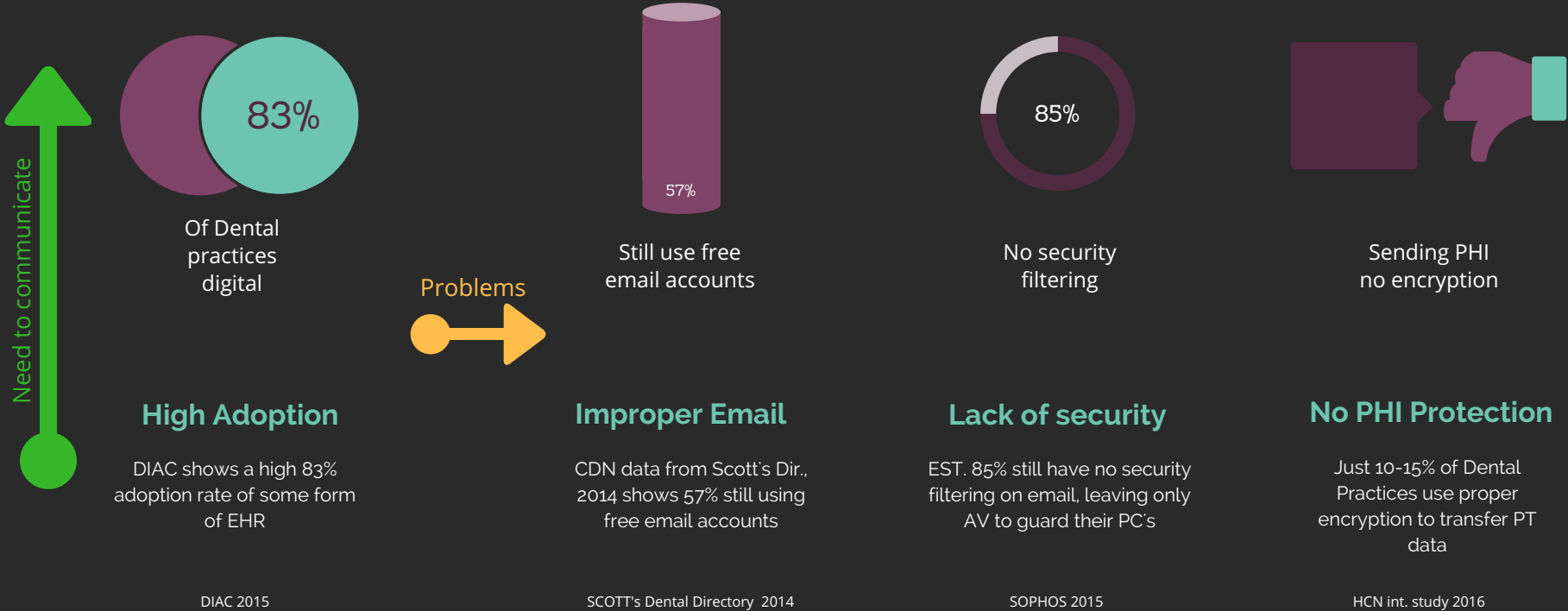


# EMAIL

## THE GOOD, BAD, & THE UGLY



Need to communicate

83%

Of Dental practices digital

### High Adoption

DIAC shows a high 83% adoption rate of some form of EHR

DIAC 2015

Problems

57%

Still use free email accounts

### Improper Email

CDN data from Scott's Dir., 2014 shows 57% still using free email accounts

SCOTT's Dental Directory 2014

85%

No security filtering

### Lack of security

EST. 85% still have no security filtering on email, leaving only AV to guard their PC's

SOPHOS 2015

Sending PHI no encryption

### No PHI Protection

Just 10-15% of Dental Practices use proper encryption to transfer PT data

HCN int. study 2016

# EMAIL

THE GOOD, BAD, & THE UGLY

## RISK

1

### Threat Channel

Email is #1 channel for threats coming into your practice

2

### AV not Enough

Antivirus is not enough, doesn't block threats outside the practice

3

### Human Error

Relies on human error or action for prevention

4

### Sabotage

Traditional email doesn't prevent sabotage

SYSTEMS

PEOPLE

# EMAIL

THE GOOD, BAD, & THE UGLY

## SOLUTIONS

1

### Own Domain

No free accounts. Get your own proper domain, less chance for exploit

2

### Hosted Exchange

Service synchronizes email content across PC's, has built in security filtering to prevent spam and phishing

3

### Business Grade AV

No more free AV, doesn't work. Paid AV, like ESET Business will help bulletproof your practice

4

### Encryption Service

Usually, \$20/mo, will allow PHI to easily be sent encrypted & prevents human error

PROTECTION FROM INBOUND THREATS

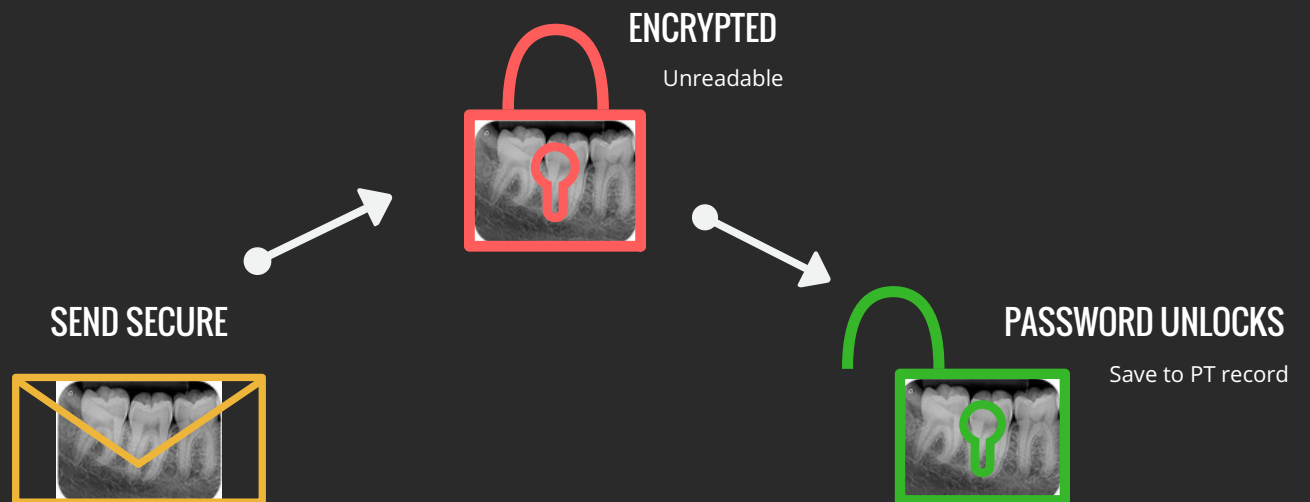
PROTECTS PHI

# EMAIL ENCRYPTION

## HOW TO DO IT EASILY

### EXAMPLE OF LEADING SERVICE/PRODUCT

- Uses Outlook on your PC
- Uses 'MS Hosted Exchange for security, continuity, and backup/archiving
- Creates and sends email as usual, but button says 'send secure'
- Service helps determine and encrypt PHI even if we forget



# EMAIL

THE GOOD, BAD, & THE UGLY

## CONSIDERATIONS - POLICY

- Is your team aware of the risks involved in email communication?
- Do you want your staff opening personal email on your practice computers?
- Do you limit access and use of practice domain account?
- Are you using encryption for all transmission of Personal Health Information?
- Are your emails backed up and archived?



EMAIL

**CAN BE OUR FRIEND**

If done properly