

Healthcare Technology Advice for the Modern Independent Practice

WHAT'S NEW



HTA is pleased as punch to announce that we are the recipients of *Missouri Magazine's* award for Best Computer and IT Services company of 2019! Look for us in the *Winners' Magazine*, digitally published on March 25th. We'll also be attending the awards ceremony in Camdenton, Missouri on April 18th.

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REFERRAL

Join the HTA Advisory Committee!



Have a coffee on us, and get a chance at a FREE iPad.

With our new referral rewards program, every qualified referral enters you into a drawing for a new iPad. Don't miss your chance to win this quarter!

UPCOMING EVENTS

Thursday,
April 18th

Missouri Magazine's
Winners Ceremony
Camdenton, MO

Thursday,
April 25th

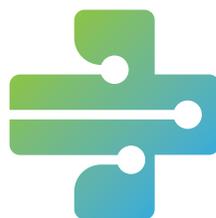
Greater St. Louis MGMA
Networking Event
The Axe House, 4-6 pm

Wed.-Fri.
April 10-12

Missouri State MGMA
Spring Conference
Margaritaville Lake Resort,
Osage Beach, MO



See more at:
htadvisorsllc.com/events



Healthcare Technology Advisors

This monthly publication provided courtesy of Derrick Weisbrod & Hugh Anderson, Founding Advisors of Healthcare Technology Advisors.

Our mission is to be trusted advisors guiding healthcare businesses through the complex IT and HIPAA landscape while providing a comprehensive service that always maintains a human touch.



SIL PRACTICE MANAGEMENT SUMMIT

In March, Southern Illinois HFMA presented an educational conference titled the SIL Practice Management Summit: Achieving Operational Excellence. They welcomed attendees from the Greater St. Louis metro area, ICAHN and MGMA of Illinois, and the members of HFMA of Southern Illinois to O'Fallon, IL for three days of practical education and discussion covering topics such as leadership, malpractice, HIPAA hazards, cyber security, risk analysis, and engaging employees. The conference featured networking opportunities during lunch and breakfast, as well as two networking events in the evening. Over 85 attendees made this a wonderful first foray for the Practice Management Summit.

Healthcare Technology Advisors was pleased to attend this conference with a booth geared towards cyber security education, while Derrick Weisbord gave a presentation titled "Dark Web 101: What is it and how the heck do you get off it?" to the morning session. In this updated educational



presentation Derrick covered the basic information of what the Dark Web is and dove into how criminals steal the information they then sell on the Dark Web, what that information is then used for, and how best to mitigate the risks altogether.

BEST PRACTICE OF THE MONTH: HARDWARE UPDATES AND END OF LIFE

Medical practices house a lot of hardware. From the computer at the front desk, the scanner used for insurance cards, the laptops the doctor takes into patient visits, to MRI machines, all these machines work to keep a practice running and to facilitate patient care. Like most technology, they are also expensive, and if they fail they generally take down several vital functions with them.

To keep hardware working as intended without service interruptions, it is important to address hardware updates, refreshes, and end of life. The first part of that is warranty. While most modern technology can last for a full five-year extended warranty, it is important to schedule their replacements once the warranty expires. After the cost of downtime, labor, and repairs, it's rarely worth it to fix an old machine instead of buying a new one. Other single-purpose machines may be kept around as long as they function, but your budget should always be prepared to absorb the cost of a replacement when they fail.

For servers and computers, including desktops, laptops, and tablets, the deciding factor is the length of active support. As long as the operating system is getting security updates and patches, it can be kept secure, and therefore compliant with HIPAA and HITECH regulations. Once extended support ends for a certain operating system, however, that machine can no longer safely connect to the network.

The last thing to consider is suitability. An old Windows XP may function just fine as a word processor, but it will likely lack the power, memory, and speed necessary to run a modern program such as your EMR or practice management software. Old PCs generally get slower and slower as they try to run more demanding software, so replacing these machines becomes as much an issue of quality of life as security.

Hardware management is a part of your extended business plan, and should be charted in upcoming budgets. Speak with your IT provider to go over these plans, or contact HTA today and we can assist.

BULLPHISHING: NEW TRAINING AVAILABLE

As we detailed in our article last month "Phishing: The Evolution Of Cyber Threat," 2019 is fast becoming the year of spear-phishing. Spear-phishing is defined as "the fraudulent practice of sending emails ostensibly from a known or trusted sender in order to induce targeted individuals to reveal confidential information." Whereas normal phishing scams may just try to dupe you into logging into your Facebook or Apple account, modern spear phishing focuses on targeting specific individuals, both to imitate and to "phish." The hacker may choose to spoof the email of a CEO, and send a directive to the administrative assistant of the CFO. They mimic not only the email address, but the language and writing style of the CEO. The aim is to make the correspondence seem as normal and legitimate as possible. And more often than not, it works.

For nearly every cyber security threat, the solution is twofold; technological mitigation, and employee education. But, educating people about the risks of email scams can get repetitive, and once the basics are understood it's hard to keep employees engaged. So, what if you could have your employees actually PRACTICE responding to a scam?

Healthcare Technology Advisors is offering a new educational service where we do just that. First, employees are given training on how to detect phishing scams, how to react to suspicious emails, and what preventative measures are in place to protect their networks and computers. Then, an email is sent out (by us) that aims to imitate a trusted source and attempts to get the employees to give up valuable information such as their log-in credentials.

After the test is sent out, we gather all the information and report it back to your practice. This is a great educational tool, as it will reveal where your practice has security deficiencies, and also is a safe way to train and teach employees about phishing scams.

Everyone believes that they would never fall for a scam, be it from a conman or email. Until the day they do. Instead of having that day be disastrous for your practice, it could be educational and actionable if done during a bullphishing training exercise implemented by Healthcare Technology Advisors.



WINDOWS 7 EOL UPDATE

Security Risk Reminder: Windows 7 and Windows Server 2008 will reach End of Life on January 14, 2020 when ALL support including vital security patches will cease. Any machine running these systems will no longer be compliant and will be a cyber security risk. Contact your IT team to plan replacements or reassignment for these machines BEFORE extended support ends on January 14, 2020.

LYDIA'S HOUSE GALA RECAP

On February 23rd, the Healthcare Technology Advisors team was proud to attend the gala for Lydia's House, A Night For Hope And Healing. This marked the third year of our partnership with Lydia's House, and the third gala we were able to attend with our team.

The night was filled with incredible stories and wonderful people who came together to support this charity. Lydia's House is the only transitional housing shelter for victims of domestic violence and their children in eastern Missouri. To date, 725 women have found safety and support in Lydia's House. 85% of the women who enter the program achieve their goals of financial and housing independence. That is because Lydia's House recognizes the need to not only provide shelter, but also advocacy, education, community, and support in the form of childcare, job training, spiritual groups, and more.

HTA is proud to continue our tradition of supporting Lydia's House through raising funds and awareness of this vital charity. Of course, we also love being able to be a part of the gala; perusing raffle and auction packages, mingling with the best dressed crowd of the night, enjoying a scrumptious dinner, taking fabulous photos in the photo booth, or dancing the last hour away to Griffon and the Gargoyles.

It's rare to find people so dedicated to helping the most vulnerable among us. It's a privilege to stand by them in support for Lydia's House. And it's a bonus that we get to do so at an event that is so much fun.

We hope you can join us next year as we continue our tradition of supporting Lydia's House and having a fabulous time doing so!

