

## Medical Billing And Consulting Services Dramatically Improves Efficiency And Data Security

Cheryl Wilkinson and Ann Swartout started Medical Billing and Consulting Services Inc. (MBCSI) in 1988 with a single client. Now, the company provides specialized billing services for hundreds of clients as far away as Illinois, Florida and Wyoming.

MBCSI is a leader in its field, providing critical billing services for physicians and other medical specialists, and relies heavily on its network of eleven workstations and several servers.

"We use our computers to bill medical claims to insurances through clearinghouses and also generate hard copy claims for insurances that don't have electronic capabilities," explained Cheryl. "We also do patient statements for our clients."

Unfortunately, MBCSI recently suffered a hard drive failure on one of their older servers, presenting them with a significant work stoppage situation.

"We contacted several other companies in the area," explained Ann. "Tech Experts was the only one that immediately responded and put our minds at ease."



*Ann Swartout of Medical Billing and Consulting Services sets up billing records on their new server. "I like working with Tech Experts because they provide great services. They are very friendly and explain things in every day language, which is important because we are not familiar with all the computer terms and lingo."*

MBCSI implemented a new Lenovo Think Server, running Windows Server 2008. The server also employs several extra measures of data protection, including RAID storage.

"They were able to recover all of our old files and install them on our new server, within a short period of time," Cheryl said.

MBCSI took advantage of Experts Total Support, which provides complete technical support, anti-virus and monitoring services for a single low, monthly service fee.

"Once we signed on with them, they came into the office and went through

each computer and cleaned up the unnecessary files and malware on them," Ann said. "This helps them run faster and more efficiently."

Medical Billing also signed up for Experts Total Backup, which protects their critical business data with secure, encrypted off site storage. "We have offsite backup now," commented Ann. "That gives us tremendous peace of mind."

Cheryl concluded, "If a terminal goes down or there is a glitch, they're here immediately and we suffer much less down time. The fast service and friendly staff are quick to solve any problem."

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## Got Compliance? Simplifying HIPAA And PCI Requirements

*by Frank Wright,  
Service Manager*

Many of our clients from health care providers to any business that accepts credit cards via in house applications have compliance standards they must meet.

The health care industry in particular has to be compliant with HIPAA and possibly PCI as well. So, with compliance being such an important issue what are some ways businesses can be sure they are in compliance?

At Tech Experts we offer many different services that are designed to help your business be more compliant with the strict standards in place by HIPAA and PCI.

HIPAA was established in 1996 at a time when the health care industry was starting to move away from paper and rely on computerized documentation for day to day operations. With this new technology being used brought more security risks that needed to be addressed as a whole; this is what brought about HIPAA.

While new technology is great in improving productivity businesses have to learn to adapt to the new security risks that come into play when using these production increasing technologies.

One of the first services we offer to clients is our Email Hosting services. We have various offerings with email based off of POP email and Exchange email. For compliance we offer archiving services with both one year and ten year retention policies.

We also offer solutions that are encrypted so the traffic cannot be easily captured and read which

protects the information you send by email.

The second service we offer to clients needing to meet compliance standards is our offsite backup system.

Our offsite backups send your important data over encrypted connections just like the email system protecting your data from theft as it travels from your location to the

attempts to see if there are any brute force attacks targeting your network. This lets us quickly address a problem before it becomes a network breach. Patch management is another feature of managed services that helps with compliance.

Patch Management ensures that your computers are kept up to date with the latest security patches.

Our managed services plans also include remote service and support. We offer a robust remote support feature that allows us to troubleshoot and correct almost any issue remotely.

The ability to offer such a comprehensive remote support tool means that we can more quickly address issues you run into without having to actually come out to your location.

Another component we offer to make your business more compliant is our server and workstation packages. Any server we offer can be programmed to make your business more compliant.

From enforcing regular password changes, account lockout policies, to hardware or software restriction policies, our servers are sure to improve your current network configuration.

With all of our services bundled a business can vastly improve their security and become more compliant than they were previously.

If your curious how compliant your business is, give us a call. We can setup a security evaluation based on the requirements for your industry. We can then offer some suggestions to improve your network's security and compliance.



safety of our datacenters. Depending on your ability to function in the event of a disaster/outage we also offer disaster recovery options to help your business continue to function should your primary server go down.

The third service we offer is managed services. With managed services you can be sure that your computer always has an up to date, high end, antivirus installed. We monitor the antivirus that is installed on all of our managed service clients workstations and servers to ensure they are safe and secure.

While an antivirus does not guarantee you will not get an infection (because no antivirus can guarantee this) having a good one does ensure that the likelihood of being infected is greatly reduced.

With our managed services offering, we also monitor failed login

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## Steps To Improve Your Virus Protection

by *Jeremy Miller, Technician*

Many people have asked lately how their computer might get infected by viruses. There are a large number of ways that a virus can get into your PC.



So you need to be properly protected so that in the event viruses find their way onto your system they will be eradicated.

The most important part of improving virus protection is starting with good reputable antivirus software. These usually do require that a little bit of money be spent, but the benefits far outweigh the cost.

There are a lot of antivirus software providers making it difficult to choose which antivirus to purchase.

When choosing an antivirus application, you want it to protect against known threats and irregular behavior or heuristics. Heuristics is a form of “artificial intelligence” which monitors patterns of behavior similar to malware activity.

You will always need to make sure that your antivirus software is up to date.

In some software, where it is okay to fall behind on an update, here and there to maintain functionality in some proprietary software, this is not true with your antivirus software.

Each update contains another list of viruses that have been found in the wild. Antivirus software usually costs a periodic fee that must be paid to continue your subscribed service.

This subscribed service is the updates to the antivirus software, and you will want to make sure that your subscription does not run out.

Once you have an antivirus program installed, you will want to schedule it to run at a time when your computer is on but not in use. This will keep your computer clean and not slow down your work.

Another serious measure of protection is keeping all applications on your computer up to date. Windows updates all the time to fix any new security vulnerabilities that become discovered.

All of the programs that you have installed on your computer must remain up to date as well. These applications update to improve the

application and to fix security vulnerabilities.

If for some reason you have to keep an outdated version of software on a computer, then it is even more important to protect that software against viruses.

Even the best antivirus software cannot protect against all viruses. This

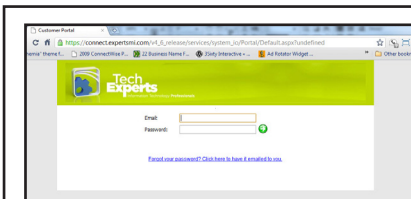
is where backups are useful. You should back up your network constantly, and your workstation weekly.

Having backups on and off site is the best way to prevent costly disaster from striking your company. You will need to monitor your backups on a regular basis in order to confirm that the process is working properly.

Without testing, your backups may be corrupt and you would have no way of knowing.

We offer managed antivirus, backups and services such as patch management. This means that for a low monthly cost we can manage all of your computer updates and backups.

We can take the hassle out of which updates you should or should not install. We can also offer a cloud based backup solution to protect you from losing data that cannot be easily replaced.



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## Social Media For Your Business: Three Quick Tips

Social media is all the rage - we've written about it here, and you're certainly hearing about it on the news and in your email.

Here are some quick tips to get the most out of three of the most popular services.

### LinkedIn Can Help Grow Your Business

LinkedIn has more than 150 million registered users, which is a lot of opportunities for those who wish to use the professional social media site to help them grow their business.

The real worth of LinkedIn for businesses is to be able to connect on a one-to-one basis with other business professionals.

Many of the connections you make on the site can end up not only introducing you to partners and business influencers but potentially also referring your business to possible new customers.

Having a personal LinkedIn profile is often viewed as a digital business card or a form of online resume.

While using it as such is a good place to start, it can be taken much further to help you build a powerful presence online in order to help encourage more business opportunities and is an excellent way of both attracting and managing your business connections.

### Using Twitter

Twitter is one of the fastest and best methods of amplifying the message, product and services of a business or an individual in all the social media available in the twenty-first century.

The first thing you need before launching your business on Twitter is a strategy.

Review your marketing and business goals, and don't make this preliminary step too complicated.

Think about how your business can benefit from social media and how the industry that you are in is using it as a whole. The great majority of the time, social media will be able to fit into your digital marketing efforts.

Some things that you need to think about include what you intend to use Twitter for. Are you using it for customer research or for branding? Are you using it in order to reach a specific segment or target, for customer support, or just to raise awareness?

Another question you need to answer is whether you will be able to come up with enough relevant content to make it worthwhile.

### Optimize Your Profile on Pinterest

Your B2B business may by now have created a presence on the popular and ever-growing Pinterest.

This site has achieved incredible growth, which is very hard to overlook when it comes to the potential for B2B marketers to engage with both existing and prospective clientele.

There are some ways in which you can optimize your profile on this site, however.

The About area is the keyword description of your page as it will appear in search results, should someone search for your page.

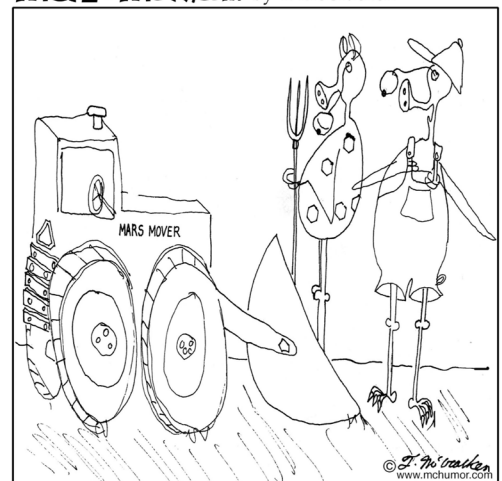
The image you use needs to be consistent with the profile graphic or avatar you use on your firm's other social profiles for the purpose of easy recognition, though you also need to keep in mind how the image will look on your followers' Pinterest streams.

The Social Linking area, if done correctly, can be a great source of content for your other profiles.

Decide whether you want to manually or automatically publish your pins to your Facebook or Twitter pages.

The Hide setting should be turned off so others can find your profile and pins when searching and search engines can index your activity.

**McHUMOR.com** by T. McCracken



"What do you think of the new Mars Mover I just ordered from *The Whole Mars Catalogue*?"