



Javed Uddin
Founder & CEO

High Tech Innovations Protects Dental and Medical Practices from Exponential Growth in Cybercrime

Leading Managed Technology Services Provider Educates Practices on Dramatic Increase in Cybercrime and How to Prevent It

NEW JERSEY — February 9, 2021 – High Tech Innovations, a leading managed technology services provider (MTSP), announced today that it is educating dental and medical practice owners on the dramatic spike in cybercrime targeted towards small to mid-sized (SMB) businesses. Cybersecurity Ventures predicted that “cybercrime will cost the world \$6 trillion annually by 2021, up from \$3 trillion in 2015.” Effectively, this means that criminals have access to unlimited budgets to increase the sophistication of their attacks, meanwhile, healthcare providers are doing little or nothing to defend themselves. Those diverging trendlines signal a precarious future.

Most practice owners are aware of this problem, but disregard it as a distant threat that can be eliminated through the standard cybersecurity solution – which is comprised of a prepackaged firewall, anti-virus/malware protection and data backup plan. However, while that used to be a sufficient solution, it’s unfortunately no longer appropriate. Hackers are constantly evolving their methods and as they find new ways of causing a breach, new technologies are needed to combat these advances. The gap is widening and is also showing no signs of slowing. In fact, according to Accenture, “Security breaches

have increased by 67% since 2014.” This fact suggests that while prior dismissals may have been the appropriate business decision at the time, now, practice owners must take proactive action to support their staff.

Javed Uddin, Founder & CEO of High Tech Innovations, LLC, stated, “The game has completely changed and dental office owners need to understand the implications of inaction. For example, in most states, you’re legally obligated to publicly announce any breach to news outlets. This can do irreparable harm to a practice’s reputation, which is an extremely costly burden to bear, especially when cybersecurity solutions are readily available to eliminate these risks.” Uddin later added, “Regardless of which provider you use, the best tactic to employ is a layered approach. That way, breaches can be contained, assets can be protected and exposure is minimized. When an office is breached, it’s important to ensure that the whole practice isn’t incapacitated.”

Another key factor that has changed is the average duration of a breach. Most people assume that a typical breach, like a ransomware attack for example, results in a breach, demand for a ransom and resolution within a few days. However, according to IBM, “the average life cycle of a breach (from breach to containment) lasted almost 11 months.” The employee downtime from something like this can be a nightmare for management and in

many instances, can put dental offices on the brink of collapse.

In sum, practices who have managed to survive the disruption that 2020 has caused need to reassess their security strategy for 2021 so that they don’t get caught in “survival-mode.” While practice owners are being tested on every front, Uddin summarizes why cybersecurity needs to be an immediate priority for every business in the modern age, “It takes 20 years to build a reputation and only a few minutes of a cyber-incident to ruin it.”

ABOUT HIGH TECH INNOVATIONS, LLC

High Tech Innovations, LLC. has been providing cutting edge technology to hundreds of businesses and healthcare practices in the northeast region since 1997. The company has been working to increase the productivity and profitability of its clients by offering them a range of technical products and services in the field of communications (VoIP), managed IT services, structured cabling, networking, surveillance, network security, digital imaging and backup and disaster recovery. Their certified and experienced technicians and engineers provide technical support and maintenance to keep various businesses running smoothly and compliantly. Call HTI @ (973)889-0030 or visit, www.hticonsultants.com for more information.