

Healthcare Technology Advice for the Modern Independent Practice



*6 feet apart? I can do that.*

## IN THIS ISSUE

Page 2 - Client Spotlight: Revival Spine Surgery  
Tech Tip: Ransoms, Phishing, Breaches, Oh My!

Page 3 - A Message From The CEO

Page 4 - Seeing Disinfection in a New Light

## UPCOMING EVENTS

Missouri American Water MR340  
August 4-7th

Our CEO Derrick Weisbrod will be racing across the state!

CICS Annual Conference has been converted to a webinar series, every Tuesday and Thursday in August at Noon.

See more at: [htadvisorsllc.com/events](https://htadvisorsllc.com/events)



Healthcare  
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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!

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

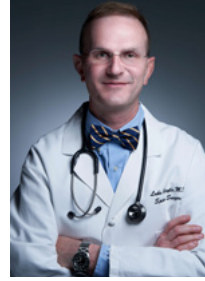
Our mission is to be trusted advisors guiding healthcare businesses through the complex IT and HIPAA landscape while providing a comprehensive service that always maintains a human touch.



## CLIENT SPOTLIGHT: REVIVAL SPINE SURGERY

Dr. Lukasz Curylo of Revival Spine Surgery, LLC is fellowship trained and board certified by the American Board of Orthopedic Surgery. At his practice, meticulously run by his wife Magda, their goal is to return their patient to normal health as quickly and painlessly as possible. They accomplish this by wielding their considerable knowledge, 20 years of clinical and surgical experience, and employing cutting-edge technology and procedures as well as non-operative therapies to treat a range of complex spinal conditions.

Their practice is conveniently located in the Medical Offices of Mercy Hospital on New Ballas Rd. Here



you will find knowledgeable advice, understanding empathy, and unwavering dedication to diagnosing and treating your injury. As one testimonial puts it, "I'm a health care provider who knows other MDs, but this guy is the best for spinal surgery."

### TECH TIP: RANSOMS, PHISHING, BREACHES, OH MY!

Do you ever feel like Cyber Security is in a whole new world these days? You used to be able to secure your data with a simple lock and key - but we're certainly not in Kansas anymore!

Technology has grown so sophisticated it can feel like magic. But all that magical convenience comes with a steep cost: loss of privacy, vulnerability to hacking, and the constant fear of getting scammed or phished and having precious data or credentials stolen from you.

Don't you wish some wizard could come along and tell you what 4 components you need to fix this mess forever?

Unfortunately, we're not in Oz, either. Cyber security, much like physical health, is the result of constant conscious choices being made by managers, employees, and clients. It requires continual education and training to stay updated. It's never a quick fix, and one class or one 'gimmick' won't save your data anymore than one day of dieting will save your waistline!

To truly master cyber security, you have to craft a comprehensive strategy and plan for your organization, and then every member must be trained and given actionable steps to take to further the goal.

With everyone working together, it's not so hard to follow that yellow-brick-road! A good place to start is our free report, **The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks** available on our website at [htadvisorsllc.com/cybercrime/](http://htadvisorsllc.com/cybercrime/). Then follow that up with a Cyber Security consultation with our senior data security expert, and you'll be out of the woods in no time!



## PADDLING FOR A CAUSE, A MESSAGE FROM THE CEO



Now that we are in August, it is time to carry out my plan to race in the Missouri American Water MR340, the longest continuous canoe and kayak race in the world. I have continued to focus on my preparation for the event, especially since I am intending to be competitive and strive to finish at the top of the pack. I have taken up running to build my initial cardio kick at the beginning of the race and am working to get that half-marathon endurance established. In my previous race I had a very slow start for the first few hours and spent the rest of the race pushing to catch up. I finished in 9th place in the men's solo division which was comprised of 250 participants. During that race, as in the upcoming one, I set the goal to "Paddle for a Cause" in support of Lydia's House. My support team will be chasing me down the river sporting signage for Lydia's House on their truck. My boat will have signage on it as well. I will be sharing the word of my efforts through my company's newsletter, The HTA Post. The Greater St. Louis Medical Group Manager Association is sharing the story through their newsletter as well as choosing Lydia's House to be the charity of the year for us to support.

So what does Lydia's House do?

Lydia's House works in faith to end domestic violence by being a place of healing and a voice of hope for abused women and their children. We all know someone, and likely many people, who have been abused and victimized by someone that was supposed to be a trusted partner or family member. Lydia's House helps victims get back on their feet by providing safe places to heal and stabilize, allowing them and their children to discover the comfort of a peaceful home.

It is very likely you know someone who has been a victim of domestic violence as there are a staggering number of persons afflicted. I have close friends who as children were victimized by their parents or other relatives. I have close friends who have been victimized by their spouses and have had their children weaponized against them when other domestic abuse failed. I have seen how this trauma impacts children, families, and people's lives and the least I can do is raise awareness and donations to help others who need to find a safe place to collect themselves and get away from the cycle of abuse.

Any size donation will go through the "Paddle for a Cause" fund I setup on our GoFundMe page to. The funds go directly into the Lydia's House PayPal to make a difference in a family's life today. No funds will be used to support any of my efforts to raise awareness, I am self-funding 100% of the race to maximize the total impact for Lydia's House.

Here is the link for the GoFundMe page:  
[gofundme.com/f/paddle-to-support-domestic-violence-victims](https://gofundme.com/f/paddle-to-support-domestic-violence-victims)

If you would like to follow my progress during the race, here is a link for more information about tracking racers:  
[rivermiles.com/mr340/race-tracking/](https://rivermiles.com/mr340/race-tracking/)

Thank you in advance for any donation you wish to make to support the efforts of Lydia's House and to help support victims of domestic violence!

## SEEING DISINFECTION IN A NEW LIGHT



Hospitals, surgery centers, emergency departments, and healthcare providers as a whole have always been concerned with the spread of harmful bacteria. Hospital acquired infections represent a huge cost to healthcare facilities as well as a health risk to their patients. It is well-known that hospitals are dangerous places for the spread of infections, but methods to combat it are often ineffective or present monumental costs in labor and equipment.

While things like hand-washing are effective, they are difficult to enforce across a large facility. Consumable disinfectants require a labor force to apply, and are short-lived. Cleaning with UV light requires special training and equipment because the light is harmful to humans.

Troy Exler of Electrical & Data Service Company recently introduced us to a new technology that is proven to achieve a continual 70%+ reduction in harmful bacteria called Indigo-Clean. Indigo-Clean is a patented, dual-mode environmental disinfection technology that uses visible light to kill harmful bacteria safely, automatically, and continuously, 24/7, in the air, and on hard and soft surfaces. It also prevents bacteria from repopulating the space, consequently bolstering current infection prevention efforts.

The Indigo-Clean Luminaries automatically switch between a White Disinfection Mode, which provides comfortable visual acuity while continually disinfecting during procedures and cleaning, and an Indigo Disinfection Mode for when the room is not in use, that provides optimal continuous visible light disinfection.

“We believed that Indigo-Clean would give us a substantial improvement in our disinfection given the prior research with environmental reduction in bacteria, but we were thrilled when we experienced a 73% reduction in SSIs.” - Lynnelle Murrell, Director of Infection Prevention Maury Regional Medical Center, Columbia, TN

Troy Exler believes this product is a great fit for waiting rooms that are not cleaned as often as exam rooms, especially in the era of Covid, as the Indigo-Clean technology can actively and continuously disinfect bacteria in the air itself. His company can supply a variety of fixtures, and while prices vary, install time is estimated at 30 minutes per fixture for a direct replacement. This technology could begin making your practice's exam, waiting, and operation rooms cleaner and safer within hours!



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