

Inside This Edition:  
Practice Management Upgrades



### Our Mission:

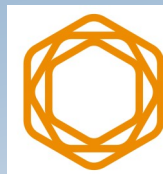
To positively influence the quality of life in Michigan by directing our God-given talent of fixing and maintaining computer systems to dental practices so they can deliver exceptional care to their patients.

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"No story tonight; the wi-fi's out. Good night, sweetie."



# DENTAL TECHNOLOGY ADVISOR

You care for your patients, *we care for your technology*

Bridge IT Support

MAY 2019

## What's New



Chris and Drew putting the final touches on an install.

Congratulations to **Centerstone Family Dentistry**, and **Complete Health Dentistry of West Michigan** on their recent new construction projects! Our team had an incredibly busy April working with their teams and contractors, and feel honored to have been part of their continued growth!

Thank you for your business!



**bridge**  
IT SUPPORT

CELEBRATING 15 YEARS OF EXCELLENCE

## How to market technology in a way that matters to your dental patients ★★★★★

*You've just invested in a new panoramic plus cephalometric system and are happier than a kid in a candy store. You selected this model because you know it will provide you with incomparable images and allow you to perform the most precise procedures. You hope patients will love it and you can't wait to tell them about the metal artifact reduction feature, the ceph imaging, the bite selector, and more. You just know they'll be excited!*

- can be adjusted to their jaw size, providing exceptional comfort
- provides detailed images that predict problems before they can cause discomfort
- provides precise images so that their treatment is completed accurately from the start

### Technology matters.

The technology you bring to your practice can be an important selling point for your patients if it's presented effectively. This is especially true if you're the only dentist in your area that offers it. Ultimately, your patients care about the benefits to them. Does it save them time, reduce pain, speed up the healing process, or make them more comfortable? It's *these* details that sell your technology, skills, and practice to patients, not the technical jargon that appeals to you and your peers.

When you're informing patients about technology, put yourself in the dental chair. Sure, the bells and whistles matter to you. But consider how they help your patients have a better experience with you and dentistry in general. Then share that with your patients and you'll have them in your chair for their lifetime! [-denistryiq.com](http://denistryiq.com)

### \*Record scratch.\*

If you talk about 3-D volumetric images to your patients, you won't need anesthesia – they'll fall asleep right then and there. Mention canal depth and they might just run away. When you talk to patients about the technology in your office (and you should), remember that they don't share your knowledge of dentistry and need to hear about it in a way that's meaningful to them.

### Think benefits, not features.

What truly matters to your patients is how technology benefits them. Using the cephalometric system example, you should point out that it:

- exposes them to less radiation
- provides clear images that improve doctor/patient scans in mere seconds, saving them time





## Are YOU Prepared For The End Of Windows 7?

If you're one of the estimated 40%+ of businesses still on the outdated Windows 7 platform, consider this your wake-up call: time is nearly up for your trusty, tried-and-true operating system. On January 14, 2020, Microsoft will end support for Windows 7. That means no more updates, security or otherwise, will be offered by the company from that date forward.

The clock's been ticking on Windows 7 ever since Microsoft ended mainstream support back in 2015, and its time will soon be up. While it's important to note that Windows 7 will still technically be usable after next January, this upcoming shift will spell trouble for users who've stuck it out to the platform's bitter end. Not only will Windows 7 become progressively more unstable as modern hardware outpaces the software, but cybercriminals are certain to flock to the operating system after support shuts down, eager to pick off easy targets left vulnerable by the lack of ongoing security updates.

If you're running a business, this is a risk you can't afford. It's time to contact your IT provider and make preparations to upgrade, preferably well in advance of the January 14 deadline. Whether you're planning on seamlessly transitioning to Windows 10 or moving on to an alternative operating system, this is a task that needs to be at the top of your list.

### DON'T LEAVE YOURSELF VULNERABLE

Since Windows 7 will continue to work after January 14, you may wonder why you can't just stick it out and keep using the platform. The answer is you *can* – but you absolutely shouldn't. In fact, the risks and problems this decision would pose to your business make an upgrade less of a decision and more of an eventuality.

Modern software is no longer designed with Windows 7 in mind. This includes old software that's been upgraded since the world moved on from the operating system. As technological progress continues at breakneck speed, more and more key programs will become unusable in Windows 7.

The same goes for hardware. Tech equipment advances exponentially year by year. In order to take advantage of these massive improvements, you need an operating system equipped to handle these new capabilities and features. What's more, as the hardware progresses, it may become incompatible with Windows 7 altogether.

However, these are small concerns when compared to the future security of your network. As time goes on, new vulnerabilities are discovered in even the most well-designed operating systems. To fight against hackers, developers continuously search for ways to remove these security gaps and release them in the form of patches. With every annoying update you're forced to install on your machine, you're staving off would-be opportunists on the hunt for their next victim.

After Windows 7's end of life, these updates will dry up. That means that any users still on the platform – and there will be a lot of them – will be exposed to the increasingly crafty exploits used by hackers. Cybercriminals, attracted to the lowest-hanging fruit, will come in droves for Windows 7 users, eager to pick at the scraps.

Staying on an operating system after it's no longer supported is like leaving the digital door open on your business. Don't do it.

### TIME IS RUNNING OUT

Of course, we're still at least six months out from the Windows 7 end-of-life date. That may seem like a lot of time. When it comes time to actually make the transition, though, you'll need all the time you can get. Upgrading dozens, hundreds or even thousands of PCs is more laborious than you probably realize. And with so many other companies scrambling to do the same toward the end of the year, IT providers are likely to get bogged down with service requests.

Instead of putting it off to the last minute and potentially leaving yourself vulnerable, contact your IT provider as soon as possible to initiate the upgrade process. You'll leave yourself ample time to iron out any issues as they arise without the added pressure of an imminent deadline.

When your business is on the line, it just doesn't make sense to delay. Don't risk losing everything you've worked so hard to build. **Make preparations to leave Windows 7 behind today!**

## Security Byte

This section of the newsletter will remove the confusion and fear concerning cybersecurity and how it relates to your practice and home.

In an earlier newsletter issue, we discussed cybersecurity best practices are to utilize LAYERS of security in your network, like the combination of fences, walls, alarms, guards, dogs, and cameras surrounding the precious gold of Fort Knox.

### What is Web Filtering?

One way cyber criminals try to get in your system are criminal owned webpages. These are misleading advertisements displayed on webpages (i.e. weather, news sites, free email services etc...) or inside spam emails, and once you click them, they automatically run malicious scripts that try to hack your computer and network devices. These malicious scripts are meant to steal information like passwords and credit card information that is stored on your system so they can use your information themselves or sell it on the dark web. Another security layer is Web Filtering, which is a constantly-updated list of known criminal websites, that will help stop these websites from even coming up at all. Both the SonicWALL and Datto DNA firewalls have Web Filtering as part of their Subscription Services, and are available from Bridge IT Support.



## Practice Management Upgrades

If you are considering getting updated to the latest version of your software, contact Bridge IT Support today. Our upgrade process makes this transition smooth for your practice because we contact the practice management provider to coordinate database updates, make an up to the minute backup in case something goes wrong, verify add ons work (i.e. cameras, sensors, printers etc..) and much more. Here are the latest versions from a few of the most popular programs:



**Eaglesoft: Version 20 is now available, and seems to be running well since they released a few minor updates.**



**Open Dental: Version 18 has been available for awhile and is running well. Version 19 is in beta.**



**SoftDent: Version 17 has been available for quite awhile, and is running well.**



**Dentrix- G7.1-Now Available. Seems to be running well since they recently released a few minor updates.**



**Easy Dental: Version 12 has been available for awhile, and is running well.**