

July 2014

P2

P2

P2

P3

P3

P3

P3

P4

**And receive 2 Hours of Free IT Support
(a \$250 Value)**



dental•pc

Cortines is also a Jacksonville native and is currently pursuing an Electrical Engineering degree at the University of Florida. "I am excited about expanding our service capabilities and providing superior technical support to our clients," Cortines said. "We have a talented group of technicians to meet and exceed our client's expectations and I look forward to the challenge."

"Dental PC has been a long standing leader in providing technology to the dental community," Archer said. "I look forward to contributing to Dental PC's success while working closely with our outstanding team to continue the company's momentum."



90% of Dentists are not backing up their Accounting Software Properly



Recently we became aware of a trend that prompted us to deliver some extremely important information to our clients. Many of our offices are **storing critical data** and important documents **on workstations** other than their **Server**.

Critical data such as: Quicken and QuickBooks accounting data, Hygiene Spreadsheets, Patient Photos, and other documents. Data that would be detrimental to the practice if lost.

As you probably know, backup methods have improved significantly over the last five years for servers ensuring data is safe and providing a secure way to store the sensitive information on and offsite. **But what about the critical data on your workstations?**

Dental PC offers a **workstation version** of the Enterprise-level software that is backing up your server and recommends it for all workstations where documents, photos, or accounting information is at rest. This includes, but is not limited to, the doctor and or front desk PCs where information may be stored locally instead of on the server.

If you are already on our backup system, it is **relatively inexpensive to add your critical workstation data** to the backup set. Just like our server backup solution, we are able to restore a complete image of the individual workstation and backup automatically at 15 minute intervals – so you are never at risk of losing more than a few minutes of data.

For More Information on our Data & Backup Solutions Contact Us Today!



Survey Says...We Need Your Feedback!

In order to Provide Better Service to our Clients and get feedback in real time – we need your help by completing our new Customer **Service Surveys**. These Surveys are specific to each Service Request and give us valuable intel on how we are performing.

At Dental PC we process all your requests as **Service Tickets**. These tickets get routed via Phone Calls and Emails through our **Service Coordinator** who assesses whether **remote or onsite support** is needed and ensures tickets are quickly routed to one of our dedicated **Service Engineers for resolution**.

Once we complete your request we close the ticket and send email notification the ticket is complete (assuming we have your email on file) and deliver a **Service Survey** via email requesting you score our Performance.

Surveys consists of four quick questions and are based on a Points System from 1 – 5. You will be asked about timeliness of response, ticket resolution, and overall satisfaction of request. **Our Engineers love to hear how they are doing and want to hear from you!**

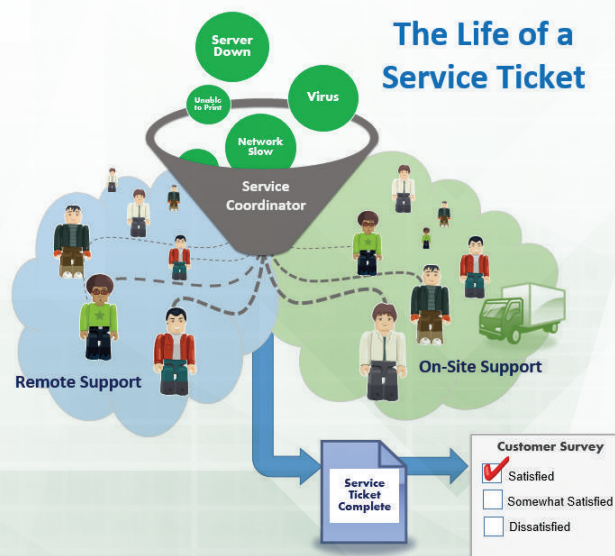
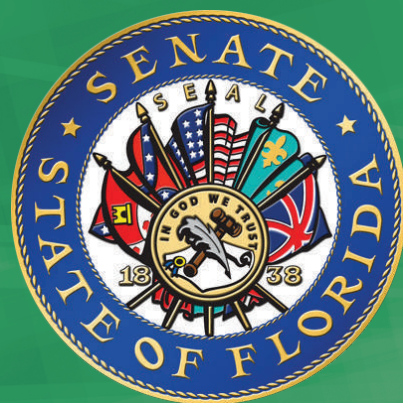
We value your Feedback and are continually looking for ways to improve our Service.

Florida Information Protection Act (FIPA) focuses on Data Security

Effective July, 1, 2014 - FIPA focuses on two types of records to receive heightened protection: **personal information** and **customer records**.

The new statute expands the definition of **personal information** to include the following: health insurance policy or subscriber numbers, information regarding an individual's medical history, financial information, and online user names or email addresses in combination with their associated passwords or security questions and answers to permit account access. Another change is that affected individuals are to be notified **within 30 days**. The new statute also requires a copy of that notice to be provided to **Florida's Department of Legal Affairs**.

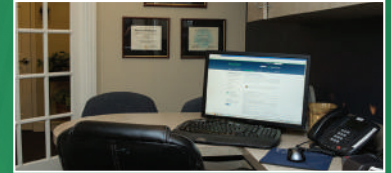
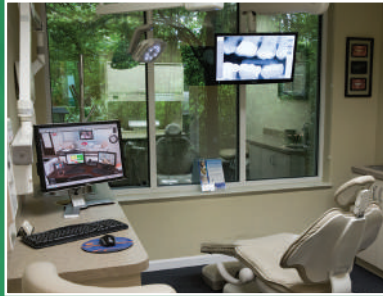
The penalty for breaching these rules are steep. \$1,000 each day for the first 30 days following any violation of notice requirements, and \$50,000 for each subsequent 30-day period up to 180 days. The maximum penalty for violation is **\$500,000**, so it is critical your company has the necessary policies in place and deliver proper notice to individuals located in Florida within the required 30 Day timeframe.



Meet our Client of the Month!

Dr. Richard C. Caven, DDS – Jacksonville, Florida

"Dental PC has been instrumental in my professional growth over the last 2 years. The technology and network organization that I have been able to utilize has been fantastic. Plus I have the security of knowing that everything is backed up in case of an emergency. But the best part about Dental PC is that I feel so confident that they are there to help me at any moment about any computing issues. Plus they are just simply nice people and that makes things so much more pleasant. I would and have wholeheartedly endorse Dental PC for your entire computing, software, networking and data security needs."



– the Next Generation of Security for HIPAA Compliance



My "Best in Show" pick for this year's Hinman Dental Meeting was AuthAir. I was really delighted to see that they were a vendor at this year's annual Dental Integrators Association Meeting as well.

This gave me an opportunity to sit down and do a deep dive into this technology. The Technology is a wireless key Dentists and staff have in their pocket

which logs computers on and off when entering and leaving the room automatically. Our biggest problem with Compliance and Password Policies is that it's very difficult to log in and out of the computer and maintain proper infection control in a timely and efficient manner. AuthAir solves this problem with a graceful and seamless process.

Below are the intricacies of how the Technology works. Feel free to contact me and discuss how AuthAir could work in your practice.

AuthAir Authentication Healthcare Tokens – What are they and How Do they Work?

AuthAir recently launched AuthAir Dental providing cutting edge authentication in the form of Tokens that can be worn around the neck, attached to a lanyard or Key Ring that automatically lock workstations while away from the area. It provides a geofence around any given computer that secures the station and when the authorized personnel

return within in an allowable distance automatically unlocking the station to safely read or edit patient's records.

The Tokens add an additional layer of security to assist with compliance and regulation with this hassle free functionality.

When authorized users step out of the operatory, the AuthAir Healthcare secured station locks down and can't be accessed by patients or visitors. When a Dentist, Hygienist or Assistant is wearing or carrying an authorized AuthAir Healthcare token re-enters the operatory and approaches that same AuthAir Healthcare secured station, access is immediately restored, without requiring anyone to log back in. The AuthAir Healthcare token is also assigned to each staff member individually so audit trails are electronically captured allowing practices if needed to determine who accessed the system.

Some Key Benefits to AuthAir Healthcare Tokens include:

- Workstation login that meets HIPAA guidelines
- Automatic lock and unlock – brings you right back to where you left the patient record
- Integrates with existing Machines
- Doesn't interfere with existing processes and procedures
- Works in operators, offices and at the front desk

Google Glass & HIPAA Compliant Video

Digital Technology continues to evolve with Google Glass expanding its reach into the medical world. Just this month the University of California, Irvine School of Medicine formally introduced Google Glass into its 4 year curriculum.

In order to make this possible & secure UC Irvine will be utilizing **Pristine Eyesight**, a HIPAA compliant video-based communication platform optimized for Google Glass in healthcare environments.

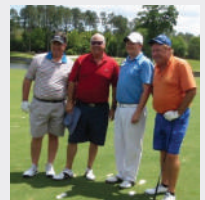
Built on Google Glass, **EyeSight** is totally hands-free. All it takes is a quick "OK Glass, start EyeSight" to start streaming HIPAA-compliant, high quality audio and video from anywhere.

Clinical Learning experiences will be enhanced by Google Glass with the ability of faculty members to see what a student sees assisting with real time instruction and simulation. The applications for Google Glass go beyond the classroom and it will be exciting to see how this new technology enhances the way medical treatments are administered in the future.



In the Community

The Jacksonville Dental Society did another fantastic job at this year's Annual Golf Tournament & Fundraiser at St. John Golf & Country Club. The weather was perfect and competition steep.



Dental PC was fortunate to take home another win with our foursome which included Dr. Joseph Chiafair, Dr. William Baxter, Clay Churchill with Wells Fargo, and our very own David Schmutz.

As always we are a proud to be a continual sponsor of the Jacksonville Dental Society and look forward to defending our title at next year's Golf Tournament!

dental•pc

9471 Baymeadows Road #201
Jacksonville, Florida 32256

Phone: 904-443-0095
Fax: 904-443-0088
E-mail: info@dentalpc.com
Blogger: dentalpc.blogspot.com
Facebook: facebook.com/DentalPC



"Making Computers Work for Dentistry since 1995."

A Letter from the Owner's Desk



This month one of the great dentists in NE Florida retired. It reminded me of a book recommendation he gave me years ago. It was one of the best business books I've read.

I picked up E-Myth Revisited and read it again. I think it is a must read for all small business owners and I will "pay it forward" and recommend it to you. Whether you are a small startup or a large multi-office group practice the sage advice in this book will help you set your practice up for predictable sustainable success.

Many of the systems and processes discussed in the book are centered on your computer and practice management system.

If you need help setting up procedures and understanding why you should, feel free to call us and we can assist you and your staff.



Clay Archer, MBA, MCP

