

WHAT'S NEW

Frigid Temps Reveal Weak Infrastructure

The record cold weather in February revealed weaknesses in power grids and infrastructure. This is a key reminder to disaster-proof the infrastructure of your business. Cold weather can stress your physical office building, and extreme weather can cause various problems including floods and fires. It's important to have automated, tested backups of your data as well as remote work options for employees who may be unable to commute due to weather. HTA can help make sure your business doesn't falter in an emergency.

UPCOMING EVENTS

Wednesday,
March 10th

12-1pm MGMA Webinar
Toolkit to Manage Any Employee Problem, presented by
Marcia Powers



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Healthcare Technology Advisors

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This monthly publication is provided courtesy of Derrick Weisbrod, CEO, and the Healthcare Technology Advisors Team.

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.



IF LINKEDIN GETS HACKED, IS IT YOUR FAULT?



This has happened before. A third-party business application is compromised, and thousands of passwords are stolen. Those passwords are then used to compromise specific businesses, bank accounts, and networks. Whose fault is it?

Sure, it's the hacker's fault. They stole the data. Or it's LinkedIn's fault, they got hacked. But when it comes to YOUR password, the buck stops. Your

security is your responsibility. Your patients won't care how your password got stolen, they will only care that YOUR password caused their data to be compromised.

So how can you protect yourself, your clinic, your patients?

The only way to KNOW your password has been compromised before it is used against you is to monitor the dark web. The 24/7/365 monitoring and analysis that Dark Web ID provides stops unfortunate credential compromise surprises from Dark Web sources, like lists of stolen passwords in Dark Web markets or data dumps, mitigating the risk of bad actors using a stolen password to gain access to your systems and data.

DARKWEB ID

Taking advantage of Dark Web ID's monitoring is simple and will give you peace of mind that you are proactively protecting your network and protected information.

HOW MUCH COULD YOU SAVE BY UPGRADING YOUR INFRASTRUCTURE?

Unused lines, expensive internet that is too slow for your business, costly coax cables that don't carry the services you need; all these things are hallmarks of a communication bill that hasn't been reviewed. Taking a closer look at your bills often reveals areas where huge savings could be realized by streamlining, reducing, or UPGRADING.

By taking a close look at one client's phone bill, HTA was able to reduce it 80% by recommending they switch from Spectrum POTS phone lines to VOIP and move their fax to a cloud service.

One small clinic saved \$300 a MONTH on their communications bill by canceling old services that weren't being used.

If you're used to your bill, you might not realize if there are old, unused lines still being charged!

The biggest savings can often come from upgrading off lumbering, costly technology that was once top grade, but is now simply inefficient. If your practice can access fiber internet, it's worth investigating how much upgrading your network could save you down the line!

This type of cost savings shouldn't be put off. Call HTA today to schedule a consult on your communications bill. (314)312-4701



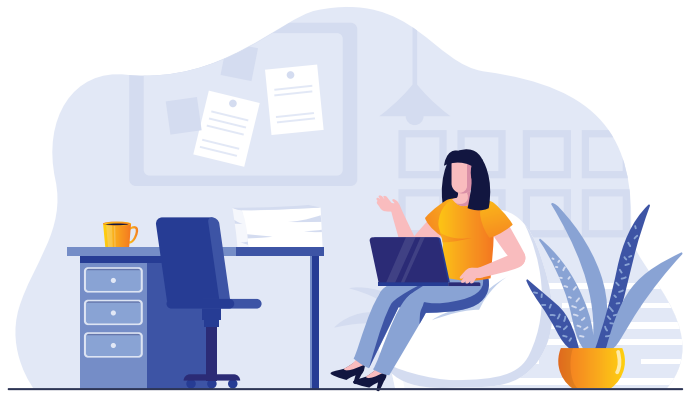
CAN YOUR OFFICE ADAPT? THE BENEFITS OF BUILDING A FUTURE-PROOF OFFICE



Remote work used to be a luxury or an oddity. Showing up to work at your office was expected. Amid the rise of the internet, it became viable for office work to be done remotely, although the culture of collaboration still encouraged coming together in one place for meetings, management, and team building. Yet many factors continued to push increased flexibility, including the rising cost of living in many metropolitan areas, the lack of available housing, the proliferation of online workforces and the low unemployment rate. As a strategy for the future, being remote-capable is a huge advantage.

The most obvious benefit of having remote work infrastructure in place is that it gives your business the ability to react to unforeseen circumstances. Just last month a severe winter storm hit the Midwest, keeping kids out of school and keeping many workers at home, either due to childcare needs or due to road conditions. In the spring, summer, and fall, Missouri often deals with flooding of our rivers that can occasionally shut down even our major interstate highways over the Meramec and Missouri rivers. And, of course, the Coronavirus pandemic made remote work a necessity for many in 2020. Instead of scrambling when the weather turns or unforeseen circumstances arise, a remote-capable office can be flexible and keep the business running.

The demands on many working-age adults continue to rise. They may find themselves caring for both young children and elderly parents with limited resources to support them. The ability to work



flexible hours or take a remote day when they need to can mean the difference between keeping a job and being forced to quit due to other demands that cannot be delegated. Considering many of these caregiving roles are held by women, who also make up the majority of nursing staff, offering this option is both compassionate and smart business sense.

Competition for workers continues to rise across all sectors of our economy. Before the pandemic, the United States had record low unemployment levels. While that environment did not drive wages up as high as some might expect, it did drive other aspects of working conditions, such as flexible scheduling and remote work. Now, many of the best and brightest are seeking companies that will allow them that flexibility. While healthcare is a fundamentally face-to-face profession, there are many aspects of the workflow that can be done remotely. Being able to offer a schedule that can react to an individual's needs, rather than demand they adhere to the company's set schedule, is a great asset.

Accommodating the needs of a global pandemic forces change. The change doesn't have to be a temporary inconvenience, however, if it can lead to stronger structures within your organization that can carry you into the future.

HAVE YOU BEEN TOLD BY MULTIPLE IT SERVICES THAT THEY 'DON'T DO' APPLE?



If your medical practice uses Apple products, you may have had a very hard time finding IT support in the St. Louis area. Many IT Services companies chose to not support Mac OS because it doesn't work well with their established Windows support tools. That makes finding support outside of the Apple Store a hassle. Did you know Healthcare Technology Advisors offers full managed support to Apple products?

Our Apple support service includes:

- Installation and setup of OSX
- Managed technical support for all Apple devices
- iCloud setup to back up your devices and sync them across your office
- Application installation for your Line of Business tools, printers, and other networked devices
- Security and antivirus management
- HIPAA compliant monitoring and reporting on your Apple network

Managed support for your Apple products is essential in a healthcare environment. Through proactive support, HTA can make sure most technology crises never happen. An old printer dying, a network malfunctioning, or a trusted but overtaxed Mac running too slow to be useful are all predictable problems are averted through managed IT support for Apple products.

Any medical practice will need a solid, fast network of computers to handle the applications you need. While no computer network is cheap, Apple products are known for both their reliability and their price. When you've made such a serious commitment to investing in quality products, any variability in ongoing costs is going to chafe.

Who wants to invest thousands of dollars into a new machine, only to have to replace another one the very next month?

One of the best features of managed IT support for Apple products is the predictable price. Healthcare Technology Advisors consults with you to discover exactly what services your Mac office needs, and then delivers those services on a monthly basis at no extra cost. You won't have to pay extra to troubleshoot a printer or install a new update. You won't be charged if a new employee has trouble remembering their passwords and calls in to the help desk every day. You'll know when large expenses, like replacing or installing new machines, are coming down the pipeline and you can plan for those bills.

Healthcare Technology Advisors offers fully managed Apple/Mac support to healthcare offices in the greater St. Louis metropolitan area. Call 314-312-4701 today to find out how to get reliable Apple support for a predictable price and constant peace of mind