



Issue 7 Fall Newsletter 2021

In this issue you can find Tech Tips: What is an Ethernet Cable used for? How to enjoy the beautiful fall weather, 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!

Be Ready For Come What May

From blizzards to ice storms to flooding, winter alone is full of potential disasters, then consider fire, vandalism, theft, or cybercrime; we all have to be ready for the unexpected to happen. All of these put our offices, staff, and patients at risk. Are you prepared with a defined disaster and business continuity plan?

Here are some things you should consider:

1. Who will be affected by the disaster?
2. Who will execute the recovery plan?
3. How to prevent loss of inventory and assets?

Then create a list of resources that you need to execute your plan.

1. Equipment you need that is mission-critical to your business.
2. Which key employees do you need to run the business in recovery mode.
3. Contact information for all key authorities you will need help from in recovery.

Suggestion: store this information both on location and off for easy access during the time of a disaster. Provide suitable training sessions to your employees, so they understand their role.

All practices can and should have backup plans in place for reasons that go beyond HIPAA compliance. A dental practice that loses critical data would likely not recover from that, and a dental practice that cannot get up and running quickly from any disaster will suffer losses to its bottom line.

According to HIPAA rules and regulations, "having a contingency plan is easily the most critical. In dentistry, various terms like data backup, disaster recovery, and practice continuity but, they all mean the same thing: you need to have a solid backup of your critical practice data".

For quick reference, there are five components in a HIPAA contingency plan:

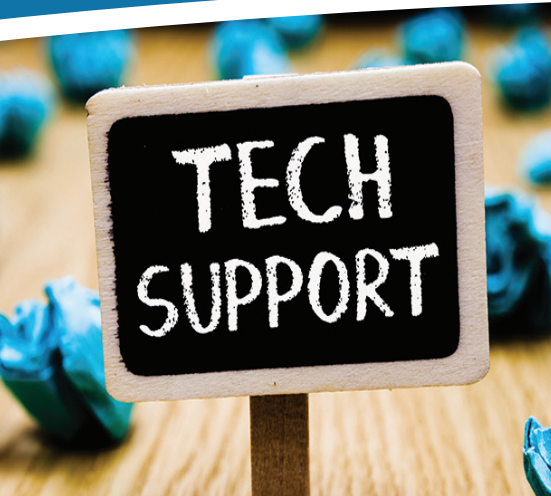
1. Data backup plan.
2. Disaster recovery plan.
3. Emergency mode operation plan.
4. Testing and revision procedures.
5. Application and data criticality analysis.

For complete reference and explanation, see HIPAA Rule 164.308 (a)(7).

How can Diversified Digital help? Let us review your plan; we can provide information you may not have and make recommendations.

OUR PARTNERS:





Tech Tip Time: Ethernet Cable

Cables are a necessary evil for computers and sometimes the source of network-related problems in the office. While we can't eliminate cables, some cables may need replacing more often than others.

What is an Ethernet Cable?

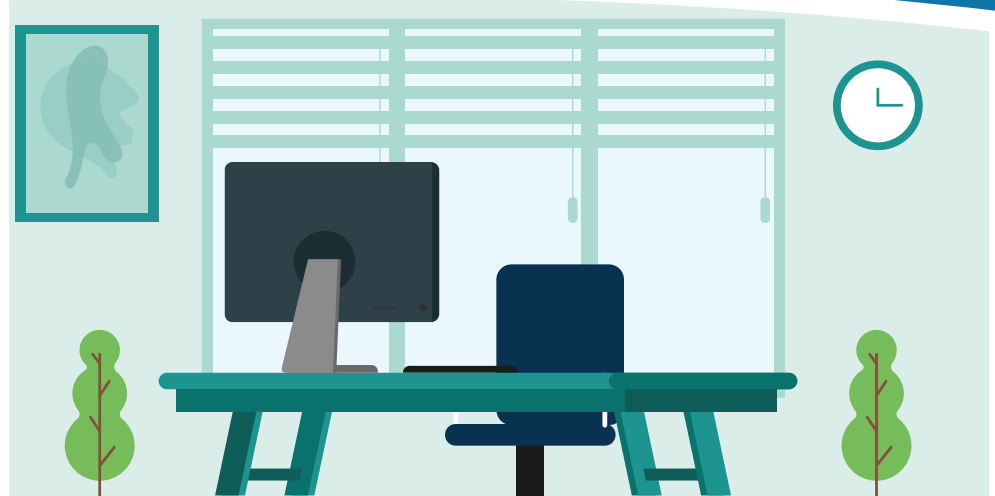
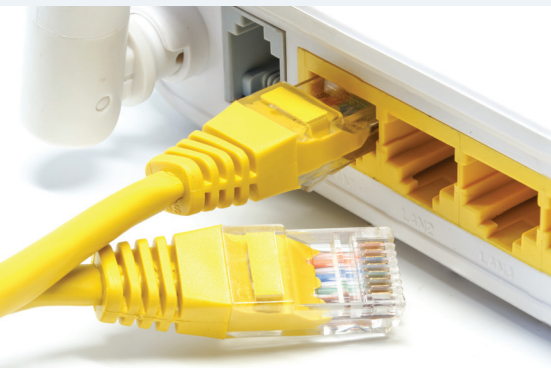
The cable that connects to physical devices, such as a router, computer, printer, or fax, which will then provide direct access to the device(s). Ethernet cable provides a faster, more reliable internet connection than Wi-Fi.

Why do I need an Ethernet Cable?

In your business, desktop computers should be hardwired because ethernet provides faster and more consistent Internet. By doing this, it frees up the Wi-Fi connection for smaller devices used in your dental practice.

Do I need to check the cable?

If you are encountering painfully slow speeds over your local network or connectivity starts to be an issue, the first place to start is checking your cables. Any physical damage to the Ethernet cable could compromise your network experience. If you need to wiggle the line to establish a connection, it may be signs you need to replace it, or the Ethernet port itself is damaged. Not sure, call Diversified Digital, and we will help you!



Travel or Not to Travel: Be Cyber Safe

This holiday travel season will again be up in the air. Should we or shouldn't we travel?

Visit our families or not? Book an Airbnb for a few days to getaway. Whatever you decide to do, here are some tips for traveling cyber safe.

1. Book your travel from a secure website. The site's address should have "HTTPS" in the URL.
2. Update Operating Systems. Keep your operating systems and apps as current as possible, especially those with which you conduct financial or personal business.
3. Lock Devices Down. Lock your devices using a PIN number or fingerprint ID.
4. Be Cautious of Public Wi-Fi.
5. Auto-reply with caution. Use, "I'm currently unavailable and will get back to you as quickly as possible."
6. Minimize Location Sharing.
7. Disable Bluetooth Connectivity.
8. Avoid Shoulder Surfers.
9. Leave Smart Devices in a hotel safe when not taking them for the day.
10. Don't Broadcast your away on vacation on social media.

Whether you travel near or far, these tips will help keep you cyber safe for a day, a week, or however long your trip.

PUZZLE:

Each four-letter word is actually the middle of a much bigger word. Fill in the blank spaces to create the original eight-letter word.

		T	A	C	O		
		L	O	I	S		
		A	Q	U	A		
		M	E	S	A		

Organizing Your work Area

Most people would classify themselves as being relatively organized, yet how often have we said to ourselves: too much to do and not enough time? Organization can be one of the biggest motivators or deterrents of our productivity. Let's talk about organizing your workspace or work environment, whether it is big or small.

SORT- separate items essential for your workers to perform their job.

DESIGN- organize the items (printer, scanner, etc.) into the optimal arrangement for working with ease and accessibility.

SHINE- keep your workspace clean that is including your equipment & tools.

SUSTAIN- make a concerted measure to maintain and improve your workspace as your need changes.

Planning out your workspace is like having a well-designed kitchen, where everything you need is in a design made to ease the steps and reaches you take to cook or work.

Struggling with your layout at work?

Ask Diversified Digital how we can place your technology products in a lean, efficient structure for you. To help keep your hands free from the telephone, check out our new wireless headsets that we can adapt quickly to most of your phone systems!

		D	U	S	T		
		D	E	A	R		
		C	U	B	A		
		C	O	L	A		



Section 179- Are you taking advantage of it?

Section 179 works like this, when your business buys certain items of equipment, it typically gets to write them off a little at a time through depreciation. In other words, if your company spends \$50,000 on a machine, it gets to write off (say) \$10,000 a year for five years (these numbers are only meant to give you an example).

Now, while it's true that this is better than no write-off at all, most business owners would really prefer to write off the entire equipment purchase price for the year they buy it. In fact, if a business could write off the entire amount, they might add more equipment this year instead of waiting over the next few years.

That's the whole purpose behind IRS Section 179 – to motivate the American economy (and your business) to move in a positive direction. For most small businesses, the entire cost can be written-off on the 2021 tax return (up to \$1,050,000).

Recent Changes to IRS Section 179

New in 2020, qualified nonresidential real property improvements can also be claimed under Section 179. This includes interior improvements, new roofs, HVAC systems, fire, alarm, or security systems. Of course, don't forget about upgrading old computers or new server, scanners, printers, phone systems, headsets and more.

Let Diversified Digital know what you may need and enjoy the tax savings!

When considering this, it is always best to talk with your accountant for their recommendations specific to your practice needs

One Liners:

1. How do trees get on the internet?
They log in!
2. If money really did grow on trees, we'd be raking it in!
3. I would tell you an autumn joke, but you probably wouldn't fall for it!



"Give Thanks or Have Gratitude."

Autumn season is here! It is a time to "Give Thanks or Have Gratitude," hence why the Thanksgiving holiday falls during this beautiful, colorful season. We live in a world where multi-tasking is the new normal. Our ever-connected society has our work, email, texts, and social media constantly demanding for our attention, leaving us unable to put down the tech as much as we'd like. This constant tech usage has left us at Diversified Digital wondering, when is the last time you stopped to enjoy the present moment?

Sometimes we need to slow down and see the little things in life. I recently read an article on Gratitude, and this paragraph struck me.

"Gratitude is pausing to notice and appreciate the things we often take for granted, like having a place to live, food, clean water, friends, family, even computer access. It's taking a moment to reflect on how fortunate we are when something good happens — whether it's a small thing or a big thing."

Life passes us by so quickly. We rush through it, trying to get to the next big thing; we sometimes lose sight of the joy we have right in front of us. We (I) need to re-learn to savor those fleeting moments. Here are a few ideas that I have been trying that I thought I would share:



1. Be Present – Listen: Our problems, schedules, shopping lists will never disappear; it is part of life. You cannot erase and go back to that moment; enjoy it when the opportunity is there.
2. SMILE more often; we all know a smile is contagious.
3. Notice the beauty in nature every day! (Especially in the fall)
4. Embrace challenges and turn them into opportunities to grow.
5. Contribute: Involves giving to others, not necessarily monetary, but your time and energy. Enjoy your act of kindness.
6. Nurture your friendships; they don't come along every day, and they bring joy to life.
7. Recognition: take note when someone does a good job or deed and acknowledge them.
8. One day at a time: try not to worry about the past; it is over, the future is not here yet. LIVE in the moment.
9. Say Thank You: for all the things you usually take for granted for.
10. Family and friends cannot read your mind, tell them how you feel; they cannot hear you when they are no longer here. Don't regret NOT telling them.

Yes, these ideas are ones we have all heard, but by incorporating gratitude actions everyday into our lives, we see and feel the results in ourselves and help make someone's life better. We (I) choose to live with gratitude every day in this uncertain time, maybe if we all did, we could change the world a bit.

Grateful for you this season and beyond,

—Lisa Platten

Marketing Manager & More @ Diversified Digital

**"In every day, there are 1,440 minutes.
That means we have 1,440 daily opportunities to make a positive impact."**

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.



Creating a partnership for all your IT needs.



Follow us on Facebook for updates and more articles like these!

Future of Dentistry is Digital

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 Serves Provider Program, Clinical Technology Optimization & Network Integration & Installation.

It has never been more clear that the future of dentistry is digital. With the many advantages that come your way, It also provides a disadvantage, called Cybersecurity.

Healthcare facilities, dental practices included, are targets like we have seen in Tennessee, Denver, and others for the valuable information you store.

The consequence of being a victim of a cyberattack doesn't just affect your patients; it affects your business. Data breaches are more expensive than ever.

As your vCIO I am constantly scanning the industry for the best products for your dental practices and upping the level of protection needed in today's dental office.

Our Security Suites is the newest upgrade to the security we offer. We know what works best is Multi-layer Protection for your practice.

As always, we at Diversified Digital appreciate all our partnerships with the dental community and will continue to work hard with you and for you!

—Don

How to Make the Most of Autumn

Looking for fun fall activities you can do with your family, friends, or solo while the weather's still crisp and the foliage is at its peak? Here are some ideas to keep you busy all season long. Hope you get inspired by this list of fun activities that make the most of autumn!

1. Be a kid again, jump into a pile of fresh raked leaves.
2. Decorate the house and yard for Fall.
3. Tailgate at your child's fall sporting event.
4. Go apple and pumpkin picking.
5. Make an apple or pumpkin pie and share it with a friend or neighbor.
6. Take a walk or drive thru the park systems and enjoy the beauty of fall nature.
7. Attend an outside fall festival.
8. Go on a hayride or get lost in a corn maze.
9. Host a bonfire with hot apple cider and homemade pumpkin bread.
10. Carve a pumpkin then roast the pumpkin seeds.

Thank you for the feedback & continued support!
If there is something of interest, you would like to read about in our newsletter, email Lisa at Lisa@diversifieddigital.com



Puzzle Answers:

Catacomb	Industry
Soloists	Sidearms
Sequake	Incubate
Namesake	Accolade