

# Fall Newsletter

Volume 1, Issue 4

October 2014

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**We are Now Open at  
7:00 a.m. – 6:00 p.m. to Serve You Better!**

dental•pc

New Hours

Monday thru Friday

**7:00 a.m. — 6 :00 p.m.**



To Serve You Better!



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## Access your Patient Data Remotely with Complete Cloud!

Complete Cloud is our solution to eliminating those constant Hardware Upgrades and having direct access to your Practice Management & Digital Imaging Software data Anytime from Anywhere in the Cloud

### Key Benefits to Complete Cloud:

- Multiple Locations can access practice management & digital x-rays in real time from anywhere
- Data accessible on any device with a browser, i.e.: Tablets, Phones, etc.
- Data is safe and HIPAA Compliant
- Your data is stored on secure remote servers providing 24/7/365 access
- Onsite server is no longer needed reducing your IT costs
- Storage Capacity is unlimited and scalable
- And More....



Image Depicted is not an actual  
representation of Complete Cloud

**Contact Us for a Free Cloud Readiness Assessment  
904.443.0095**

## Is Financing my IT Equipment a Good Decision?

**With Rates as low as  
2.85% We Say Yes!**

**Contact us to learn more  
about our in-house financing**

## We Are Now Offering Encrypted Email For HIPAA Compliance

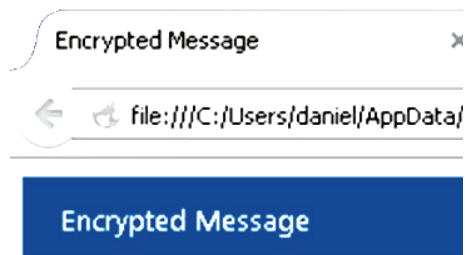
As new laws are passed and data protection regulations are tightened on Patient Records it is more important than ever for health care providers to have an email encryption solution in place.

Encryption solutions of the past have been neither user friendly nor integrated but – **Great News!**

**DentalPC is now offering your comprehensive encrypted email solution: Complete Encryption**

### What DentalPC Provides:

With Complete Encryption we will convert your existing email account(s) and/or add new accounts to our encrypted email solution to ensure HIPAA Compliance and to Protect Private Patient Data.



### Key Benefits to Complete Encryption:

- HIPAA, FIPA, & HITECH Compliant
- Simple Upgrade
- No Encryption Key Needed
- No Additional Plug-ins or 3rd Party Software Needed
- Reduce your Exposure to Regulatory Violations
- Patient Peace of Mind Knowing their Private Information is Safe

**Don't risk the possibility of huge fines and exposing your patient's records with unprotected email. Contact Us Today for Complete Encryption!**

**To Download our White Paper  
on How Complete Encryption Works go to:  
visit: [www.dentalpc.com/complete-encryption](http://www.dentalpc.com/complete-encryption)**

## Protecting Your Network



As of June 30, 2014, more than 1,000 data breaches affecting more than 500 patients each have been reported to the Department of Health & Human Services - for a total of roughly 32,000,000 people who have had their privacy compromised. And,

according to the annual Redspin Breach Report, published in February of 2014, 7.1 million patient records were breached in 2013, a 137.7% increase over 2012.

And, the threat is getting broader. Once caused primarily by snooping or negligent employees, data breaches are now increasingly caused by cybercriminals who realize the potential financial value of medical records. Case in point: The Chinese hacker attack on the 206-hospital Community Health Systems which resulted in the breach of 4.5 million patient records, the second-largest HIPAA breach ever reported.

No physician practice should consider itself immune. While large hospital systems may be most attractive to hackers, Eric Perakslis, executive director of Harvard Medical School's Center for Biomedical Informatics, recently wrote in a New England Journal of Medicine article that 72 percent of cyberattacks have been aimed at hospitals, group practices and other provider organizations.

Perakslis recommends an "active learning approach" that involves real-time surveillance of emerging threats - and that includes an intimate knowledge of one's own network and vigilance at one's own practice. One of the most effective ways you can do this is to work with a company like ours who can help not only ensure security of your systems but also help teach you and your staff about common security issues.

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## Thank you for your Business and Referrals this Year!



As we approach the close of 2014, I would like to take a moment to thank you for the privilege of working with your practice this past year. Although we do not say it often enough, we appreciate the confidence you have placed in our company and value your business.

With the end of the year approaching, many of you will be making purchases to ensure they will fall under the 2014 tax year. The final quarter of the year tends to be our busiest season, so please call us in advance, so we can plan to complete any requests before the year end.

We would also like to take this time to **Thank You for the Referrals** you have sent our way over the past year. They are the very best source of new business and they are greatly appreciated. We are currently offering a **\$25 Panera gift card** for any referrals we receive. All you have to do to receive the gift card is visit [www.dentalpc.com/referrals](http://www.dentalpc.com/referrals) and let us know any of your friends and colleagues that may benefit from our services.

Thank you for all of your support throughout the year, and don't hesitate to call for assistance as we head towards another wonderful year.



# Meet our Client of the Month!

Dr. Jeffrey W. Bowden, DDS – Jacksonville, FL

"Knowledgeable, prompt, courteous and efficient are just a few of the words that describe the DentalPC Organization. Its **Complete Care Program** and its cost is superior to any of the maintenance programs we compared it to. DentalPC, the help desk, its office staff and service department have always responded quickly to resolve all of our problems. Their sales staff is extremely informative. They are always keeping us abreast of new products and ideas to keep our practice productive and up to date with relative technology. We could not be more pleased. It is without reservation that I would highly recommend DentalPC to any other medical or dental operation." **Dr. Jeffrey W. Bowden**



## 1.2 Billion Accounts Compromised



Since the advent of the Internet, hackers have been actively trying to exploit it. Over the past few years, many have targeted different websites to obtain user account details like usernames and passwords. There seems to be a trend where the number of accounts compromised with each new security announcement is rising. In early August, news broke that possibly the largest breach to date has been uncovered.

### The latest big-scale breach

In early August, it emerged that a Russian hacker ring had amassed what is believed to be the biggest known collection of stolen account credentials. The numbers include around 1.2 billion username and password combinations, and over 500 million email addresses.

To read more about how this happened go to:

[www.dentalpc.com/billion-accounts-compromised](http://www.dentalpc.com/billion-accounts-compromised)

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## Welcome Adam Hensley to the Dental PC Team



We are very excited to have Adam Hensley back on the DPC Team as our newest Technology & Integration Sales Specialist. As some of you may know, Adam was part of our staff for 5 years as a service engineer.

Adam brings a wealth of technology knowledge and on the job experience in the Dental field. Adam's goal is to make your technology decisions easy and help you to find the solutions that work best for your practice.

We welcome Adam and wish him much success in his new role.

## FNDC Selfie Winners & their Organization Saving Smiles



During the FNDC Conference this year we had the pleasure of meeting two amazing young women currently enrolled in the FSU Pre-Dental Program. Rachelle Cucca and Morgan McDowell stopped by the DentalPC booth to participate in our Selfie Contest and overwhelmingly won the Microsoft Surface giveaway with their creative handstand selfie.

As we spoke more to Rachelle & Morgan we realized the two were working on something very special at FSU to promote community outreach and assist other pre-dental students get hands on experience. That organization is Saving Smiles.

Saving Smiles is focused on providing care for underserved areas as well as creating a network for other pre-dental FSU students to assist with their career path decisions. The organization has already taken a trip to Nicaragua and multiple trips to Tampa to take part in Missions of Mercy. The 80 member organization wants their outreach to not only impact fellow students at FSU but also Tallahassee, Florida, The United States, and Worldwide.

We were pleased and honored to have meet these young ladies and wish them great success on the road to becoming future dentists. It was a Surprise Bonus that our Giveaway went to such a Great Cause!



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"Making Computers Work for Dentistry since 1995."

## A Letter from the Owner's Desk



It's hard to believe that it is that time of year again. The pumpkins are out and will soon be followed by turkeys and pilgrims. It means that it is time to start planning year end items as well as getting things together for the New Year. Below is a short list of things I do at DentalPC in the fourth quarter to get ready for the New Year.

1. Review where we are YTD. Now is the time we can still affect the numbers for this year. Get those year-end insurance benefits letters out! If you are going to have a final push now is the time to plan and ACT!
2. Meet with the accountant. We get together early in the quarter and review the financial numbers. We budget for any year end expenditures and set our plan to minimize taxes. This gives us several months to make appropriate moves.
3. Meet with leadership team and review 2015 goals and budget. We get out of the office and review our goals and set them to an annual budget for the New Year.
4. Review our company one page strategic plan. We use the Gazelles plan ([www.gazelles.com](http://www.gazelles.com)) from mastering the Rockefeller Habits by Verne Harnish. There are other business plan resources out there but I personally like the Gazelles plan a lot.
5. This is the quarter we review our Legacy plan. For me this is a time to review insurance policies, and review our continuity plan. What happens if you are gone? It is a somber thought but life goes on for your family, friends and team members. We also look at our disaster contingency plan because many of the items are covered in our continuity plan.

I hope this year has been wonderful for you and your team. Here is to a healthy and prosperous holiday season!

Sincerely,

Clay Archer, MBA, MCP