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Cloudy with a *chance* of compliancy?

In the medical field, a *chance* of compliancy isn't going to cut it. You need full compliancy, every day, all day, no matter what.   But, unfortunately when you're doing business from a cloud, things may get a little…well, cloudy—not that government regulations and industry standards were exactly *clear* to begin with.

So, how do you make things a little less overcast? Well, the no-brainer would be to pay someone to do it for you. But, for those of you who don't have that kind of luxury, here are some useful tips to keep things significantly more transparent.

Throw that all-access pass out the window.
If your data was ever hacked, lost or manipulated and in order to avoid some rather nasty consequences, you'd have to be able to prove that you implement **and** maintain proper administrative rights. Who has access to what and how do you monitor this?

Do you know where your data lives?
If you can't explain to someone during an audit where your data is, then you've just shot yourself in the foot.

Also, if it's not in America, you may as well go out back and start digging yourself a grave.

We only take encrypted data here.
Encryption is, and will always remain, the key to compliancy. If your data is not encrypted as it's passing through, going in, coming out or simply sitting in the Cloud, then you're what people like to call 'living on the edge.' You're making it way too easy for someone to pluck data out of your cloud and leave your reputation (and pocketbook) bruised, battered and beaten in the process.

How fast is your cloud moving?
With technology constantly on the edge of the newest, latest, greatest change, you need to double check and triple check that your cloud is just as compliant this week as it was last week. It's safe to say that most cloud providers want you to remain a client; therefore, if they change their cloud, they'll probably make sure you have the ability to remain compliant wherever it is they plan on going. But, you need to confirm this for yourself. It's better to be safe than sorry, right?

Is that old computer chipping away at your credibility?

Outdated technology can seriously kill your reputation. When this happens, the trust your patients have in your abilities is weakened. The obstacles and downtime that stem from old technology is too much to look past. In fact, a staggering **90% of consumers** claim they would refuse to interact with any company that uses outdated technology, the medical field included.

Generally speaking, **your ability to care for others declines**; therefore, your revenue takes a hit. If your revenue takes a hit, then your future becomes very unclear.

And, all of this because of a little outdated technology… **tsk, tsk, tsk.**

You're expected to be here, but you might be way over there.

Technology has the power to take your practice to that next level of greatness. But, even to be considered *acceptable*, patients expect you to be on a **certain level with technology**. Over half of all consumers expect you to use modern devices and operating systems. If you aren't, you're hurting your reputation, your productivity and your future.

With outdated technology, your practice will *appear*… for lack of better words, inept.

Outdated technology isn't exactly all that outdated.

Here are a few interesting statistics brought to you by Microsoft:

Consumers think you're outdated if:

• You use a free cloud service (25% of consumers)
• Your operating system is older than five years (61% of consumers)
• Your computer is older than five years (60% of consumers)

Let those numbers sink in…

If you're stuck in 2010 and beyond, you're not looking too hot.

With this "expectation" of where you should be technologically, what happens when you fail to meet these requirements?

Well, for starters, they lose faith in you and they **doubt your credibility**; they directly correspond your abilities with your technology or lack thereof. For instance, **80% of consumers will leave your website** if it looks a little "old." Who cares what's on it or what you can do for them. They can't get past how it looks to even take a sip from your Kool-Aid. That means you don't even have a *semblance* of a chance with **80% of potential patients** that stumble across your practice online.

All that potential revenue…gone.

Embrace technology and you embrace your future.

Here are a few more eye-opening statistics courtesy of Microsoft:

Consumers believe modern technology helps you:

• Succeed (68% of consumers)
• Compete more effectively (57% of consumers)
• Gain repeat customers (62% of consumers)

What do all of these statistics mean? Ultimately, it translates to trust, customer loyalty and success. Modern technology gives off the impression that you're dependable, reliable and trustworthy. Because of this, patients will feel that you're equipped to handle their needs, wants and desires.

"How Outdated Technology Can Cost Your Business" *Microsoft: For Your Business.* Microsoft, 13 Sep. 2013. Web. 21 Aug. 2015.

Keep your phone alive with these 5 tips

Protect thy screen.
A screen protector will not make your phone invincible; however, it will postpone those inevitable scratches and cracks. The longer you keep your phone scratch-free and without cracks, **the higher your ROI is**. And, considering the most popular phones are nearing the $400 mark, a higher ROI is good by anybody's standards.

You can score an inexpensive pack of 10 plastic screen protectors for about $5 or you can go up a level and purchase a high-quality tempered glass screen protector for about $30.

Sleek and modern or bulletproof?
Yes, your phone is quite nice. It's **shiny and slim, with curves in all the right areas**; it's a smokin' hot piece of technology. But, just how good looking will it be when it cracks out and loses its ability to think?

Not so good looking, right? So, let's keep it covered in a **rock-hard, nothings-getting-through-this, brick of a case**.

Well, hello there toilet. We meet again.
According to CNET, **75%** of people use their phone while on the toilet. Of this 75%, **19%** will then drop their phone inside the toilet. This will not leave your phone in a very good spot—both mentally and physically.

So many pockets, so little space.
Pockets are never a good idea. But, if you must put your phone in the pockets of your pants, **pocket wisely**. Back pockets are a certified and definite absolute no, never, not ever. You sit directly on your back pockets. In other words, you sit on your phone. Sounds like a good way to break it.

Also, as you sit, your pocket curves. During this process, anything too big inside your pocket falls out. Translation? Your phone falls out—**onto the hard floor, into the liquid-filled toilet, towards a broke-down, cracked-up future**.

Your front seat loves a good show.
A great majority of phone breakers **suffer from the Spidercrack Syndrome**. If your phone is too cracked, it becomes useless, unreadable and untouchable. Many times this happens as you get out of your car: Your phone is on or near your lap and as you move to exit your vehicle, it **gracefully falls from your lap straight onto the pavement**. If this happens, your phone will see the likes of the Spidercrack Syndrome. Avoid an early grave and keep your phone away from your lap.

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Gadget of the Month:

smarthalo

Smartphones, smartwatches, smart cars and smart socks… why not throw a bike into the mix?

And, that's exactly what CycleLabs thought... Why not?

CycleLabs brings to you SmartHalo—a way to put a **bit of smarts into your bike**. This innovative gadget turns your two-wheeled transport into a modern, color-coded cycling GPS. It permanently attaches to the handlebar of your bicycle and syncs with your phone's GPS, as well as a fitness tracking app.

As you ride—for health, amusement or need--SmartHalo will show you directions, weather alerts, personal notifications and fitness progress. All this is **represented in colors and shapes to provide minimal distraction** during your cycling journey.

Because SmartHalo is paired with a smartphone application, your phone moonlights as your **lock, security alarm** and **parking reminder**. As you approach your bicycle, the gadget will automatically unlock itself. If another person decides to ride away on your bike or if they think your wheels would look better on their own bike, SmartHalo will sound off an alarm until you disable it.

When you begin to pedal, the gadget syncs with your application to **monitor your fitness goals** and **cycling progress**. It will track time and distance traveled, average speed and calories cycled off. The application also allows you to set fitness goals; as you ride, the gadget will notify you once you've cycled one off the list.

SmartHalo was designed to **withstand harsh weather** and was built to maintain a **long battery life**. When the battery does die, it recharges itself through a USB port. Right now SmartHalo is available for $99 at a special pre-order price.

Increase Productivity with Dual Monitors

When it comes to our personal lives, the screen size of a smartphone, tablet and even a laptop will do just fine. Usually, we aren't creating projects from spreadsheets and spreadsheets from pages and pages of information. Instead, playing Clash of the Clans, checking our bank balance, reading our emails and browsing the latest news outlets are more typical.

However, as more and more of our work tasks migrate to a screen of some sort, one 17-inch monitor simply won't cut it anymore. We need two monitors to maximize productivity and to enhance the overall flow of our work processes.

Employees

If you haven't already done so, it's time to implement dual monitors within your work environment. Why? Well, for starters, dual monitors will bring your staff members an easier, faster way to complete their work tasks. No longer suffer from the constant back-and-forth—from Excel, to Word, to the internet, to your CRM platform, to your email, back to Excel.

This back-and-forth motion will only create stress, exhaustion and a lack of total understanding. How can an employee effectively see the total picture if he can't ever see all the pieces at the same time? On that same note, if your employee just went from Excel, to Word, to the internet, will he even remember what he was just doing an Excel? Will he remember to come back to it? Will he forget to add a crucial piece to the puzzle?

Activities

Wondering what activities a dual monitor

will help you with and why? Here's a few for you:

1. **Make mistakes less**: On one monitor you have Excel, on the second monitor you have your CRM platform. Easily create spreadsheets based off of data inputted into your database. Decrease the number of potential mistakes—input the right numbers, in the right columns, for the right client.
2. **Design more realistically**: On one monitor you have code, on the second monitor you have your page. Create code, refresh your page and automatically see the updates. Identify areas of concern and fix typos with ease.
3. **Never miss another email**: On one monitor you have your Email displayed, on the second monitor you have your other work activities. See emails as they arrive and never miss an important update from a client, staff member or partner. Decide whether an email is worth leaving your task, without actually leaving your task.

Dell recently compiled research conducted on the productivity and effectiveness of dual monitors in the workplace. Here are the results:

- Dual monitors save time and increase accuracy
- Most employees prefer dual monitors, increasing user satisfaction
- Studies have found a 44% boost in productivity for text tasks
- Studies have found a 29% boost in productivity for spreadsheet tasks
- On average, dual monitors allow tasks to be completed two and a half minutes faster, 40 minutes per business day