



# Your Cybersecurity Awareness Plan

Every October since 2004, National Cyber Security Awareness Month, coordinated by the Department of Homeland Security (DHS), highlights the importance of cybersecurity. It aims to protect not only our identities, finances, and privacy but also our national security, infrastructure, and economy. Everyone—from the public and private sectors to individuals—plays a role in maintaining cybersecurity.

## Key Areas to Protect:

- **Personal Information:** Safeguard data that could help criminals target you.
- **Financial Resources:** This includes protecting savings accounts, assets, and credit.
- **Sensitive Data:** Keep medical records, tax information, and other private details secure.
- **Your systems and the services you use.**

The priority is to reduce risks that could lead to real-world threats. Financial security follows, as it ensures your ability to meet basic needs. Securing sensitive data is next because breaches can cause lasting damage. Lastly, protecting your ability to earn ensures stability for yourself and your family.

## Avoiding Cyber Threats:

To prevent becoming a target of cyber threats:

- **Be Discreet Online:** Avoid showing off high-value items like cars or jewelry.
- **Limit Location Sharing:** Share specific locations only after leaving them.
- **Keep Payment Information Private:** Avoid sharing details that might reveal when you receive payments.



- **Secure Social Media Profiles:** Make your profiles accessible only to trusted individuals. Limit personal information to prevent potential attackers from gaining insight into your life. If your job involves access to sensitive data, be especially cautious about sharing your employer's name and your role online, including on professional sites like LinkedIn.

## Strengthening Financial Security:

- **Audit Your Accounts:** List all savings and investment accounts and understand how identity verification works for each. Know what information a potential attacker would need.
- **Implement Extra Security Measures:** Use bank-offered features like two-factor authentication, callback confirmations, and real-time transaction alerts.
- **Regularly Monitor Accounts:** Review account activity weekly for any unauthorized transactions.
- **Freeze Your Credit Report:** Restrict access to prevent identity thieves from opening accounts in your name.

# Letter from the Editor



## Happy National Cybersecurity Awareness Month, AKA October!

We're proud that we have been National Cybersecurity Awareness Champions for about ten years. StaySafeOnline.org, the National Cybersecurity Alliance, has been a wonderful resource for security articles and information..



I even made the front lawn at the office lessons in cybersecurity. We've entered into the local Scarecrow Contest with the security theme.

The information in our front page article is great advice. It's a little bit different take on updating your Cybersecurity plan.

I do want to add that on a recent radio spot on 95.9 WATD, David reported on NIST's newest passwords

guidelines.

(<https://actsmartit.com/nist-password-guidelines>) You may be pleasantly surprised by their new approach to password security. We'll see how quickly the banks and other password protected sites adapt to their suggestions.

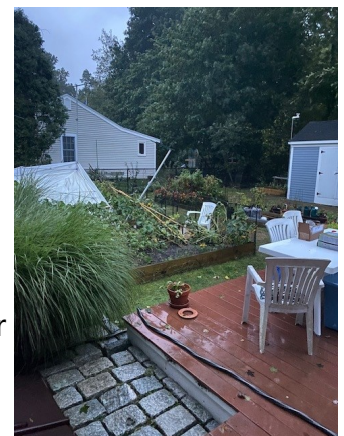
We've seen quite a bit of office renovations recently and Attorney Dave Hatch offers sound advice if you are thinking about doing the same. His article is on page 4.

The Grammar Goddess, Susan Rooks, has agreed to contributing a monthly article on LinkedIn basics for all users. Her article on page 5 tells of how she learned to Stand Out on LinkedIn. Even if you've been a longtime LinkedIn user, you'll find information to help you improve your standings. I'll be updating my LinkedIn profile this month!

Steve Dubin of PR Works contributed an article that I loved and would have been very helpful to me when I worked at Creating Ultimate Smiles. We were very community-oriented, as I know many of you are. Check it out on page 6, and let us know if you hold a food or blood drive; we'll contribute!

I often talk about David's garden at the end of my letter. It was a very good growing year until a sudden windstorm in September took the canopy off our deck and threw it into the garden! It looked like a giant white spider with its legs up in the air after it smashed down on the bean and cucumber trellises. It hit a few tomato plants, too. He was able to harvest what was left on the vines; those cukes were so good and we miss having them with dinner every night!

We're participating in Halloween on Main Street on the 25th. I can't wait!



(Continued from page 1)

### Protecting Sensitive Data:

Sensitive data includes medical records, tax returns, and social security numbers. To protect this information:

- **Minimize Data Creation:** Only provide personal information when absolutely necessary.
- **Delete Unnecessary Data:** Regularly delete old data that could be sensitive, ensuring it's permanently removed from devices.
- **Use Encryption:** Encrypt your hard drives and password-protect devices like phones, tablets, and laptops.

### Keep your systems and the services you use secure:

- **Use Strong Passwords:** A password manager can help generate unique passwords for each site, reducing risks if one account is compromised. (See new guidelines from NIST at <https://actsmartit.com/nist-password-guidelines>)
- **Secure Your Devices:** Use disk encryption on computers and strong passwords on all devices.
- **Be Careful with Data:** Only store and share information when necessary, and delete what is no longer needed.
- **Enable Two-Factor Authentication:** Add an extra layer of security to all accounts.
- **Securely Store Backup Drives:** Keep them in a safe place and securely erase data when no longer needed.

### Maintaining Online Integrity:

- **Read Before Sharing:** On social media, always read and understand

what you share to avoid inadvertently spreading misinformation.

- **Protect Social Media Accounts:** If compromised, an account could be used for spam, damaging your online reputation.
- **Safeguard Websites:** Keep your website secure to prevent hackers from damaging your site and harming your reputation with customers.
- **Secure Email Accounts:** An insecure email account can lead to phishing attacks on your contacts, harming your reputation and potentially theirs.

### Caution with Apps:

**Be Selective with App Permissions:** Avoid granting access to your contacts list or other sensitive information unnecessarily.

By focusing on these areas, you can play your part in making the digital world safer—not only for yourself but for the broader community. National Cyber Security Awareness Month serves as an annual reminder of these principles, encouraging everyone to adopt habits that strengthen their digital defenses and contribute to a secure online environment for all.





# Renovating the Dental Office

Laws affecting a decision to renovate a dental office can complicate the process of getting the work done without unnecessary delays or expenses caused by not foreseeing legal hurdles that must be surmounted before completing the improvements.

Sometimes, improvements are made to accommodate more patients, such as people with disabilities, so the Americans With Disabilities Act rules must be followed carefully. Zoning regulations can be a significant obstacle that must be looked at before towns or cities hold up improvements with permit delays.

HIPAA concerns enter into the design of an office that will allow health information security and privacy. Dental offices must be particularly attuned to satisfy OSHA's requirements for waste management and sterilization, to name just a few.

Contractors can be challenging to deal with and can hold up the process or cause cost overruns or delays that aren't dealt with properly in contracts before they begin work.

Accessibility is always a primary concern, both for accommodating new patients with handicaps as well as meeting minimum disability act standards. As a facility open to the public, the Americans with Disabilities Act has specific requirements regarding the size of doorways, counter heights, restrooms, elevators, and parking lots, to name just some of the particular rules in the Act.

Existing facilities must be accessible as long as the changes to the office are "easily accomplishable and able to be carried out without much difficulty or expense." New construction is dealt with more specifically, and stricter guidelines have to be followed. With renovations, the cost of adding accessibility is not required if it exceeds 20% of the entire cost of the alteration. Both landlords and dental practice tenants have responsibility for meeting requirements, and most often, the responsibility for these costs is written into the commercial lease.

HIPAA requires that the security of protected health information, particularly the new technology dealing with electronic information (ePHI), be met with any new computer systems or other technology for the transfer of that information. Additionally, large open areas within the practice sometimes make it difficult to meet HIPAA privacy con-

cerns, so the design plans must consider this from the outset.

OSHA compliance is always important, and numerous types of dental equipment must meet certain standards in terms of the physical equipment, where it is positioned, and how it is used in the office.

Plumbing issues must be dealt with, and access to areas where cleaning out systems or correcting problems must be ensured. The practice must also deal with the regulations governing x-ray equipment, handling mercury or amalgam in wastewater, and separating medical waste from other waste. Facilities must be designed to handle other hazardous wastes correctly, and both OSHA and local laws deal with this issue.

State and local laws must be researched thoroughly before making changes to the office design. Building permits will not be granted until inspections by the local building inspectors are done and all codes are met to their satisfaction. The practice owner must ensure contractors obtain these permits and build the costs of meeting codes into their estimates. Contractors have to be appropriately licensed to get these permits as well.

Contractors also must sign contracts for their work beforehand to eliminate liability and duplicate costs if there are multiple contractors. If the practice location is leased, both the lessor's and the lessee's rights to protect themselves against contractor's negligence must be clarified. Practice owners or those hiring these companies or individual contractors should obtain waivers before all payments are made, indemnifying the practice from having to pay subcontractors in case the general contractors have financial difficulties or don't pay their subcontractors properly. Otherwise, a subcontractor who hasn't been paid by the general contractor can ask for mechanic's liens on the property until they are paid.

These are just a sampling of the legal considerations that must be made before deciding to renovate and obtain financing or estimate the costs for the project. An attorney can help guide you through the process and supplement the knowledge of the dental office design manager to ensure that costly and unforeseen legal difficulties don't interrupt the renovation.



## **Brian Hatch**

Hatch Legal Group

8 North Main Street, Suite 403

Attleboro, MA 02703

[HatchLegalGroup.com](http://HatchLegalGroup.com)

[brianhatch@hatchlawoffices.com](mailto:brianhatch@hatchlawoffices.com)

508-222-6400

# LinkedIn™: How to stand out from the crowd

You've all heard of LinkedIn, right? It's the go-to business platform for a lot of business folks worldwide, no matter the size of the company they work in or for.

But how successful are most of them in getting what they'd hoped for – usually clients?

Not very.

As with most new ventures, it takes a lot of knowledge to figure out the ups and downs, rights and wrongs of using LI to succeed in getting what we want out of it.

LI officially launched in 2003, and I joined in October 2005, when it was just beginning to be a sought-out venue. But there weren't many folks using it then that I knew, so I did what I could for about 10 years, although I really didn't know how to make the most of it.

I got lucky because a couple of wonderful folks saw my posts and showed me how to do far better than I was doing on my own.

Fast-forward to today: I know how to help others maximize their presence, find clients, learn from others, and use their time on LI to great advantage. And given that right now in 2024, there are an estimated 1 BILLION profiles on the platform, it definitely pays to understand how to make it all work. (It's also estimated that only ¼ of that billion actually use LI, but that's still a lot of users.)

In this series of articles, I'll cover the sections of any LI profile, showing you exactly how to create them to help YOU stand out from the crowd and rise above the noise.

The 5 major sections of any profile are:

The **banner**, that space at the top that LI fills with a gray or green "nothing much" background.

The **picture**, which should be one of us that invites others to like us.

The **headline**, the first few words under our picture, which should give a hint of what we do and why it matters.

The **About** section, which gives us room for 2600 characters, including spaces, to describe how we help others.

The **Featured** section, which we can use to show some of our own favorite articles that aren't easily found.

Too many newbies skip over these, but they're the FIRST things anyone sees. They can make or break someone's decision to keep reading to see who we are and what we do that might help them.

Now, I know that many who are reading this think they don't need or want LI because their company largely gets its clients only in local areas.

**But, think of this:** A friend of yours lives 1,000 miles away but sees something you wrote that is EXACTLY what a friend of theirs is looking for, and that person lives just 20 miles away from you!

So while LinkedIn may not be for everyone, it's still worth exploring to see exactly how it could be for YOU. Feel free to check out my profile (<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>) and others, and see if anything we've done gives you some ideas for your own profile.


Next month's article on LI will show you exactly how to create your banner, and show you some examples of ones I love.

*Grammar Goddess Communication*

I will help you look and sound as smart as you are.



**Editing / Proofreading**

Annual Reports — Blogs — Business / Nonfiction   
Books — Podcast Transcriptions — Websites

**FREE LI Basics Training for nonprofits or groups**

**Never ask:** How smart is that person?

**Always ask:** How IS that person smart?

# How to Host Community Events: A Guide

Hosting community events such as food or blood drives is an impactful way to give back and support those in need. These initiatives can bring people together, raise awareness, and directly help vulnerable populations.

Planning these events may seem daunting, with careful preparation and clear communication, you can create a successful community initiative.

This also allows your organization to be front and center as part of the community.

Here's a step-by-step guide to help you organize a food or blood drive:

## Define Your Goals and Purpose

Before starting, it's essential to define the specific purpose of your event:

**Food Drive:** Are you focusing on collecting non-perishable food items for a food bank or local pantry? Will you provide meals to families, or are you targeting a specific cause such as homeless shelters?

**Blood Drive:** What is the target donation amount? Will you partner with organizations like the Red Cross or a local hospital?

Your goals will guide the rest of your planning process, helping you determine the logistics, timeline, and scale of the event.

## Identify Partners and Sponsors

Partnering with local organizations or sponsors can greatly increase the event's success.

- For a food drive, contact local food banks, shelters, or community organizations. Many of these organizations have existing frameworks for accepting donations and may also help with promotion.

- For a blood drive, partner with reputable blood donation organizations, like the Red Cross or a local blood bank. They can provide support,

equipment, and trained staff.

Sponsors from local businesses or community leaders may be willing to contribute financially or offer resources such as promotional materials, transportation, or volunteers.

## Set a Date and Time

Choose a date and time that works best for your community.

- **Food Drive:** Consider hosting it over a weekend or holiday season, when people are more likely to be available and in the spirit of giving.

- **Blood Drive:** Blood drives can often be run during the workweek, but weekends may draw more volunteers. Consult with your partner organization for guidance on timing.

Ensure the event doesn't conflict with other local activities, and consider hosting the drive over multiple days if possible.

## Promote Your Event

Promotion is key to ensuring a good turnout. Use a combination of digital and traditional methods to reach your community.

- **Flyers and Posters:** Place these in high-traffic areas such as schools, community centers, and libraries.

- **Social Media:** Create a Facebook event, post on community forums, and engage local influencers or organizations to spread the word.

- **Local Media:** Contact local newspapers, radio stations, and news channels to announce the event.

- **Email Campaigns:** If you have access to a mailing list, send out emails to invite people to participate.

Provide all necessary details, such as the location, time, what to bring (for food drives), or any medical criteria for donors (for blood drives).

# For Organizing Food and Blood Drives

## Organize Volunteers

Volunteers are essential to the smooth operation of any event. For both food and blood drives, you will need help with:

- **Set-up and Tear-down:** Volunteers to help arrange tables, boxes, and equipment before and after the event.
- **Greeting and Managing Participants:** Welcoming donors, collecting items, and guiding participants.
- **Sorting and Distribution** (for food drives): Ensure that the donations are sorted properly and distributed according to plan.
- **Health and Safety Oversight** (for blood drives): The organization you partner with will likely provide trained professionals for drawing blood, but additional volunteers may be needed for registration and donor support.

Provide training sessions or briefings for volunteers so they know their roles and responsibilities.

## Prepare for the Day of the Event

On the day of the event, make sure everything is organized:

- **For a food drive,** have clearly labeled collection bins and sorting stations. Assign volunteers to different areas to manage the intake of goods.
- **For a blood drive,** set up stations for registration, pre-screening, donation, and recovery. Make sure medical staff and supplies are ready

before the event begins.

Have a contingency plan for issues that may arise, such as bad weather, low turnout, or logistical challenges.

## Follow Up After the Event

Once the event is over, it's important to follow up with participants and partners:

- **Thank Your Volunteers and Donors:** Send personalized thank-you notes or emails to all participants, expressing gratitude for their contributions.
- **Report the Results:** Share the impact of the event, such as how much food was collected or how many units of blood were donated. Use social media or newsletters to inform the community of the success.
- **Evaluate:** Assess the strengths and weaknesses of the event. Take note of any feedback from volunteers and participants, and use it to improve future events.

## Next

Hosting a food or blood drive is a powerful way to bring the community together while addressing critical needs. By planning carefully, collaborating with the right partners, and engaging your community, you can create a successful event that has a lasting impact. With every drive, you're not just collecting food or blood—you're building a culture of giving and fostering a sense of unity.



**Steven V. Dubin** is the founder of PR Works, a lightly used Public Relations firm based in Plymouth, MA, which helps small to mid-sized nonprofit organizations and for-profit companies navigate the overwhelming options of advertising. He is a contributing author to "Get Slightly Famous" and "Tricks of the Trade," the complete guide to succeeding in the advice business. He recently authored "PR 101," an E-book. For more information, email Steve at [SDubin@PRWorkZone.com](mailto:SDubin@PRWorkZone.com).



**In This Issue:**

- **Your Cybersecurity Plan**
- **Renovating the Dental Office**
- **LinkedIn™: How to stand out from the crowd**
- **How to Host Community Events: A Guide For Organizing Food and Blood Drives**
- **And MORE**

*This newsletter was thoughtfully edited by Susan Rooks, the Grammar Goddess, so we can look and sound as smart as we are.*



**Susan Rooks**  
The Grammar Goddess  
<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>

# weave

## Analytics for deeper practice insights.

Become more efficient, boost your bottom line and find new ways to create great experiences for your customers.



See a Demo by the end of the month and receive a \$50 gift card!



For More Information:  
**[ACTSmartIT.com/weave](https://ACTSmartIT.com/weave)**