

## IS YOUR DENTAL PRACTICE PROTECTED?

Don't risk losing it  
all to thieves, hackers  
or vandals

- Encrypted patient data
- Robust network security firewall
- Redundant backup and recovery solution
- Reliable video surveillance system
- Dependable IT support team with experience with dental equipment



# REDUCE THE RISK OF DISASTER BEFORE IT OCCURS

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No one wants to think that disaster could strike them, but the nightmare of a ransomware attack, theft by hackers, patient data loss or even vandalism is a potential reality. Your practice could lose thousands of dollars — and valuable staff productivity — when technology failures or common internet threats compromise your systems and data. Legal fees, remediation costs, restitution, fines and negative media exposure could further erode or even erase everything you've worked so hard to build.

You may be tech savvy, but your true expertise is in the excellent dental services you offer. You need a trusted advisor to provide dental IT support for your hardware and software to help you better protect your practice. Henry Schein TechCentral is the IT partner that dentists need, combining a leader in services, products and support to help you better protect your patient data and increase the likelihood you will recover quickly if disaster strikes. Our TechCentral pros have supported dental and health care networks of all sizes for more than 20 years, so you can be sure they can help protect you.

# PILLARS OF A PROTECTED PRACTICE

TechCentral Protected Practice Solution is a suite of tools and best practices that helps create a defense for your practice from security threats. Let our technology support professionals your digital dental practice's IT needs, so you can get back to focusing on your patients.





# THE PITFALLS OF DIGITAL TECHNOLOGY

Dental practices that take advantage of the latest digital technologies can bring greater efficiency to operations and better care for their patients. However, new technology requires new network security that stretches beyond the basic protections that traditional routers offer.

When you don't use a robust firewall appliance, you increase your potential exposure to hackers, putting your valuable protected health information (PHI), transaction data and confidential information databases at greater risk. You need a comprehensive approach to network security to help guard

against the hidden, sophisticated attacks that can plague your practice without you ever knowing.

The TechCentral all-in-one business grade firewall appliance, provided by WatchGuard, helps to protect your practice from inappropriate web content, malicious web software and internet threats.

“It is reassuring to know that TechCentral knows our system so well that they can make recommendations, identify problems and offer support and assistance when needed.”

**CAROL ZALKA BSN, RN,  
DIRECTOR OF NURSING**  
*Advanced Urology, Inc.*



## SEE TECHCENTRAL IN ACTION

Find out how TechCentral Protected Practice can help you prevent disaster before it occurs.

Call TechCentral at **877.483.0382** or visit [www.HSTechCentral.com/ProtectYourPractice](http://www.HSTechCentral.com/ProtectYourPractice)

# YOUR DENTAL OFFICE DATA COULD BE AT INCREASED RISK

Ransomware cyberattacks are everywhere in the news lately. It's easy money for criminals. Attackers just cast a wide net and then see who they catch. Ransomware encrypts files, making them impossible to access, which can bring your operations to a halt. From January to September of 2016, ransomware attacks against businesses increased by 300 percent when compared to 2015 in total.

Small-to-midsize businesses, which includes most dental practices, disproportionately fall

victim to ransomware, as they often lack the technical skills and tools needed to prevent infection. According to research, more than 50 percent of small and midsize businesses have fallen victim to ransomware<sup>1</sup>. Hijacked data can put patient security and your practice's financial security at serious risk, erode doctor-patient trust, damage your reputation — and may even result in costly fines and lost revenue.

Don't fall prey to ransomware. With antivirus protection software and a WatchGuard all-in-one network security solution, provided by TechCentral, you can help prevent many cyberattacks. Add a robust data backup system that can restore your patient data, and you can rest assured that you're better prepared for the worst.



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<sup>1</sup> [www.carbonite.com/en/news/ponemon-institute-ransomware-release](http://www.carbonite.com/en/news/ponemon-institute-ransomware-release)

# DATA PROTECTION

Have you ever imagined how devastating it would be if you lost all your practice data — patient records, financial and accounting information, payroll, inventory ... everything?

## **WILL YOUR BACKUP WORK IN A CRISIS?**

Imagine finding out the hard way that your staff has been forgetting to back up your critical patient data, or losing it all to fire, flood or cybercrime. Or what if your backup system isn't working properly, and that backup you were counting on turns out to be corrupted? You need to prepare for any worst-case scenario.

To help protect your practice, TechCentral has partnered with CTERA to offer a hybrid data backup — where one backup of your files is stored on a local hard drive and another is stored in the cloud. This increases your ability to restore all your data files or individual files if they get infected or are

accidentally deleted. Automatic backups, along with encrypting the data with AES 256-bit encryption, can give you even more protection. Knowing you have multiple points of recovery for your precious patient data can deliver the ultimate peace of mind.

## **STOLEN DATA CAN DESTROY YOUR PRACTICE**

A data breach at your practice could harm your patients' security as well as your financial stability. According to the Ponemon Institute, the average health care data breach could cost \$380 per record<sup>2</sup>. A stolen hard drive can cause a damaged reputation that has long-lasting effects, along with monetary injury from fines and lost revenue.

You can take simple steps to help protect your patient data and decrease the chance of unauthorized users from accessing data on your server. TechCentral Server Encryption Service uses Microsoft® BitLocker®, a full-disk encryption software so your team can access the files they need as normal, while the encoding the data at rest in the background with AES 128- or 256-bit encryption. If your server is ever stolen, you can have peace of mind that your patient data has protections in place to help prevent access by thieves without the proper key.

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<sup>2</sup> [www.hipaajournal.com/healthcare-data-breach-costs-2017-8854](http://www.hipaajournal.com/healthcare-data-breach-costs-2017-8854)

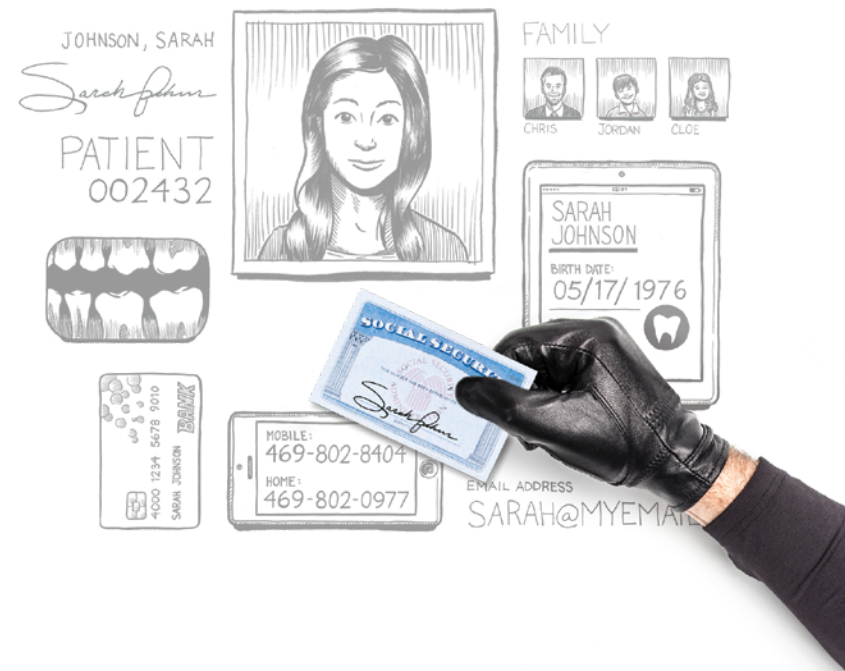
# HARDWARE AND SOFTWARE PROTECTION

## HELP PROTECT YOUR PRACTICE AGAINST COMPUTER VIRUSES

The Chernobyl virus. CyptoLocker. The ILOVEYOU virus. Ransomware is at epidemic levels, as evidenced by a Trend Micro report that showed 80 new ransomware families were discovered in the first half of 2016, an increase of 172 percent from 2015 . If anyone in your office opens the wrong email or clicks

on a malicious link, they can potentially expose your practice to a dangerous computer virus. These and other pieces of malware can seriously cripple operations by damaging your data or locking you out of your patient files.

Virus protection software is an important first line of protection against cyberattacks, but it's only the first part of a layered defense. It won't stop every virus out there, especially those enabled



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<sup>3</sup> [www.trendmicro.com/vinfo/us/security/news/cybercrime-and-digital-threats/ransomware-as-a-service-ransomware-operators-find-ways-to-bring-in-business](http://www.trendmicro.com/vinfo/us/security/news/cybercrime-and-digital-threats/ransomware-as-a-service-ransomware-operators-find-ways-to-bring-in-business)



by users who ignore warnings. Even if users are careful, millions of pieces of malware are released each year<sup>4</sup>, and virus protection software often can't identify the newest viruses.

TechCentral can help you protect your practice against computer viruses and malware with a layered defense that includes antivirus software, a robust firewall and a monitored redundant backup that can increase your ability to restore to the point before infection.

### **OUTDATED HARDWARE IS A TICKING TIME BOMB**

You may think your old router, servers or workstations are performing fine, but using old technology comes with hidden risks — like a ticking time bomb that can explode when you least expect it. With unsupported hardware, a data breach nightmare is a greater potential reality. Don't let your outdated technology destroy everything you've worked so hard to build.

You don't have to be an IT expert or take a guess at what hardware might be best. With a free comprehensive network assessment, TechCentral will evaluate all of your dental office IT hardware and identify old hardware that may be putting your patient data at increased risk. TechCentral works with several technology manufacturers, such as HP Inc., HP Enterprise and Dell, to help identify and design the right solutions that complement

your practice management software and meet the unique needs of your practice as well as the dental industry in general.

To help protect your hardware and maximize your investment, TechCentral offers a maintenance plan with technicians that will perform monthly maintenance to the office server, install updates and optimize it to increase performance.



<sup>4</sup> [money.cnn.com/2015/04/14/technology/security/cyber-attack-hacks-security/index.html](https://money.cnn.com/2015/04/14/technology/security/cyber-attack-hacks-security/index.html)

# DENTAL OFFICE PROTECTION

## THWART INTERNAL AND EXTERNAL THREATS

No one wants to think they could be a victim, but sadly, bad people exist. Not every threat to your practice is online. Dental offices have expensive equipment, supplies and drugs with possible street value, which can make them a target for external as well as internal threats, resulting in vandalism or stolen data, property and equipment. There are thieves seeking an easy target, vandals looking to randomly destruct, dishonest patients and even disgruntled employees.

Strategically located video surveillance cameras in your practice can help thwart would-be invaders and can provide evidence that helps bring perpetrators to justice. Video surveillance can help discourage those who might otherwise abuse or exploit your dental practice by causing damage or stealing equipment, supplies or money.

TechCentral offers a team of technical professionals to oversee the proper setup and implementation of a reliable Samsung surveillance system that enables you to keep a better eye on your practice.



# SINGLE SOURCE IT PROVIDER

## REMOTE MONITORING AND SUPPORT YOU CAN COUNT ON

Consider how much you depend on the computers, software and network that power your practice. How many thousands of dollars would it cost if your computers went down, even for a few hours? You need a single-source IT provider who can help:

- Understand the unique needs and equipment of the dental market
- Continually monitor your network server
- Detect hardware and software vulnerabilities specific to your practice
- Perform monthly server maintenance and updates
- Provide support with IT professionals who are available to help in the moment you need it most

TechCentral support will continually monitor your server's health and alert you to any issues, so you can be more confident that technology problems won't cripple your business, hinder patient care or tarnish your professional image. IT issues may be inevitable, but you can minimize headaches and downtime by putting your trust in a provider that processes more than 40,000 service requests each year with 90 percent of issues resolved remotely.



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 HENRY SCHEIN®

# TechCentral

Today's digital dental practices demand smart solutions.

Request a no-obligation network assessment by Henry Schein TechCentral to help increase the level of protection at your dental practice.

When you've done all you can to safeguard your practice, you can have peace of mind and get back to enjoying dentistry again.

[www.HenryScheinTechCentral.com](http://www.HenryScheinTechCentral.com)

1.877.483.0382

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