

WHAT'S NEW

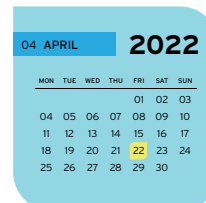
Spring is officially in the air, folks! There's always so much to do this time of year, whether you're planting a garden, enjoying the brief, beautiful Missouri spring or cleaning your house. Maybe you are starting new projects. The team at **Healthcare Technology Advisors** is working hard to bring our community a monthly webinar series that will focus on increasing the cyber readiness of St. Louis Metropolitan Area businesses.

What projects are you starting this spring?

UPCOMING EVENTS

April 22 - **Cyber Security Update 2022**
by Zoom 12pm-1pm

Free webinar with Derrick Weisbrod from Healthcare Technology Advisors and Paul Redding with Compliancy Group about the HIPAA Security Rule Requirements and cyber security. It will cover safeguards for protecting PHI (Protected Health Information) along with the administrative, physical, and technical compliance requirements (and your liabilities if you do not follow HIPAA correctly).



See more at: htadvisorsllc.com/events

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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.



U.S. FEDERAL CYBER SECURITY CHANGES ARE COMING



A flurry of federal cyber security requirements, changes and rulemaking is on the way in response to public outcry from infrastructure attacks and heightened awareness of the real danger presented by nation-state cybercrime. It pays for businesses to be compliance ready, even if they don't think they'll be impacted.

One of the biggest changes ahead has already started. The **US** federal government will be continuing its move toward a fully implemented zero trust security strategy for federal agencies. A zero trust security strategy will also be required for many federal contractors and the companies that serve them.

Take action now to ensure that you're good to go when these changes impact your business by consulting with your **MSP (Managed Service Provider)** to determine if you're meeting the requirements for security tools like two factor authentication (**2FA**), security awareness training, and compliance training. Getting those building blocks in place now will help you feel confident that your business is secured to face whatever comes next.

TECH TIP: DON'T LET SPRING STORMS SINK YOUR INTERNET!

I drove to work today in pouring rain. Last night, lightning woke me up several times. And I wondered if the power was going to blink and reset all the clocks in my house. That's usually the worst effect I see of thunderstorms - having to reset digital clocks on the stove, microwave, and coffee machine. (I don't even use all of those clocks!)

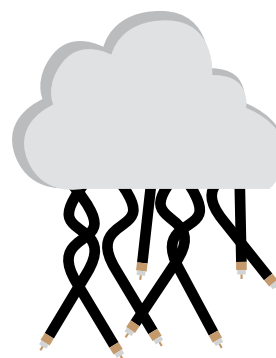
The much more disruptive effect of storms that I never think about is that my cell phone or internet might go out. We are so used to having our cell phones and internet for our home and business that we almost forget they exist - until they go down! Having the internet fail at your business, however, is more than an inconvenience. It can cost you thousands of dollars. Missed appointments, employees unable to do their work, lost data, and the general headache of it all add up. How much do you think an internet outage costs your business per hour?

You can't control the weather. However, you can control your internet service. If you're still using copper coax cable internet for your business, there is significant room for improvement. Did you know fiber-optic internet comes with a guarantee of 99.99% connectivity?

And if you ever fall below 99.99% uptime, the internet company will PAY YOU for the time you were down?

Next time I'm sitting at home cursing **Charter** for the internet being down for hours on end, I'll be dreaming of the day I can get fiber to my neighborhood!

Visit htadvisorsllc.com/fiberquote to see if your business (or home) can upgrade to 99.99% faster, more stable, and easier internet.





Did You Know Healthcare Technology Advisor's Parent Company Is Called Inerva Technology Advisors?

Inerva Technology Advisors was founded in 2015 - and if the name sounds familiar, it's because **Healthcare Technology Advisors** was our first branch of specialized services.

Why did we focus on healthcare at first?

We saw there was an immediate need for a deeply knowledgeable IT company to address the **HIPPA** compliance and complex IT support that healthcare businesses required. During the time of **HIPAA** implementation and increased adoption of **EMR (Electronic Medical Record)** solutions, healthcare providers were experiencing a lot of pain with their IT solutions. **Healthcare Technology Advisors** stepped in to be a personal guide for those businesses that valued having the problem solved the right way, the first time. We implemented technology solutions that could grow with a practice, helping the business expand rather than hampering it.

During that time, the world saw an exponential growth in cyber attacks.

Ransomware exploded in popularity. Phishing became more sophisticated. The dark web became a bustling marketplace of exposed credentials, plug-and-go malware, and done-for-you ransomware attacks. To combat these threats, regulations have become more complicated and more strict as governing authorities aim to reduce the risks to personal and financial data.

With this **huge increase in risk**, we are seeing an increased need in the St. Louis Metropolitan area for knowledgeable IT support professionals for all

business types, not just healthcare. We thought about how to best meet that need and have decided to fold **Healthcare Technology Advisors** into **Inerva Technology Advisors**, so that our administration and support can be even more efficient and streamlined. As regulations for all sectors have increased, we no longer see the need to separate our services into healthcare vs. non-healthcare. It's time to bring the same great service that we've been providing for the healthcare industry to the greater St. Louis business community.

Inerva Technology Advisors is crewed by the same great people of **Healthcare Technology Advisors** and delivers the same great service. Through the re-adoption of **Inerva Technology Advisors** as our flagship we will be able to streamline our service offerings and focus on expanding to meet the needs of the current tech landscape.

Watch for upcoming changes to our website and newsletter in the next couple months as we transition to the **Inerva Technology Advisors** name and logo! We will keep you posted.

Read the article in
St. Louis Metropolitan Medicine Magazine

"The Health Care Industry Is Under Attack from Cybercriminals!"
by Derrick Weisbrod, our CEO

https://slmms.org/wp-content/uploads/2022/02/SLMM_February_2022.pdf

SCAMMERS ACCELERATE AS CONFLICT RISES

We have been at a high risk of cyber attack by nation-states for many years. Experts continuously warned the public and private sector about the dangers. The attacks often make international news, such as the **SolarWinds** hack and the **WannaCry** ransomware attack. Late last month, the **White House** released a statement that warned about the potential that "**Russia** could conduct malicious cyber activity against the **United States**, including as a response to the unprecedented economic costs we've imposed on **Russia** alongside our allies and partners."

The administration has evolving intelligence of **Russian** cyber reprisal to economic sanctions. Rather than attack specific companies, it is more likely they could launch a broad attack that targets common operating systems or software. It is possible that the harsh economic sanctions will increase the amount of profit-centered hacks, such as ransomware, that can earn money for the bad actors.

While the renewed focus on cyber security is a good reminder of what we should all be focusing on, some technology experts are resigned to the fact that unless there is a massive investment in

infrastructure updates it is unlikely that private companies will stand a chance against state-sponsored **Russian** hackers.

Amidst heightened cyber risks, there is also an increased risk of social engineering hacks around the conflict and humanitarian crisis in **Ukraine**. Scammers have begun phishing for sympathetic donors who are looking to help displaced civilians fleeing the conflict. Beware of any messages that are soliciting donations for war victims - if you want to help, research and seek out reputable charities. **Russian**-based sources have increased their phishing attacks eight-fold since the invasion began. It is possible that a legitimate **Ukrainian** military email address was stolen and used in a cyber attack.

Just as we saw when the **Covid-19** pandemic began, when people are stressed and unsettled, bad actors only have to push a little further to trick a well-meaning individual into making a costly mistake.

The best way to combat all of this is through best-practice cyber security and regular employee training.

CYBER SECURITY UPDATE 2022 FREE WEBINAR SERIES!

Second webinar in the series
April 22, 12pm-1pm by Zoom

TOPIC: During this webinar **Derrick Weisbrod** from **Healthcare Technology Advisors** and **Paul Redding** with **Compliance Group** will help you to understand **HIPAA Security Rule Requirements** and how cyber security is affected by them. **HIPAA** sets the standard for sensitive patient data protection. Derrick and Paul will cover safeguards for protecting **PHI (Protected Health Information)** and what you must have in place in administrative, physical, and technical areas to ensure compliance. This webinar will also make you aware of your liabilities if you do not follow the HIPAA standards correctly. For info and to register go to: <https://www.htadvisorsllc.com/events/>