

The Tech chronicle

What's New

Congratulations to Christopher Dolan. Chris has only been at our company for a month. He first came to us with a background in media production services. He's quickly grown to be an indispensable part of our team. His current position as Marketing Administrator allows us to better address our client needs through strategic marketing that helps educate them on choosing an IT service to fit their needs. Chris carries out updates to our website and social media pages; makes 'need-to-know' reports available to download; and produces this newsletter. Some of you may have received an email from him asking for a Google Review (if you have provided a stellar testimonial in the past!) His supervisor, Ed, had this to say about Chris, "We all suspect that Chris is a superhero at night. But even if he doesn't 'leap tall buildings in a single bound,' he's a true hero to our clients and to us. Thanks, Chris for helping grow our marketing efforts!"

January 2022



This monthly publication provided courtesy of Ed Jones, MIT Engineer & President of America One.

Our Mission: America One seeks to provide "Swift Answers. Personal Attention." We accomplish this through executing minimal response times; building strong relationships; providing personal explanations; and engineering essential solutions.



3 Great IT Resolutions For The New Year

As the new year kicks off, many medical practice executives are making their New Year's resolutions. Many of these professionals will be focused on increasing profits or growing their practice, but it would be wise to focus on some IT- or tech-related resolutions as well. Making sure that you are up-to-date on the most recent tech and security measures can go a long way toward growing and protecting your practice.

While many practices make goals or resolutions that they hope to achieve in the new year, plenty fail to meet these goals because they do not take the steps necessary to achieve them. It often takes time and determination to make these resolutions a reality, and practice managers should not quit when the situations become stale or difficult.

Here are our three best IT and tech resolutions for medical practice owners to make for the new year, and how to make sure you achieve them.

1. Employee Security Training And Creating A Security Safe Culture

If your employees have not had any security awareness training, you should make it your focus to ensure that everyone is informed about potential information security breaches. Research suggests that human error is involved in over 90% of security breaches. By providing security awareness training to your employees, you will teach them how to avoid mistakes that could leave the business at risk. Not only will this help your employees be more aware of security, but it will make your patients feel more comfortable and confident when receiving services from your practice.

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There are other benefits to holding security awareness training for your team, and one of the best is that you will be taking your first steps in creating a culture based around tech security. You will be introducing your team to the importance of information security, which they will effectively use to fortify your defenses. When new employees are brought in, set aside some time for them to have security awareness training so they are enveloped in the culture from day one. By putting together a plan where every employee is introduced to information security awareness, your practice will be less at risk for breaches and threats made possible by human error.

2. Utilize A Managed Services Provider

The MSP industry has seen immense growth over the past five years. The market was valued at over \$152 billion in 2017 and is expected to rise to \$257 billion by the end of 2022. MSPs allow for predictable monthly costs and better security practices, but they truly have a plethora of benefits.

If your computer breaks or shuts down, MSPs have the ability to not only fix it but also go above and beyond the usual tech support. Some MSPs will work with your practice to understand your goals and find better ways to achieve them. MSPs are also raising their tech game. Yes,

they can help with problems related to e-mail, web and file searching, but they are also available for more advanced needs, like cloud infrastructure management. If you're still working with a basic IT service, look into using an MSP instead. They will help with your usual tech problems while also providing you with the resources needed to achieve your goals.

3. Back Up Your Data

Data is an essential part of any practice, and it's imperative that every practice owner makes an effort to back up their data. If important files are damaged or deleted or a disaster causes your practice to lose important data, data backups can prevent interruptions. It becomes even more important when dealing with patient information.

Imagine that you're a patient who has been making transactions with a medical practice for years. They may have your address, phone number, e-mail address and sometimes even your Social Security number, but one day, you call and they no longer have your information on file. You probably wouldn't feel too secure giving this company that information again if they already lost it the first time. This is how your patients will feel if they have to provide their information again after data loss that could have been prevented by backing up your data.

As you plan out your goals and resolutions to incorporate in 2022, don't forget to include IT and tech goals as well. Not only will they save you money in the long run, but they will also grant you peace of mind. Make a plan, overcome any obstacles and don't lose hope if it looks like you need more than a year to accomplish your goals.

“MSPs allow for predictable monthly costs and better security practices, but they truly have a plethora of benefits.”

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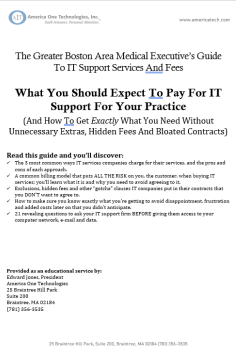
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- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.
- 21 revealing questions to ask your IT support firms BEFORE giving them access to your computer network, e-mail and data.

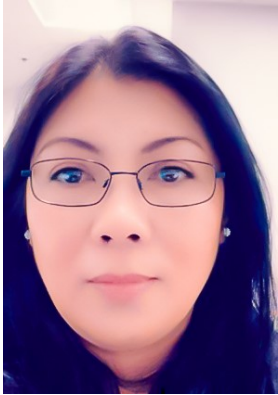
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Client Spotlight



Clinic Administrator Maria Joseph understands the importance of being able to run an operation smoothly working from her pediatric clinic at Tufts Medical Center. She commends America One on their ability to be prompt and understanding of her office's very timely needs:

"The biggest benefit from America One is being able to reach them quickly and their promptness to resolve our computer issues, either remotely or onsite. We appreciate their professionalism, dedication, concern and knowledge. We also appreciate that their techs are patient and understanding when we try to explain our computer issues in our own words (not knowing the tech words).

I would recommend America One because of all the things they do for us. They make sure our office runs well every day without interference from computers issues."

-Maria Joseph, Tufts Medical Center

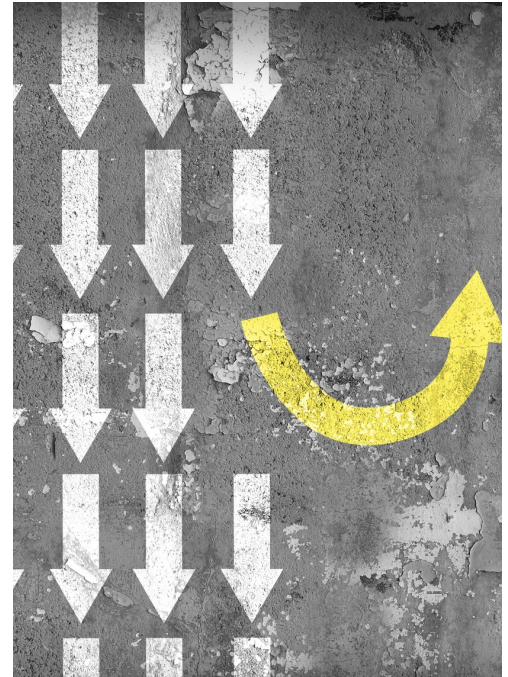
Reimagining Your Business

The pandemic has changed the way that many small businesses operate. They have had to pivot and adapt in order to survive in a time of immense change. Many have had to implement new strategies, while some have even had to adopt a new environment. The change has not been easy for anyone.

When the pandemic first hit, many small-business owners were faced with two choices. They could wait it out and hope that everything would return to normal before long, or they could create a better future at that moment and attempt to continue to grow. Sometimes changing your marketing isn't enough and you need to bring your business into a new light.

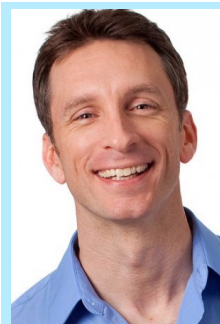
I have a friend named Jacob Limmer who owns Cottonwood Coffee, and he found a way to pivot his business and succeed during the pandemic. As the owner of a coffee shop business, Jacob knew that people would not be busting down his door at the beginning of the pandemic. Jacob owned two storefronts and an online store, so he knew that he would need to make some changes to survive.

He sent out a survey to his mailing list that asked what Cottonwood Coffee could offer to best support its patrons during this unprecedented time. The results came back, and it was astounding how many people requested something for "immunity." Jacob took this idea and ran with it by creating the Immune Booster Cold Brew. This allowed his customers to still get their coffee, but with an added bonus of a healthy supplement.



Even though Jacob had to close one of his storefronts, he is seeing success because he found a way to reimagine his business. He didn't wait around for things to get better. He took a risk that paid off and allowed him to stay in business.

If your business has faced difficulty and you're wondering if you should pivot and make a change to stay afloat, remember that you did not get this far only to get *this* far. You want to continue to grow and expand your business to its full potential. In order to get there, you may have to make some necessary changes.



Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.

America One Tech Specializes in IT Services for Healthcare Organizations

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Before You Go

■ New Year, New Problems

More organizations are returning to on-location work, and hybrid meetings are becoming more prevalent. As meetings start to occur that host both remote and on-location employees, you may be wondering how to keep everything managed. Thankfully, there are a few things you can do to ensure that everyone feels heard and respected.

Instead of having everyone on-site use one camera, have them use their individual laptops or computers. This will reduce chaos and allow everyone an opportunity to speak without interrupting others. If this is not feasible with your practice, you could assign someone to monitor the remote workers and pass along any questions or information to the employees working on-site. Having one-on-one meetings with remote workers and developing a connected culture both

go a long way toward making everyone feel comfortable and appreciated.

It will take time to perfect hybrid meetings, but with patience, understanding and a desire to improve, your meetings can run smoother than ever before.

■ Choosing A VPN This Year?

Virtual private network (VPN) technology is essential for securing the Internet safely, whether it be for work or pleasure. VPNs are one of the only ways you can have end-to-end safeguard encryption that keeps your information secure while browsing the Internet. If you don't currently use a VPN, you absolutely should. Here are a few things to consider before deciding on a specific VPN.

The VPN market is growing fast. It reached \$31 billion in 2021 and is slated to grow to \$90 billion within the next six years. When choosing a VPN, you want to consider server locations, speed, security policy, whether the

VPN has reliable encryption standards, device compatibility and so much more. Choosing a VPN should not be a half-second decision. Take your time and do your research before deciding on a service.

■ Use This Simple Trick To Make Your Phone More Secure

If you want to protect your smartphone from being hacked, all you have to do is turn your phone off and back on again. Does that sound overly simplistic and cliché? Probably. Does it work? Absolutely.

The reason that simply turning your phone off and on again can thwart hackers is because, historically, hacking has been a game of persistence. Keep at it for long enough, and a person's security protocols will give.

However, with smartphones, hackers have found they don't need to be persistent because most of us never shut off our devices. So, hacking smartphones has become a more attractive option for cybercriminals.

By simply turning your phone off and back on again regularly, you give cybercriminals far fewer opportunities to hack your device, and they'll likely move on to try and hack a smartphone that stays on continually.

Considering how low-tech this solution is, there's no reason that anyone with a smartphone shouldn't be doing it.



"I always play the GPS through the backseat speakers. That's where I'm used to receiving instructions."