

"AT YOUR DENTAL PRACTICE, YOU DON'T HAVE TIME TO WASTE ON TECHNICAL AND OPERATIONAL ISSUES. THAT'S WHERE WE SHINE! CALL US AND PUT AN END TO YOUR IT PROBLEMS FINALLY AND FOREVER!"

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4 EASY STEPS you should take now to protect your business

Let's face it; no one likes to think about bad things happening to them, much less planning for them. But since September is National Disaster Preparedness month, we wanted to give you a quick "brush up" on some simple things you can (and should!) be doing to protect your business.

1) REVIEW YOUR BUSINESS INSURANCE CAREFULLY.

Most businesses carry some type of general liability insurance that would pay them if their building and the things in it were damaged. However, many businesses do not have enough coverage to replace all the computer equipment and devices, desks, art, supplies and other things they've accumulated over the years that are housed in their office. Make sure you review your policy every year and keep in mind new additions and assets you've accumulated during that year.

2) **SECURE YOUR DATA.** Making sure that your data is protected from theft is a never-ending battle you don't want to lose. Companies that get hacked and expose sensitive client and employee data can face severe penalties, lawsuits and massive loss of credibility in the marketplace. Make sure you never have to send an e-mail to your

customers explaining the bad news that a hacker accessed their info through you. Further, if you keep any sensitive information (even passwords to portals containing sensitive information) on portable laptops, phones and other devices, make sure you have a way of controlling and safeguarding that information.



3) WRITE A SIMPLE DISASTER RECOVERY

PLAN. The key word here is "simple." If your plan gets too complicated or difficult, you won't do it. But at a minimum, think of the disaster that is most likely to happen and that would have a severe and negative impact on your company's survival.

4) **REVIEW YOUR EMPLOYEE'S INTERNET POLICY.** With so many people "addicted" to Facebook and Twitter, it's important that your employees know where the line is in what they can and can't post online. We also recommend content filtering software to block content and web sites you don't want employees visiting during work hours.

And remember, we can help you with all of the above items; just give us a call and the consultation is FREE!

COULD TERRORISTS really use software to crash your car?

A recent AOL online article titled "The Scary Truth Of How Terrorists Could Crash Your Car" freaked a lot of people out by implying that terrorists could easily hack into your car's computer systems and wreck your



car (or hundreds of cars at a time) at speeds exceeding 100 mph. While that is a scary thought to consider, the facts are quite a bit less severe than the article suggests. Nothing like some great sensationalist journalism, eh?

What really are the facts? Could you really be hacked driving your car?

- Cars are more and more dependent on software and electronics to run everything in the car, including GPS, music, brake systems, your power train, throttle and more.
- A new car is a rolling computer with 80 to 100 microprocessors and 100 million lines of software code.
- Researchers from the University of Washington and UC San Diego recently were able to successfully hack into an ordinary sedan, lock and unlock the doors, turn the engine on and off and listen to a conversation going on.
- In another experiment, researchers compromised an auto repair "pass-through device" that helps technicians diagnose

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3 MISTAKES you're probably making with your data backups

September is a good time to remind you that you shouldn't depend on luck to protect your data. That's why I'm going to share with you 3 common missteps dental offices make with data backup that you *might* be making.

- 1) NOT DOING A REVERSE BACKUP.** If you use any line of business application in the cloud to store data – including accounting records, client files and the like, you should be backing up ALL of that data back to your location on a regular basis. How frequent? That depends on how much you are willing to lose. If you could lose a week of data, then backup weekly. If the thought of that puts you into fits, then backup daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don't risk it!
- 2) DEPENDING ON EMPLOYEES TO SAVE DATA TO YOUR SERVER.** Many dental offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being backed up; and if you're depending on them to remember to do it, you're asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone's memory.
- 3) HAVING A SINGLE POINT OF FAILURE.** If you're still using outdated tape drives (and we hope you're NOT) you might discover that nobody can remember the password to access the data on it. Or there may be only one person in the organization that knows where your data is being backed up and how to access it. A smart move would be to walk through a couple of "what if" scenarios to see if you actually have what you need to recover your data.

Having a good, reliable backup and disaster recovery plan are essentials for every business that should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want the cheapest parachute strapped to your back? Of course not – and that doesn't mean you need to spend an arm and a leg for the most expensive one either.



If you're not on our e-dataGUARD BDR or dataGUARD offsite solution and you're using a cheap offsite backup like Mozy or Carbonite, OR if you're using outdated tape to back up your data, then give us a call IMMEDIATELY to find out how we can let you sleep easier at night with a far more reliable data backup. Plus, during the month of September we're offering 1/2 off your first 2 months to anyone who upgrades! So don't wait; call us today for a free consultation and backup assessment to find out how to protect yourself from data loss, corruption or extended downtime.

shiny new gadget
of the month:
**NEST LEARNING
THERMOSTAT**

The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enabled thermostat that optimizes the heating and cooling of homes and businesses in order to conserve electricity. And if the company's claims are correct, this smart little device can save you 20% off your energy bill each year.

Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer. Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or not you're around or whether the sun is shining on the thermostat and instantly adjust accordingly - saving you money. There's no



need to program your device either as Nest works to figure out your patterns and schedules to fit you.

Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere. The company also pushes updates to your thermostat regularly to fix bugs, improve performance and add additional new features.

The Nest thermostat is available online for \$249 at nest.com, or at many stores locally.

are you ready for the **PACT-ONE CLOUD?** *it's time to move to the cloud, the right way*

As hurtful as it feels to us, we know that no one likes spending money on IT. Sure we all want our laptops, e-mail and applications secure, running fast and readily available anytime, but your friends aren't going to visit your practice and ooh and ahhh over your new server, and it certainly won't provide you hours of entertainment or bragging rights.

So the question is, how can you get the tools you need to work without spending an arm and a leg? More and more businesses are choosing to move their network to 'the cloud'. By hosting your Practice Management, Digital X-ray data, Accounting and Applications offsite (cloud computing) you free yourself from having to purchase, install and maintain your own in-house computer network. That way you're not required to buy a new server and workstations every 3-4 years to keep everything updated; all you need is an Internet connection and a web browser, we provide the rest.

Of course, the cloud won't work for everyone and not every "Cloud" is the same. Some of the features to look for when going to the cloud - Can the product utilize your existing practice management and digital x-ray software along with other products such as Invisalign, Quickbooks, Encrypted email and more. Take a close look at all of the software that you use and make sure the provider can move all of the products to the cloud freeing you of a server and workstations. The PACT-ONE Cloud will allow you to bring your existing practice management, virtually any digital x-ray system along with all of your other software. In addition to the cost savings, here are some of the benefits of moving to the cloud:

- 1) AUTOMATIC BACKUP.** Clients who host their server, applications and data in the cloud don't need a separate backup. In some cases, that can save a client thousands of dollars by eliminating the need for a separate BDR (backup and disaster recovery) device and service or other offsite backup solutions.
- 2) WORK REMOTELY FROM ANY DEVICE.** By hosting your server and workstations in the cloud, you can access practice management, digital x-ray, accounting, documents, e-mail and processes via a custom connection, freeing you to work remotely from whatever device (laptop, tablet, PC, iPad, thin client) you're using to access them. All you need is a good Internet connection (which isn't hard to come by) and a web enabled device.
- 3) EASIER CASH FLOW.** When your network is in the cloud, you aren't faced with a big, expensive network upgrade every 3 to 4 years. All you pay is a fixed, monthly fee for the computing power you need, just like a utility. If you need more users, space or features, you add them. If you need to dial it back, you can do that too because you're paying a monthly service fee, not for the physical hardware and software licenses that you have to install and maintain on site.

If you want to find out if all or part of your dental network can be hosted in 'the cloud' to save you money and to simplify IT, just give us a call for a free PACT-ONE Cloud Readiness Assessment. There's no cost or obligation, and you just might discover that it's the solution you've been looking for!

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problems, which then allowed them to install software on every car that touched that device, potentially allowing them to control a wide range of auto functions on those cars

- New studies are being done on how to use wireless connectivity in cars to help avoid accidents, route traffic more effectively and make our travels even safer (over 90% of accidents are due to human error, and smarter cars can potentially fix that).

But the truth of the matter is that, although cars are packed with computers, very few systems can currently be controlled wirelessly from outside the car. In all reality, someone would likely need to install an additional attachment to your car's computer system to really take it over.

Stay tuned, however, as we're sure that this is going to be an ongoing discussion for many years to come.

WHO WANTS TO WIN A \$25 STARBUCKS CARD?

Here's this month's trivia question. The fifth person to respond with the correct answer will receive a \$25 Starbucks card!!

Which of these American historical events took place during the month of September?

- Star-Spangled Banner composed**
- U.S. Constitution completed & signed**
- Bill of Rights created**
- all of the above**

CALL NOW WITH YOUR ANSWER!
866-722-8663

THE MINIMUM REQUIREMENTS to finally go paperless in your office



by Dr. Larry Emmott

The following are the *minimum requirements* that must be in place before the office can go paperless.

YOUR OPERATING SYSTEM AND NETWORK: *Microsoft Windows 7 and Windows Server 2008.* There are other options but Windows is far and away the industry leader. Using an alternative like Linux or Mac is possible but very limiting. If you are running Windows XP, you will need to upgrade to Windows 7 or replace computers prior to April 8, 2014.

YOUR PRACTICE MANAGEMENT SOFTWARE: *Dentrix, Eaglesoft, Practice Works and Sofdent.* These four products dominate the market in the US. They will all work for a dental office wishing to go paperless. They each have strengths and weaknesses but are all acceptable. There are other products which could also work like XLDent. However, these are more regional or specialized.

X-RAY AND IMAGE MANAGEMENT SOFTWARE: This could be an extension of the practice management system or a stand alone application bridged to the patient record. It is not possible to have a paperless record without paperless diagnostics. At a minimum a paperless office needs digital radiography.

BASIC BUSINESS SUITE SOFTWARE: *Microsoft Office (Standard) 2007 or 2010.* Again as with the practice management systems there are other options but Office dominates and will work well for a dental office and it is easy to get training and support. There are several versions of Office. Microsoft changes the packages frequently, however the four products now offered in the Standard Package; Word, Outlook, PowerPoint and Excel, are what a dental office needs.

YOUR HARDWARE NETWORK: Having a single computer or carrying a laptop from room to room will not work. In order to be paperless the office needs a server – workstation network. That means a central computer (the server) to store the data and workstations connected to the server through a network to gather, retrieve and display the data. Workstations need to be positioned wherever the paper charts were used in the past. At a minimum there needs to be a workstation in every treatment room and at the front desk. Other places the paper charts were used and a computer workstation would be useful include the doctor's office and a consultation area. Tablet computers or Cloud systems may eventually replace a traditional workstation server model but are limited at this time.

YOUR NETWORKED PRINTER(S): Remember you have a paperless record not really a paperless office. You will print statements, estimates, letters, photos and more.

YOUR PAPER SCANNER(S): The scanner will be used to import paper received from outside sources; such as a report from a specialist. A flatbed desktop scanner with a transparency adaptor is ideal. If you do not wish to scan x-rays the transparency adaptor is not needed.

THE SECURITY OF YOUR DATA AND BACKUPS: You have a legal and an ethical obligation to protect both medical and financial information stored on your computers. At a minimum you need firewall protection from Internet hackers and HIPAA compliant systems. For extra security consider encryption systems for data storage and transmission.

DIAGNOSTICS HARDWARE: Digital Radiography is the only Diagnostic that is required to get started. Either a sensor system or a PSP "wireless" system will work, however I much prefer the sensor systems. Other digital diagnostics such as Florida Probe or a digital camera are desirable but not essential.

The future is coming and it will be amazing!

Dr. Larry Emmott is considered the leading dental high tech authority in the country. You can follow him at his blog, EmmottonTechnology.com. Be sure to subscribe; look in the upper right hand corner of the blog