

“AT YOUR PRACTICE, YOU DON’T HAVE TIME TO WASTE ON TECHNICAL AND OPERATIONAL ISSUES. THAT IS WHERE WE SHINE! CALL US AND PUT AN END TO YOUR IT PROBLEMS NOW AND FOREVER!”

**Dan Edwards**  
CEO & FOUNDER  
PACT-ONE SOLUTIONS



## INSIDE THIS ISSUE

- 1 | *first come, first sold*
- 2 | *we need to tell you something*
- 2 | *who wants to win?*
- 3 | *shiny new gadget*
- 3 | *knock down walls*
- 4 | *what internet policy?*



## when it comes to technology, do you fall for **FIRST COME, FIRST SOLD?**

by **Dan Edwards** CEO & FOUNDER, PACT-ONE

Have you ever ended up regretting a decision for IT services because you thought you knew what you wanted? Maybe you misjudged the effects or impact the results would have on someone or something else in your practice. Computers are a part of your critical business and digital infrastructure, and gone is the day when you can treat your technology casually. Meeting with a few IT companies can help you gain different perspectives and aid you in making cognitive decisions - don't assume they all know what's best for you and go with the first representative that walks in your door. Here are a few pit falls to avoid and some guidelines when technology shopping.

A thorough IT company will request an opportunity of discovery. During this process, their engineer will request access to your network to uncover the good, the bad and ugly. If they don't ask for this discovery, you should move on. You don't want someone offering up solutions when they don't know what's under the hood. When presenting solutions, they should offer alternatives that include security and HIPAA compliance along with backup, disaster and recovery - even if you don't ask for it. Avoid asking for the "cheapest" solution. A representative from the IT provider may leave some options off the table that you seriously need to consider.

Here are four reasons why we end up buying with the first IT company that comes through our doors and how to avoid the "First Come, First Sold" process.

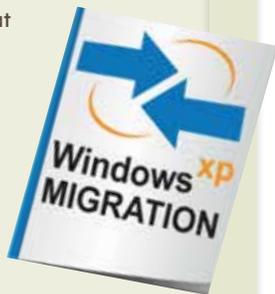
- 1. Waiting until the last minute.** There is no replacement for planning and we rarely make the best decisions when we are rushed. Technology is one of the last things I would caution buying because you're out of time. Make sure your annual budget incorporates the IT needs for your practice including repair, service and maintenance. By doing this you can take advantage of promotions all year long while capitalizing the best tax write-off available to you at year end.
- 2. Emotional buying.** Don't get in the habit of this dangerous behavior no matter what you are purchasing. Sometimes we don't want to hear the truth, so when a sales person tells us what we want to hear we jump on it! Nothing can replace proper budgeting and planning, and don't buy "bells and whistles" without a plan to efficiently implement it. We often ignore the cost of failure when IT decisions go bad, so this is not a time to buy with our emotions.
- 3. Lack of knowledge.** This can affect your ability to make the best decisions. So many words thrown around in technology have adopted multiple meanings with a vast array of interpretations leading to... assumptions. Cloud technology is a perfect example of this. Hire a technology expert who is willing to share how their solutions will solve the problems you also didn't know you had and will help your practice.
- 4. Improper attention to details.** This is when you find yourself purchasing equipment that doesn't ultimately fulfill ALL the jobs you need it to do. The right IT Company will know what operating systems will work for your products or whether special video cards are needed for your imaging or CBCT images. Some commonly overlooked details can be software, mobility,

*continued on page 4...*

## still using **WINDOWS XP** in your practice?

Still Using Windows XP In Your Practice? FREE risk assessment and migration plan shows you the easiest, most budget- friendly way to upgrade! During this assessment, you will receive:

- 1) A CUSTOMIZED MIGRATION PLAN that will show you how to painlessly upgrade your old Windows XP machines in the most efficient manner.
- 2) A FREE ANALYSIS of your computer network, aimed at exposing any security risks and issues you weren't aware of and also at finding ways to make your business FAR more efficient and productive.



To secure your FREE Microsoft XP risk assessment and migration plan, call us today at 866-722-8663 or email at [sales@pact-one.com](mailto:sales@pact-one.com)

## 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!!

**What was first introduced on March 29, 1886?**

- a) Daily weather forecasts
- b) English football
- c) Coca-Cola

CALL NOW WITH YOUR ANSWER!

**866-722-8663**

## if we knew a dozen or more ways cyber-criminals could steal thousands of dollars from your practice, damage your reputation and cripple your operations, **WOULDN'T YOU WANT US TO TELL YOU ABOUT IT?**

Imagine walking into your office one morning to discover your computer network was breached by a hacker, exposing not only YOUR practice's data, but also your patients'. Imagine the embarrassment of having to notify your patients that, because of you, their personal information and health information may now be in the hands of cyber-criminals. And hopefully that's the only damage done...

Operations could be halted or severely limited for days, possibly weeks. Your data corrupt to the point of being useless. Patients lost. Potential lawsuits and government fines for violating HIPAA and state data-breach laws. The exorbitant emergency IT fees to get everything restored to working order fast. Then there's the risk of your bank account being drained dry – and because you're a business, you are NOT protected by the banks in the same way individual consumers are.

### **you're at greater risk than you think.**



With St. Patrick's Day this month, I want to take a moment to remind you that just because you've been "lucky" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's exactly what cyber-criminals want you to think.

That's why I'd like to offer you a FREE Cyber-Security IT Audit that will reveal your exact risk score on over a dozen common security loopholes cyber-criminals use on a regular basis to get around firewalls and antivirus software to gain entry to your computer network. Normally we charge \$500 for this service, but we've decided to give it away to the first 20 companies who request it before March 17th (St. Patrick's Day). All you have to do is call our office at 866-722-8663 or email us at [clientservices@pact-one.com](mailto:clientservices@pact-one.com) to find out more details.

## still using **Windows XP?**

**“If your practice management or imaging software company is telling that you don't need to replace your Windows XP computers, I would suggest looking for a new software. Feel free to call or email me to find out why.”**

### **Dan Edwards**

CEO AND FOUNDER, PACT-ONE  
[DAN.EDWARDS@PACT-ONE.COM](mailto:DAN.EDWARDS@PACT-ONE.COM)  
866-722-8663, EXT 221

## shiny new gadget of the month: NEST PROTECT

The Nest Protect Motto: Safety shouldn't be annoying. We have all experienced it. That annoying low-battery chirp that 9 times out of 10 wakes you from a dead sleep. Why is it that the smoke alarm battery inevitably runs low in the middle of the night? Then it happens...in your half-awake



stupor, you rip it from the wall with intentions of re-hanging it in the morning. More times than not, you

forget to replace the batteries and re-hang it and then there you are with no warning system should a fire break out in your home. This annoyance has now become a safety issue.

According to the National Fire Protection Association (NFPA), almost two-thirds of US home fire deaths happened in homes with no smoke alarm or no working smoke alarm.

The Nest Protect smoke and carbon monoxide (CO) alarm comes without that annoying chirp or the threat of false alarms. Its unique structure and settings give you quiet, visual low-battery reminders and allow you to relay to the alarm when the smoke is from that burning grilled cheese versus an actual fire. Its remote features also allow you to manage your alarm and receive alerts via your smartphone.

This innovative device gives you all the protection and security you need, without the annoyances. Get yours today at: [nest.com](http://nest.com)

# knock down the walls that BLOCK COMMUNICATION



by Dr. Nido Quebein

To be a successful dental practice owner you must know how to knock down walls. I don't mean the walls of brick and steel that hold up buildings; I mean the bureaucratic barriers that hold up communication.

In many companies, communication flows through narrow channels, usually from the top down — chimneys of power, they're called. People walled off from these chimneys are left to work in an information vacuum. Today's successful corporations have demolished the walls that prevent the lateral flow of communication. With the walls gone, information permeates the organization.

Such organizations find it easier to achieve the "Four F's" that management expert Rosabeth Moss Kanter tells us are essential to business success. A successful company, she says, must be focused, flexible, fast and friendly.

**You can't focus** the efforts of your entire workforce if your organization is crisscrossed with walls that impede the flow of information.

**You can't be flexible** if you have a rigid corporate structure in which every division and department is a closed information loop.

**You can't be fast** if information has to seep slowly through layer after layer of management.

**And you can't be friendly** if your people don't talk to other people inside and outside your organization.

If you look around, you may see plenty of boundaries in your own company that need to be removed. One of them may be the door to your office that remains closed to input from your employees. Another might be a rigid boundary between hourly and salaried employees that keeps people in one category from talking freely with people in another. Or it could be a boundary that shuts out ideas that don't originate in your own organization.

Other boundaries might be the lines that run between divisions of a corporation. If one division develops a new method or a new technology, does it keep it to itself or does it share it with other divisions? Among the toughest boundaries to dismantle are the ones individual managers erect around the borders of their turf.

In the old days, corporations became overpopulated with people who were promoted to their "levels of incompetence." Armed with the word "manager" in their titles, they staked out their own little turfs and guarded them jealously.

In a corporation without boundaries, advancement means moving into positions in which knowledge can be put to productive use as coaches, advisors or knowledge workers; where expertise is interchanged throughout the organization.

*DR. NIDO QUBEIN is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein, go to [nidoqubein.com](http://nidoqubein.com)*

# the lighter side

have you heard this before?

"March comes in with an adder's head, and goes out with a peacock's tail." *Richard Lawson Gales*

"Up from the sea, the wild north wind is blowing under the sky's gray arch; Smiling I watch the shaken elm boughs, knowing It is the wind of March." *William Wordsworth*

"Who in this world of ours their eyes In March first open shall be wise; In days of peril firm and brave, And wear a Bloodstone to their grave." *Unattributed Author*

"Ah, March! We know thou art Kind-hearted, spite of ugly looks and threats, And, out of sight, art nursing April's violets!" *Helen Hunt Jackson*

"Slayer of the winter, art thou here again? O welcome, thou that bring'st the summer nigh! The bitter wind makes not the victory vain. Nor will we mock thee for thy faint blue sky." *William Morris*

"March: Its motto, 'Courage and strength in times of danger.'" *William Morris*

"Beware the ides of March." *William Shakespeare*

"In fierce March weather White waves break tether, And whirled together At either hand, Like weeds uplifted, The tree-trunks rifted In spars are drifted, Like foam or sand." *Algernon Charles Swinburne*

"With rushing winds and gloomy skies The dark and stubborn Winter dies: Far-off, unseen, Spring faintly cries, Bidding her earliest child arise; March!" *Bayard Taylor*

"All in the wild March-morning I heard the angels call; It was when the moon was setting, and the dark was over all; The trees began to whisper, and the wind began to roll, And in the wild March-morning I heard them call my soul." *Lord Alfred Tennyson*

continued from page 1...

encryption and security, just to mention a few. There are so many levels of security that are disregarded and in the end could have saved you a HUGE amount of money. And let's not forget the surprise when new hardware isn't compatible with existing software. Oops! It's very difficult to swallow when a very inexpensive overlooked detail becomes the domino that makes you unproductive.

Find experts in your area who become an extension of your staff, and take advantage of companies offering you a complimentary network assessment. If you can't develop a strong bond with them, then you should move on. Technological advice shouldn't come from those who haven't a clue about your patients and what you do.

A word of advice; IT costs are rarely allocated wisely. Too often it's paid for with what means are left over after all the other bills are paid. Once you've taken some time to uncover and better understand your true network needs and hardware cycles, the easier it will be to avoid the "First Come, First Sold" cycle. Create that annual budget and give your technology the due respect that it will support and protect your livelihood.

When technology is running smoothly, life is good. Challenge yourself to see things differently. You can't avoid technology; make it be your best decision of 2014.

## Are you paying 80% of your employees to "cyberloaf" on the Internet: watching cat videos, searching for a better job or accidentally downloading a virus onto your network?

Recently, we have seen a dramatic increase in the number of dental practices suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours – and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that between 60 and 80 percent of people's time on the Internet at work has nothing to do with work!

What makes this situation so dangerous is that the majority of dental practice owners don't even realize that it's going on until it's too late. By then they have found themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus. In other cases, the dentist NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online – and you're footing the bill.

And age of the employee doesn't affect an employee's ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

**A company internet policy is NOT enough.** A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don't think it's wrong to surf the web and a policy was not going to change their minds. Unfortunately, the only way to curb this activity is not only to threaten consequences, but to actually take action and reprimand employees.

Our Free Internet and E-mail Usage Audit gives you the answers to whether you have a problem on your hands. Schedule your Internet and E-mail Usage Audit today by **calling our office at 866-722-8663.**

move your practice  
**TO THE CLOUD**

call us at  
**866-722-8663**