

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small- and medium-sized dental practices who are “low hanging fruit.” Don’t be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

HealthyIT

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Are You A Sitting Duck?

You, the owner of a dental practice, are under attack. Right now, extremely dangerous and well-funded cybercrime rings in China, Russia and the Ukraine are using sophisticated software systems to hack into thousands of small practices like yours to steal credit cards, patient health information (PHI), and swindle money directly out of your bank account. Some are even being funded by their own government to attack American businesses.

Don't think you're in danger because you're "small" and not a big target like ProHEALTH Dental or Heartland Dental? Think again. 82,000 NEW malware threats are being released every single day and HALF of the cyber-attacks occurring are aimed at small businesses, specifically healthcare and dental organizations that deal with sensitive data. You just don't hear about it because it's kept quiet for fear of attracting bad PR, lawsuits, data-breach fines and out of sheer embarrassment.

In fact, the National Cyber Security Alliance reports that one in five healthcare practices have been victims of cybercrime in the last year – and that number is growing rapidly as more industries and offices utilize cloud computing, mobile devices and store more information online. You can't turn on the TV or read a newspaper without learning about the latest online data breach, and government fines and regulatory agencies are growing in number and severity. **Because of all of this, it's critical that you protect your practice from these top 10 ways that hackers get into your systems.**

1. **They Take Advantage Of Poorly Trained Staff.** The #1 vulnerability for practice networks is the staff using them. It's extremely common for a staff member to infect an entire network by opening and clicking a phishing e-mail (that's an e-mail cleverly designed to look like a legitimate e-mail from a web site or vendor you trust). If they don't know how to spot infected e-mails or online scams, they could compromise your entire network.
2. **They Exploit Device Usage Outside Of Practice Operations.** You must maintain an Acceptable Use Policy that outlines how staff members are permitted to use company-owned PCs, devices, software, Internet access and e-mail. We strongly recommend putting a policy in place that limits the web sites staff members can access with work devices and Internet connectivity. Further, you have to enforce your policy with content-filtering software and firewalls. We can easily set up permissions and rules that will regulate what web sites your staff can access and what they do online during company hours and with company-owned

devices, giving certain users more “freedom” than others.

Having this type of policy is particularly important if your staff is using their own personal devices to access company e-mail and data.

If that staff member is checking unregulated, personal e-mail on their own laptop that infects that laptop, it can be a gateway for a hacker to enter YOUR network. If that person leaves, are you allowed to erase company data from their phone? If their phone is lost or stolen, are you permitted to remotely wipe the device – which would delete all of that person’s photos, videos, texts, etc. – to ensure YOUR patients’ information isn’t compromised?

Further, if the data in your practice is highly sensitive, such as patient records, credit card information, financial information and the like, you may not be legally permitted to allow staff members to access it on devices that are not secured; but that doesn’t mean that they might not innocently “take work home.” If it’s a company-owned device, you need to detail what a staff member can or cannot do with that device, including “rooting” or “jailbreaking” the device to circumvent security mechanisms you put in place.

3. **They Take Advantage Of WEAK Password Policies.** Passwords should be at least 8 characters and contain lowercase and uppercase letters, symbols and at least one number. On a cell phone or MacBook, requiring a passcode to be entered will go a long way toward preventing a stolen device from being compromised. Again, this can be ENFORCED by your network administrator, so staff members don’t get lazy and choose easy-to-guess passwords, putting your practice at risk.
4. **They Attack Networks That Are Not Properly Patched With The Latest Security Updates.** New vulnerabilities are frequently found in common software programs you are using, such as Microsoft Office, Dentrix, Carestream, etc.; therefore, it’s critical you patch and update your systems frequently. If you’re under a managed IT plan, this can all be automated for you, so you don’t have to worry about missing an important update.
5. **They Attack Networks With No Backups Or Simple Single Location Backups.** Simply having a solid, reliable backup can foil some of the most aggressive (and new) ransomware attacks, where a hacker locks up your files and holds them ransom until you pay a fee. If your files are backed up, you don’t have to pay a crook to get them back. A good backup will also protect you against a staff member accidentally (or intentionally!) deleting or overwriting files, natural

disasters, fire, water damage, hardware failures and a host of other data-erasing disasters. Again, your backups should be AUTOMATED and monitored; the worst time to test your backup is when you desperately need it to work!

6. **They Exploit Networks With Employee Installed Software.** One of the fastest ways cybercriminals access networks is by duping unsuspecting users to willfully download malicious software by embedding it within downloadable files, games or other “innocent”-looking apps. This can largely be prevented with a good firewall and employee training and monitoring.
7. **They Attack Inadequate Firewalls.** A firewall acts as the frontline defense against hackers blocking everything you haven’t specifically allowed to enter (or leave) your computer network. But all firewalls need monitoring and maintenance, just like all devices on your network. This too should be done by your IT person or company as part of their regular, routine maintenance.
8. **They Attack Your Devices When You’re Off The Office Network.** It’s not uncommon for hackers to set up fake clones of public WiFi access points to try and get you to connect to THEIR WiFi over the legitimate, safe public one being made available to you. Before connecting, check with an employee of the store or location to verify the name of the WiFi they are providing. Next, NEVER access financial, medical or other sensitive data while on public WiFi. Also, don’t shop online and enter your credit card information unless you’re absolutely certain the connection point you’re on is safe and secure.
9. **They Use Phishing E-mails To Fool You Into Thinking That You’re Visiting A Legitimate Web Site.** A phishing e-mail is a bogus e-mail that is carefully designed to look like a legitimate request (or attached file) from a site you trust in an effort to get you to willingly give up your login information to a particular web site or to click and download a virus.

Often these e-mails look 100% legitimate and show up in the form of a PDF (scanned document) or a UPS or FedEx tracking number, bank letter, Facebook alert, bank notification, etc. That’s what makes these so dangerous – they LOOK exactly like a legitimate e-mail.

10. **They Use Social Engineering And Pretend To Be You.** This is a basic 21st-century tactic. Hackers pretend to be you to reset your passwords. In 2009, social engineers posed as Coca-Cola’s CEO, persuading an exec to open an e-mail with

software that infiltrated the network. In another scenario, hackers pretended to be a popular online blogger and got Apple to reset the author's iCloud password.

Want Help Ensuring That Your Practice Has All 10 Of These Holes Plugged?

If you are concerned about staff members and the dangers of cybercriminals gaining access to your network, then call us about how we can implement a managed security plan for your practice.

At no cost or obligation, we'll send one of our security consultants and a senior, certified technician to your office to conduct a free **Security And Backup Audit** of your practice's overall network health to review and validate as many as 10 different data-loss and security loopholes, including small-print weasel clauses used by all 3rd-party cloud vendors, giving them zero responsibility or liability for backing up and securing your data. We'll also look for common places where security and backup get overlooked, such as mobile devices, laptops, and tablets. At the end of this free audit, you'll know:

- Is your network really and truly secured against the most devious cybercriminals? And if not, what do you need to do (at a minimum) to protect yourself now?
- Is your data backup TRULY backing up ALL the important files and data you would never want to lose? We'll also reveal exactly how long it would take to restore your files (most people are shocked to learn it will take much longer than they anticipated).
- Are your staff members freely using the Internet to access gambling sites and porn, to look for other jobs and waste time shopping, or to check personal e-mail and social media sites? You know some of this is going on right now, but do you know to what extent?
- Are you accidentally violating any PCI, HIPAA or other data-privacy laws? New laws are being put in place frequently and it's easy to violate one without even being aware; however, you'd still have to suffer the bad PR and fines.
- Is your firewall and antivirus configured properly and up-to-date?

- Are your staff members storing confidential and important information on unprotected cloud apps like Dropbox that are OUTSIDE of your backup?

I know it's natural to want to think, "We've got it covered." **Yet I can practically guarantee my team will find one or more ways your practice is at serious risk for hacker attacks, data loss and extended downtime – I just see it all too often in the hundreds of dental practices we've audited over the years.**

Even if you have a trusted IT person or company who put your current network in place, it never hurts to get a 3rd party to validate nothing was overlooked. I have no one to protect and no reason to conceal or gloss over anything we find. If you want the straight truth, I'll report it to you.

You Are Under No Obligation To Do Or Buy Anything

I also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our **Free Security And Backup Audit**. As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do.

Whether or not we're a right fit for you remains to be seen. If we are, we'll welcome the opportunity. But if not, we're still more than happy to give this free service to you.

You've spent a lifetime working hard to get where you are. You earned every penny and every patient. Why risk losing it all? Get the facts and be certain your practice, your reputation and your data are protected. Call us at (631) 224-9450 or you can e-mail me personally at scott@myhealthyit.com.

Dedicated to serving you,

Scott Sanford

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Here's What A Few Of Our Clients Have Said:

Healthy IT Keeps Our Data Safe at Our 7+ Locations



We have been with Healthy IT for many years (since 1997 in fact!) and always feel that our data is safe, our computers are being monitored and there's a plan for the future. We are completely confident in their ability to service all of our 7+ locations at all times. They are friendly and willing to explain everything in terms you can understand.

Monica Pinelli – Sachem Dental Group

Unparalleled Knowledge of Dental Software and Technology



With Healthy IT, we are working with a company whose response time is excellent. Access to someone for help is amazing! A phone call or email elicits immediate response and a follow-up. Healthy IT has given my office the security of knowing that we're not alone and that they understand the frustration that comes with a glitch. Healthy IT is big enough to handle a multitude of offices and problems, yet small enough to personalize the relationship with each office they serve.

Stephen D. Fluger, DDS – Island East Dental Group

I Never Have to Worry About My Data!

Each day, I receive an e-mail letting me know that all is well, and that my data is securely protected offsite. No matter what concerns arise, I know I can count on Healthy IT to immediately repair any problems. I always feel important that you take pride in seeing a well-run network. Each day, I get requests from competitors, trying to take on my IT, I would never change and expect to have better service. Healthy IT is in a class by itself!

Paul B. Heller, DMD – Dental Studio