



Welcome Note

Summer-time is now behind us. And so are the vacations and time off. Kids are back to school and we are now back to our normal routines for the 2016-2017 year. So, it may be time to take a technology inventory of your practice and it's needs for this upcoming year. For instance, address your worries and ease your mind by securing a HIPAA Risk Assessment. Determine your online success and evaluate your Google ranking. Discover all the new innovations and advancements in digital imaging. Explore VOIP technology for your office communications to see if it can be more efficient and cost effective. Practice all of this and much more with your most trusted, experienced and valued partner-High Tech Innovations, LLC(HTI).

Encrypted email –Is it really worth it?

Yes! Your dental practice does require simple and affordable solutions which permit a seamless and secured email communication within the office proximity. A number of your routine functions depend on an ongoing use of emails including, transmitting X-rays, diagnostic images, prescriptions, scheduling information and managing billing details. Sharing emails containing patient PHI offers healthcare practice, both, business and care-based advantages.

VoIP Telephony for SMB-Small in price! Big in features!

Configure this remarkably cost effective technology in your office and enjoy an unparalleled service for local and long distance communication. Using this incredible VoIP telephony, practices can make telephone calls over the internet with just an ordinary desktop computer or an equipped VoIP phone.

Advantages of the VoIP telephones:

There is surely no match to the benefits of the VoIP technology when compared with traditional phones. Find below some of the main advantages that a VoIP phone



Some of the advantages that your practice can experience with the encrypted email service are:

- **Time saving and convenience:** It is time efficient, easy to manage and environmentally friendly when compared with paper based options.
- **Fosters good relationship with patients:** It helps physicians, dentists and their staff to foster better relationships and promote their patients' involvement with care.
- **HIPAA Compliance:** HIPAA can be a real headache but the encrypted email solutions ensure compliance with HIPAA and protect patients' sensitive data

Don't let the fear of data breach overpower you! Contact HTI and get your very own safe and secured encrypted email solution.



Dental SEO – Your journey has just begun!

system can offer to your practice:

- **Lowered costs and increased savings:** VoIP phones offer easy to use business solutions that are full of features to help you manage your business better. You can enjoy a wide range of facilities without paying any extra fees. The features of this technology include; voicemail, caller ID, conference calling, call-forwarding and auto-attendant. Most importantly, don't forget that long distance VoIP calls are far cheaper than the traditional phone calls.
- **Improved mobility and better flexibility:** Internet telephony enables the users to integrate software programs such as e-mail, remote conferencing and also, e-fax. The VoIP users can take their adapters anywhere and everywhere to hold telephone conversations on their phones at venues having internet connectivity.
- **Enhanced Productivity:** VoIP phones can change the overall environment of your office by facilitating multi-tasking without any interruption. You can attach documents, organize virtual meetings and may even share data via video conferencing.
- **Easy to install, Simple to use:** Its easy installation procedure and convenience in mobility grants VoIP technology an edge over the traditional phone technology. It reduces cluttering of wires and decreases the risk of fire hazards linked with the extra electrical wires.

When it comes to choosing a perfect dentist or a healthcare provider, most of the public will rely on the internet for making this important decision. Their query is directed to Google, which seems to have all the answers.

When your practice fails to rank itself near the top of the Google page, you are surely losing the opportunity to be visible to new patients. This happens when your competitors hold a better position in Google ranking than your practice.



As a dentist, your improved online visibility is critical. Your competitors may already be using a lot of techniques to hold on to their online position. Why get left behind? Stay competitive and create a targeted website with an optimized web presence to attract new patients. All you need to do is to take another step forward! Contact HTI and schedule your free web presence assessment and see your practice grow with the power of Google.

Managing our system is easy in the cloud and its scalability allows to easily configure new phones with a minimum hassle.

Since the VoIP telephony stores data onto one single cloud network, this increases its manageability, productivity and cost effectiveness for any of the practices and makes this technology a reliable choice for their improved communication.

Will reporting be easy with CBCT?

CBCT allows an expansion of the diagnostic and treatment possibilities for dental practices. This technology meets the needs of the dentist in situations where conventional two-dimensional imaging techniques are insufficient as it guides surgeries to improve patient management. However, the best CBCT examination should use a minimized X-ray dose for an individual and at the same time should strive for an image which ensures appropriate diagnosis and treatment. This requires a thorough understanding of CBCT and its related technologies along with the essential training for each member of the dental office.

What are you waiting for? Witness the incredible features of this technology and call HTI to explore your options and find out which products are best for you.

New Product Buzz!!!

Discover our revolutionary Data Backup System-Cloud Connect

High Tech Innovations LLC, takes another lead for securing data for medical and dental practices with a new product called-Cloud Connect. This fully encrypted, HIPAA

compliant and purpose built product for disaster recovery is now available for our valued customers. Cloud Connect not only offers server backups but also ensures server availability in the virtual world of the cloud. It can release you from the worry of your data security and can provide you ample space of at least 1TB of cloud storage. So Wait No More! Grab this great opportunity now at just a nominal price and manage your data security under a strong reliable roof.

News Buzz!!!

Here at HTI, we take great pride in performing our services HIPAA compliantly, even training our technicians on proper handling of Patient Health Information (PHI). Similarly, we also want our customers to stay on top of the all things concerning HIPAA, while managing their business operations. To keep our clients informed of their HIPAA needs, below we share a brief message from a renowned NJ/NY HIPAA Attorney that highlights the importance of a 'Business Associate Agreement' in meeting the HIPAA requirements successfully:

PAPER YOUR DEAL:THE BUSINESS ASSOCIATE AGREEMENT

By: Deborah A. Cmielewski, Esq., Partner, Schenck Price Smith & King, LLP

Many providers continue to overlook basic tenets of HIPAA, including the requirement that covered entities maintain contracts with their business associates. Such continued noncompliance has resulted in steep fines and penalties to providers as well as to the vendors who support them.

As a provider who is a covered entity, your business associate is any person or entity (other than a member of your work force) who has access to protected health information ("PHI") in order to perform a function for you (such as your outside billing company or the service that empties your office shredding bins). The U.S. Department of Health and Human Services Office of Civil Rights ("OCR"), which is responsible for HIPAA enforcement, requires covered entities to obtain assurances that their business associates that handle PHI on their behalf have adequate protections in place to safeguard this information. Federal regulations require a covered entity and its business associate to have a written contract (the "business associate agreement") that outlines their respective duties and responsibilities to one another. The regulations identify specific requirements that must be present in every business associate agreement. Of course, there are exceptions to the rules requiring business associate agreements and a trained professional with knowledge of HIPAA should assist you in evaluating your individual arrangement.

The failure to maintain business associate agreements can result in significant fines and penalties for both covered entities and business associates. In fact, several 2016 settlements imposed by the OCR related to the absence of these critical contracts.

These included a \$750,000 fine against Raleigh Orthopaedic Clinic, P.A. of North Carolina and a \$1.55 million fine against North Memorial Health Care of Minnesota, two providers, as well as a \$650,000 fine against Catholic Health Care Services of the Archdiocese of Philadelphia, a business associate that provided management and information technology services to nursing homes. Clearly, no covered entity or business associate should neglect this basic contractual requirement.

As the old proverb warns, an ounce of prevention is worth a pound of cure. Think about giving yourself a fall HIPAA check-up to make sure that you have all of the required contracts in place.

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