1 bay leaf
- Kosher salt and freshly ground black pepper, to taste
- 2 tablespoons chopped fresh parsley leaves

DIRECTIONS:

1. Heat a large stockpot or Dutch oven over medium heat. Add bacon and cook until brown and crispy, about 6-8 minutes. Transfer to a paper towel-lined plate; set aside.
2. Melt butter in the stockpot. Add garlic, onion, carrots and celery. Cook, stirring occasionally, until tender, about 3-4 minutes. Stir in cauliflower and bay leaf. Cook, stirring occasionally, until barely crisp-tender, about 3-4 minutes.
3. Whisk in flour until lightly browned, about 1 minute. Gradually whisk in chicken broth and milk, and cook, whisking constantly, until slightly thickened, about 3-4 minutes.
4. Bring to a boil; reduce heat and simmer until cauliflower are tender, about 12-15 minutes; season with salt and pepper, to taste. If the chowder is too thick, add more milk as needed until desired consistency is reached.
5. Serve immediately, garnished with bacon and parsley, if desired.

Start 2021 with Organizational Tips

We know it can be a challenge to keep your office or workspace organized. We all misplace items from time to time. However, a clean workspace allows you to be productive and work efficiently. So let's get started!

Purge Your Space: Look around at your desk, workspace, and shelves. What haven't you used in a while? It is vital to purge items that have been untouched and covered with dust, which means plants, knick-knacks, and decorations. Minimizing the number of things you have in your office and your workspace allows you to focus on your work.

Create Work Zones: Designate work zones in your office or workspace. A space to write, file your papers, or even clear a spot for your items like picture frames. Position the equipment and supplies you use the most within reach. Things you rarely use can be stored or put away.

Labeling is Key: Labeling in your office is the key to having an organized space. Not only will it help you remember where things go, but it will help others who may need to find, use, or put something away in your office.

Organize your Desktop: Now that you have streamlined your workspace, it's a good idea to organize it. Use desktop organizers or containers to keep items on your desk. You will be surprised how your area will instantly be less cluttered when you can see your new working space.

Filing System: Technology today has not eliminated them yet. Store what you can digitally, but papers that need to be kept need to be filed before it gets out of hand. Label and store what needs to be saved. It keeps you organized and able to find things with ease. Make it a point to file your papers at least once a week if you cannot do it daily.

Sort Mail: Do not just stick mail in a pile. Be proactive and sort it out as soon as you get it - To act, to read, to file, to handoff.

Stick with It: No matter how busy you are, be committed to sticking with a clean, organized workspace. Place your papers and files where needed, put your pens and pencils away. If you stay on top of it, your area will always remain clean, and you will have a fresh start to your next working day!

Use one tip or try them all. Instead of spending time looking for things and moving piles, you will be able to spend time working and you'll enjoy being clutter-free.

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 ***

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.

WORD PLAY—LOFT LANGUAGE Answers

1. Haste makes waste.
2. A wolf in sheeps clothing.
3. How do you like them apples.
4. Bury the hatchet.
5. Let sleeping dogs lie.
6. Put that in your pipe and smoke it.
7. Keeping up with the Joneses.
8. The world is my oyster.

2020—The Year That No One Planned On!

Donald Hilsenroth, Sr., President

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.

After weeks that felt like months, and months that felt like years, 2020 is over. The lines between work and home have never been blurrier for most people. This past year put all of us to the test in our business and family life.

We'd like to use this new year upon us to review our partnership, not just on the business level, but also on a personal level. We want to elevate our relationship and offer the attention and understanding that you and your practice need to continue serving your patients.

As you have read in our emails and past newsletters, we are committed to ensuring that you are as secure as possible in your practice. With Ransomware at its all–time high, we are making sure that we can provide you with everything you need including

Watchguard, Cylance, and the introduction of Duo, an MFA (multi-factor authentication).

In the next few months, we will be reaching out to you to review what you would like to accomplish in 2021.

• What do you want to continue doing?
• What do you want to change?
• Are you planning on expanding?
• How can we help you reach your goals in 2021?

Until we chat again, I wish you all a Happy 2021! Please stay safe, wear a mask, wash your hands, minimize gatherings, and be smart!
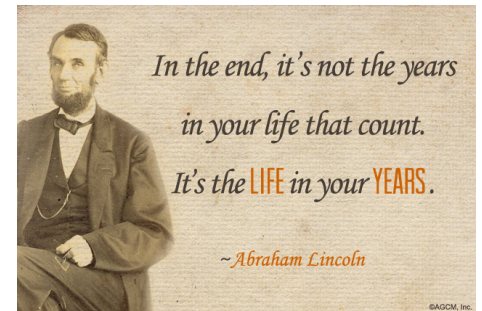
—Don

Diversified Digital Fun!

WINTER PLAYTIME

The holidays have ended and the long cold winter is ahead. I am sure we all have lists of boring errands that we need to do, but what about some adult playtime? Doesn't that sound more appealing? The rules for playtime are significantly less as an adult. Want to stay up reading 'til midnight, play a game, or learn a new hobby, do what you like.

1. Dabble in Calligraphy, Drawing, or Coloring—You don't need to be an artist
2. Get into Bird Watching—Ohio has many birds to see
3. Journaling—A great way to let your feelings out
4. Knitting and Crocheting—Youtube makes it so easy to learn
5. Join or start a Book Club—So many types of books to read
6. Game Night - Try new games—Settlers of Catan and Ticket to Ride are my favorite

Need more ideas, google it. There is plenty to keep you relaxed and having fun.

In the end, it's not the years in your life that count. It's the LIFE in your YEARS.

~Abraham Lincoln

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NUMBER, PLEASE….GAME

Following the logic of the first three lines, what number should replace the question mark in the fourth line?

It's easier than you think! (Answer on page 3)

48	12	39
87	15	96
56	11	74
63	?	27