



Could You Use a Much Better Email System?

The Top 5 Reasons Businesses Are Migrating Their Email To A Cloud-Based System.

Email remains a primary driver of communications in most organizations, but the way we work has changed dramatically.

We read and send emails from home, the grocery store, and the coffee shop using whatever device is most convenient at the moment: phone, laptop, tablet. Working from multiple locations using multiple devices means that security on those devices and their doorways into your systems needs to be super locked down and manageable centrally.

Remember that time your staff member lost their laptop and you had to suddenly figure out if it was going to create a major security risk for your organization?

That is exactly why ACTSmart IT strongly recommends businesses move their email and other critical systems to the cloud, and Microsoft 365 is the most popular cloud software available.

In addition to cloud-based email using Outlook and Exchange online, Microsoft 365 has features that help dramatically increase productivity, collaboration, and security:

- Teams for integrated communication, including group chat threads, document repositories, calendars, and conference calling.
- SharePoint and OneDrive for cloud-based document and information storage.
- Multifactor authentication for increased security of your devices and emails.

And moving to Microsoft 365 eliminates the need for (and expense of!), maintaining your own email systems, managing that physical server, pushing software updates and patches to keep everything up-to-date and secure. Your email server would now operate and be maintained by Microsoft in the cloud.

The Top Five Reasons:

1. The desire to work more flexibly — from anywhere using any device.
2. Improved collaboration among teams when staff are remote or traveling.
3. Requirements to comply with HIPAA or other standards given the sensitivity of the work that you do at your organization.
4. Wanting to get away from a poorly functioning POP or IMAP email provider.
5. Needing to retire an old on-site or hosted email server (such as Exchange) that would be too costly to replace, is posing security vulnerabilities, or both.

Hassle-Free Migration from any Email Platform - It's Easy, Fast, and Invisible to Users

There's no email down time and "just like that", all of your contacts, appointments, and emails will have been moved to the new Microsoft 365 account.

Visit ACTSmartIT.com/microsoft365 to see how ACTSmart can assist with your email migration.



Microsoft 365

From the desk of



Last month, Pam and I gave a webinar on Cybersecurity to Marshfield's Boys & Girls Club. During the webinar, we challenged them all to add another "power" to their Super Hero roles and become "Human Firewalls" as they protect Marshfield's kids.

Although we support several other charities regularly, the Club has been our #1 charity of choice since they started in 1999. ACTSmart is their in-house IT support provider, and Pam is on the Board.

The Club Staff is super smart, so our webinar was primarily a reminder of password and email best practices. They asked great questions and gave fantastic feedback.

Since this webinar was for the Staff of the Boys & Girl's Club, we invited a Guest Speaker who WOWed them! Our friend Lisa Good, author of "Are Your Kids Naked Online.? How to Protect Your Tech-Savvy Kids From Online Self-Destruction," presented "Kids and Technology."

Lisa is a Cybersecurity Expert and Mom of four who speaks to parents across the country about what their kids are doing online without their knowledge. As she does whenever she is interviewed on local news stations, she shared secret encrypted phone apps that look innocent and hide properties that can be very dangerous to kids. She gave examples of how Social Media can inflict damage throughout a kid's life! Lisa has a FREE bi-weekly quick email that gives you the inside scoop on the latest social media challenges, new trends kids are following, the latest hacks they're using, and how you can keep them safe while they're online.

Sign up at <http://protectkids.today>.

As usual, we've filled this newsletter with information from many experts. Be sure to check out everything.

For more helpful information from our Team of Experts and links to timely webinars (usually free), go to www.OfficeManagersSociety.com and sign up for email updates. You'll never miss a Nugget of Wisdom again!

Back to Cybersecurity; if you'd like us to give a Free Cybersecurity Seminar to your office via Zoom, give us a call. You don't have to be a client to take advantage of this offer! In less than an hour, we can provide your whole team the information they need to protect themselves and your business from cybercriminals! 1-855-WOW-SERVICE (1-855-969-7378).



Contracts to Sell Products From the Dental Office



by Attorney Brian Hatch, www.HatchLegalGroup.com | 508-222-6400



The sale of merchandise from the dental practice location can be an excellent way to increase revenue and introduce your patients to new products in the industry that help their overall dental care plan.

The necessity of weighing the agreements carefully before plunging into a deal with a company eager to promote its goods through you is essential, as there can be serious negative legal ramifications of a poorly structured agreement.

Companies are often willing to lease their advertising equipment to you for a fee while you sell various products or services. Dentists may view this as an opportunity to gain good visibility with their patients while selling a product or promoting the practice's use. Dentists around the country have recently learned that if these leasing agreements look too good to be true, they often are.

In the BRICAN, NCMIC Finance Corporation (Professional Solutions Financial Services) case, dentists agreed to lease advertising equipment from NCMIC with a promise by BRICAN for repayment of the leasing fees. This Ponzi scheme eventually failed when dentists wised up and stopped signing up, and BRICAN filed for bankruptcy, leaving dentists holding the bag and responsible for NCMIC lease payments. NCMIC is now suing dentists for back lease payments.

If an attorney had reviewed the documents, he or she would have realized that these contracts offered illusory promises by a seemingly forthright third-party investor. The lesson: beware of multiple party arrangements in which parties try to pass on responsibilities to other parties to a transaction without a good legal basis for doing so.

There are also shady and vague contracts offered as requirements and outputs agreements. In this case, the manufacturer buys all rights to income from one specific source.

There are two problems here:

1. If there isn't a very good estimate of the product's sales, it could be determined to be an illusory contract, and someone could sue a dentist for a fraudulent and deceptive trade practice (with possible double or triple damages in Massachusetts).

2. If the estimate is not well defined, the dentist could also be liable according to the contract's terms for unsold merchandise or breach of a contract for a particular amount of sales.

If you offer any dental products for sale, make sure that they are non-prescription. The regulations for selling prescription products are strict and often civil or criminal violations, and even revocation or suspension of dental licenses can result from infractions.

Advertising of products by using patient pictures is regulated directly by HIPAA requirements as well as state laws. A good rule of thumb is not to use photos of dental work without authorization, especially if there is any way to identify the patient (such as photos involving facial features like noses or eyes).

Leasing arrangements often have prohibitions or restrictions against the sale of products on the leased property (like products in competition with other tenants like pharmacies or supermarkets). Additionally, municipalities often have zoning codes that would restrict sales of items in particular areas.

The tax code is also something for the dentist to review, for sales taxes apply to some products (and in some states, services are beginning to be taxed more-such as Rhode Island's recent proposal to tax haircuts). An annual review of changes in such laws is a good idea.

Product liability is a common problem in cases where products sold are determined to be defective or involved in some other kind of legal action. The agreements for the sale of the product should include language covering this situation, and the manufacturers researched for their good standing and history. Whether the dentist is covered by business insurance or malpractice insurance has become a legal issue in these cases, so reviewing these insurance agreements is a good idea.

The sale of merchandise from the dental office nearly invariably involves contractual arrangements that should be reviewed before completing an agreement. Your attorney can provide invaluable advice on the appropriate contract language to be included, what agreements are commonly used in the dental industry with benefits to the dental office, and what schemes every office should be wary of. And the old saying holds for these types of arrangements: when in doubt, check it out.

Domain is the Game

by Kevin McNally, www.InteractivePalette.com | 781-930-3199



As someone who uses the internet, I'm sure you've come across many different domain names throughout your searching history. These domain names can almost be described as a business identity...

▶ <https://www.interactivepalette.com>

When you initially saw that link for the first time, what did you think? My hopes are something along the lines of...

"Interactive? That's a really engaging word! & Palette... Almost like a painter's canvas!"

The reality is that I strategically named my business for this exact reason.

▶ I knew when I was naming my business, I wanted to have a name that would immediately hook my clients from the second they saw my domain name.

When you are looking to register your company's domain name, it's important for you to find & use a domain that is captivating and somewhat descriptive of what it is that you can/will do for your potential clients.

Believe it or not, domain names are a key cornerstone to your business success.

When you think about how you Google, you can start to see why this is incredibly true...

Say you are looking to purchase a brand new home for you and your family, what are some of the keywords you would use in your Google search?

▶ Let's look at a quick example:

"Homes for sale" is a fairly common keyword search if you are in the market for a new home.

Imagine you are the realtor who owns the domain name "homesforsale.com"

You are already that much more likely for potential homeowners to stumble across your website solely

based on the fact that your domain name is exactly what your potential clients are searching for!

The tricky thing with this example, is that there are no guarantees the domain name you want will be available.

There are types of domain names that are qualified as "high-value domains". These are the domain's that can be valued at prices you can't even begin to fathom... There are three key points to these highly coveted domain names.

1. They offer brand protection and authority.
2. They increase natural website traffic and SEO.
3. They improve your chances of visibility to potential clients.

If you are able to obtain a high-value domain, you are ensuring credibility with your potential clients from the start. The tough reality though, is that there are people out there that are in the market of premium domain names for the sole purpose of hoarding the domain name power.

That means it's up to you to come up with an original, but enticing domain name for your website.

The two most important things you want to keep in mind when starting to brainstorm your business domain name are to make certain that it is "keyword rich" and "brand centric" according to domain.com.

When they speak about your domain needing to be "keyword rich", what they really mean is that you need to make it as SEO friendly as possible. You want your domain name to include words that will be frequently searched, easily distinguishable, and almost like the "Easy button" for keyword searching.

That being said, sometimes your business name alone is enough to do the trick!

We can't all afford to buy the most coveted and sought after keyword rich domain names that we may initially want when brainstorming for the perfect business



domain... That means that we are left with using what we know and believe in most - ourselves!

It ties right back into my first question about what you thought about Interactive Palette when you first saw us... When you look at my business name it doesn't necessarily have the most "keyword rich" name, but it certainly is "brand centric".

Trust that you have named your business well enough to let it stand on its own and leave your clients wanting to learn more about who you are, and what it is that you can do to help them.

Once you come up with a domain name that meets all of this essential criteria, you want to make sure you keep it!

You may not realize this, but just because you have found the perfect domain name and registered it - that doesn't mean it's now yours forever and always...

Think of your domain name like the inspection sticker on your car - you need to renew it once a year to ensure it is still in good standing!

Now there are times when you are able to purchase a domain name for longer periods of time than one year, but the general rule of thumb here is that you want to stay on top of your domain name renewal on a regular

(yearly) occurrence to ensure no one is able to up and snag your perfect domain name because of one terrible forgetful Francis moment...

Once you pick the perfect domain, be sure to set yourself up with reminders to ensure you can keep it as long as you need it.

Important: make sure you only re-register your domain name with a trusted resource.

As usual, there are always those that like to take advantage of people...

Believe it or not there are some people out there that lay in wait for business domain names to come up for renewal so that they can send fraudulent invoices in the hopes of snagging those funds.

Not only would this mean that you are down the money you send to these fraudsters, but you also have now missed your opportunity to maintain your domain name...

Talk about a good way to lose the game!

The best way to make sure you don't get yourself caught in this trap, is to only click and pay invoices that come directly from your domain registrar.

Now that you have the perfect domain name locked and loaded for success, you are ready for business! Before going live with your business website though, consider contacting us at Interactive Palette to ensure your website is just as perfect as that carefully chosen domain name. We are also more than happy to help you with your re-registration process here at Interactive Palette so you have complete peace of mind in knowing that your business domain name will always remain safe. Contact us today! 781-930-3199

Organizing Resolutions For The New Year

by Lisa Dooley, YourOrganizedLife.biz | 617-240-7451



Did you know that “getting organized” is one of the top 3 resolutions every January 1st? If your New Year’s resolution is learning how to organize your life, here are some tips to get started. Whether you’re looking for office organization, home organization, or home office organization, these rules apply. Seeking to use one year to an organized life? Welcome to your first steps...

1. CREATE AN EFFECTIVE FILING SYSTEM.

Organizing isn’t boxes and bins and complicated systems; it’s finding my stuff when I need it. By creating an effective filing system, you’ll be able to easily and quickly find all the important financial documents in your life. Mortgage statements, bank statements, retirement accounts, recent tax returns, healthcare and insurance documents – these are your Working Documents.

What Documents Do I Really Need?

Ever tried to find your healthcare forms or insurance policy in a crisis? Can you put your hands on your bank statements or mortgage documents in an instant? If you can, congratulations – you have an effective set of working documents. But for many, this is an unlikely scenario. Working documents are those items you need to be able to “touch” on a consistent basis – think weekly or monthly. Find a list of WORKING Documents here. These items include current insurance policies for auto, home, healthcare, etc. Bank and mortgage statements should be well organized for easy referral. Healthcare and insurance documents need to be easy to locate. Keep only current policies so that you are not confused about what is in effect. When you receive the new, effective policy, shred the old one. Do not hold onto expired policies – there is no value other than clogging up your filing system. So, how should you organize your files?

How Do I Organize My Working Documents?

Ideally, keep your working documents in a traditional filing system. Pendaflex filing folders with clear, accurate tabs make finding your information quick and easy. In an office setting, use a traditional filing cabinet with multiple drawers. This is a good solution but not the only option. If you lack “office space” and filing cabinets, use clear, plastic filing boxes. I do NOT recommend cardboard banker boxes. These do not stand up over time and make filing difficult. Use this kind of boxes only when storing files for long term storage. Invest in good quality folders and storage. Being able to find

your working documents quickly and easily is critical and makes your life much less stressful. Every couple of months, update your filing system to be sure that all your files are up to date and current.

The average American spends 40 minutes a day trying to find something and paperwork is at the top of the list. Put your Working Documents in a well-organized filing system that you use on a regular basis.

Also, gather all of your Forever Documents – your marriage license, wills and trusts, divorce decrees, birth certificates and other critical documents and put them into a safe. Being able to put your hands on all the important documents in your life will take out a lot of stress and worry.

2. PURGE POST-HOLIDAY EXCESS.

Before you put anything away, purge what you didn’t use and don’t need. If you received gifts you’ll never use, sell or donate them immediately instead of sticking them in a drawer. Did you receive an upgrade to your phone or other electronics? Again, sell or donate the original now – the longer you hold onto electronics, the greater the drop in value.

3. DEVELOP A PLAN TO GET ORGANIZED.

Pick your biggest pain point – the area that causes you the most stress. Kitchen cabinets, mudroom, closet & wardrobe, toys and books – whatever feels as if it impedes your daily functioning and keeps you from moving forward. Start organizing there as that will feel really impactful and will motivate you to keep going.



Many of us want to live a more organized life. You need a plan and a resolution to learn how to have a more organized life. Call us at 617-240-7451 to start your organized life today!

Know the Facts: Equity, Diversity, and Inclusion (EDI) Programs

by Meghan Steinberg, www.SteinbergHR.com | 617-680-0358



Did you know there are almost as many men named John in American leadership roles as there are women? The New York Times confirmed 25 Fortune 500 CEOs are women, while 23 are named John. Business leaders throughout our country are quick to reject these findings as not-applicable to their own operation. Everyone is familiar with the instinct to simply check the box and move on.

Macro-level findings are applicable to all organizations, including small to mid-sized companies. We preach about long-term change over short-term solutions, but what is influencing us to take shortcuts when it applies to our own business practices? Oftentimes, misinformation is the culprit. To avoid a stagnant workforce, myths, like the ones below, must be debunked within every level of our team.

- **MYTH:** EDI Programs are just another form of Affirmative Action (AA).
- **REALITY:** Affirmative Action (AA) and Equal Employment Opportunity (EEO) are reactive, whereas EDI programs are voluntarily driven by the company to be proactive.
- **MYTH:** EDI is only the HR department's responsibility.
- **REALITY:** EDI training is the responsibility of everyone within an organization.
- **MYTH:** EDI is about lowering standards, or hiring less qualified candidates.
- **REALITY:** There are enough qualified, diverse candidates.

There has always been an urgency, even if our privilege left us unaware, to continually reevaluate the best practices in employee recruitment, selection, and retention. Workforce demographics are rapidly shifting, Millennials surpassed Baby Boomers as the nation's largest adult generation in 2019 as young immigrants continue to expand the U.S. workforce.

Minorities under the age of 18 already outnumber whites in the United States. The next generation of talent will not settle for management that checks the box and moves on. So John, what are we going to do because diversity is not just another fad?

Well, it depends, but one thing is certain, we need an intersectional approach to creating an inclusive environment at work. Focusing on accommodating one aspect of identity (race, gender, etc.) is not enough. EDI Programs need to have the resources available to support all populations, especially those workers who face multiple barriers to entering the job force. As the Biden-Harris administration takes over national policy, with a Democratic majority in the House and Senate, we will see increased advocacy and support to address the structural inequities faced by people with disabilities, sexuality, ethnicity, and age. Being aware of these goals and updating internal policies and processes is fundamental to retaining diverse talent.

Taking action and being aware of policies before becoming law will allow you to stay ahead of the curve. Creating change will not be easy, but prioritizing EDI will have countless benefits to the company, working relationships and advancement, guaranteed.

Designing and implementing a successful EDI program takes innovation, expertise, and ongoing training, which can be overwhelming to smaller teams with limited resources. SteinbergHR is here to help you capitalize on the diverse talent, offering support at every level of the organization. Reach out to Meghan Steinberg, Founder of SteinbergHR, to talk through your goals and needs, and provide customized virtual training sessions and workshops which align with your overall strategy. Start exploring now. Email Meghan@steinberghr.com or call 617-680-0358.

SteinbergHR Café Hour

Join Meghan and groups of leaders every Wednesday for SteinbergHR Café Hour. You may email Meghan@steinberghr.com to inquire. The purpose of this weekly café hour is to have a casual and productive discussion related to our people and the diverse workforces we support. HR professionals and business leaders are welcome to join every Wednesday at 10AM.

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COVID-19 Vaccine Passports?

From David's Tech Talk Radio Spot on 95.9 WATD Every Tuesday Morning at 8:10am

With coronavirus vaccines rolling out across the United States, businesses and schools are considering how and what it will take to safely resume in-person operations.

Some of the country's biggest tech firms and health care organizations have joined together to help facilitate that return to "normal." The group, called the Vaccine Credential Initiative, wants to ensure that everyone has access to a secure, digital record of their Covid-19 vaccination — like a digital vaccine passport — that can be stored in people's smartphones. The records could be used for everything from airline travel to entering concert venues.

The coalition is made up of a broad range of health care and tech leaders, including Microsoft, Salesforce, Oracle, Cerner, Cigna's Healthcare, health care software firm Epic and the Mayo Clinic, among others.

Although it's still early in the vaccination process, potential use cases for such a technology are already cropping up. Some companies, including Dollar General and Instacart, plan to pay their workers to get vaccinated. Los Angeles Unified School District Superintendent Austin Beutner has said that once children have access to vaccines, all district

students must get immunized before returning to their classrooms. And some experts expect that states and countries currently requiring negative Covid-19 test results for incoming travelers will eventually also accept vaccination records.

The importance of digital records

The Vaccine Credential Initiative wants to create an open-source, standard model for how hospitals, pharmacies and clinics administering Covid-19 vaccines make digital records of immunizations, which can be provided to the patients who want them.

Immunizations are typically tracked by writing them down on a paper card for people to store with their important records, and in a patient's electronic medical records.

But for a number of reasons, the Covid-19 vaccination required developing a different system. For one thing, coronavirus vaccination records will need to be more easily transported if people have to use them to access schools, offices and event venues, making a digital record more practical. They also need to be "interoperable," meaning all organizations administering the shots should use the same model for recording vaccine credentials.

Read the rest of this blog post at <https://actsmartit.com/covid-19-vaccine-passports>