

November 2020

# ▶▶▶ GREAT NEWS! ◀◀◀

## Much of the equipment businesses purchased to conform to COVID-19 restrictions will qualify for the Section 179 tax Deduction!

### Eligible Equipment

Tangible business equipment purchased to modify businesses and/or to conform with COVID-19 restrictions and measures will generally qualify for the Section 179 tax deduction. This includes sanitizing stations, temperature check stations, dividers/plexiglass shielding, new printed signage, and similar business equipment purchased to modify the workspace for employees and/or the public. As always, check with your tax professional or the IRS website for specifics on types of eligible equipment.

### Section 179 is Not Affected by COVID-19 Financial Assistance

The Section 179 tax deduction is unaffected by any other government program a company may have participated in. For example, if a company received a forgivable PPP loan due to COVID-19 affecting their operations, they are still eligible to claim a Section 179 tax deduction provided they (a) purchased

eligible equipment and put it into service by December 31, and (b) have a taxable income after any adjustments pertaining to the programs they participated.

**“ For example, if a company received a forgivable PPP loan due to COVID-19 affecting their operations, they are still eligible to claim a Section 179 tax deduction provided they (a) purchased eligible equipment and put it into service by December 31, and (b) have a taxable income after any adjustments pertaining to the programs they participated. ”**

As we write this article, we are concerned about the possibility that Massachusetts may go back into a Quarantine. With that in mind, you may want to evaluate how effective your team worked remotely. Originally, there was little warning and when it became apparent that the Quarantine was going to be longer than anticipated; getting new equipment was almost impossible.

On the flip side – we learned that employees can be very productive from a remote location and many have chosen to remain working from home due to many circumstances.

### Be Pro-Active!

Would a new computer with dual monitors make working more productive than an old laptop that you can barely read email on? If the new normal in your business is WFH, this might be one of the best investments you make this year. Keep in mind that shipping has slowed to a crawl due to COVID. **Call us and we'll help! 781-826-9665**

## A Note from Mark B. Rosen, CPA, CFP®, Rosen & Associates, LLP [[www.RosenDentalCPA.com](http://www.RosenDentalCPA.com)]



As the rules currently stand, the PPP loan is not taxable income; however, the salaries paid with these funds are NOT tax-deductible expenses. The PPP money spent should be forgivable and would not need to be repaid, as long as you spent it properly, but that is different than being deductible.

In other words, many practices will see higher taxable income than they are expecting since the money spent on payroll, and other PPP eligible expenses, are not reducing their taxable bottom line.

A tax strategy to help lower your taxable income would be to then utilize the Section 179 election. This election allows you to take a one-time deduction for equipment and other assets purchased that have a cost greater than \$2,500. I do not recommend buying equipment simply for the deduction. However, with the new equipment needed for safety in offices and other equipment that may help with one-day dentistry and less traffic in the offices, purchasing new equipment can save thousands of dollars in taxes if planned for properly.

Please make sure to speak with your own personal Dental CPA, since every situation is different, and you want to make sure you are utilizing the tax strategy that works best for you and your practice.

## Letter from the Editor



Pam Snell,  
DMS Advocate

We haven't met in two months so I'm looking forward to our Zoom meeting on Friday the 13th! On the agenda is Meghan Steinberg of Steinberg HR at 10:00. She will answer your HR questions, and I'm sure you have a ton of them. At 10:30, Dr Lisa Kane of Dental Office Compliance will join us. She'll talk about all the challenges she has seen in offices over the past few months as she has visited to provide N-95 mask fittings.

At 11:00, we'll have Open Forum, allowing everyone to ask questions and offer suggestions and support. One member has requested that we start with the topic "COVID Crazy" because she has seen more bizarre behavior in her practice in the past 6 months than she has in the many years she has managed a dental office.

The front-page article about Section 179 includes a quote from Mark Rosen of Rosen & Associates CPAs about PPP and tax status of all your COVID necessary purchases.

You'll want to take Meghan's advice in this issue about taking care of yourself. Her article is titled "Mindful You." I don't know many jobs that carry the stress of healthcare practice managers! Not only are they usually the first to meet with patients and possible exposure, they are often in charge of keeping everyone, patients and staff safe. All while keeping production and morale up, costs and tempers down and operations running smoothly!

Other vital articles in this issue include Attorney Helene Horn Figman's article with information about the Paid Family and Medical Leave that starts on January 1st. She also discusses Juneteenth, Massachusetts' newest holiday. Don't forget to update your employee manuals – see her article on our website [DentalManagersSociety.com](http://DentalManagersSociety.com).

Alicia Piazza answered several questions that I've asked about paid social media campaigns. As she says, there are no guarantees but I've known several people who use it very successfully.

If you are in charge of your practice's website, Kevin McNally's article on Hack Attack will help you keep it safe and secure.

I have to confess something – I corrupted the Dental Managers Society website when I tried to update one of the plugins that I use to post in different site areas. It has been a struggle to revive it, and I hope to have it up and even better when you read this.

I'm working hard to make the website "destination reading" as I will be updating it with even more essential information as soon as I get it. It will include links to webinars, relevant blog posts and information that we have "On Our Radar."

I've included a few Community events such as an idea that my Cousin Nancy in North Carolina shared on Facebook. It's a reverse "Advent Calendar" list where you add an item to a box destined for your local food pantry and donate it at the end of the month. You can get the list and other information on the [DentalManagersSociety.com](http://DentalManagersSociety.com) website because food insecurity is currently so rampant.

I learned so much about compassion and volunteering from my fellow team members at the dental practice where David and I worked for over 20 years. Our appreciation for Dr. Barry Brodil and our Team is still strong 15 years later! We hope that you have so much to be grateful for this Thanksgiving, too!

~ Pam

A handwritten signature in black ink, appearing to be the initials 'PS' with a flourish.

# HACK ATTACK

by Kevin McNally, [www.InteractivePalette.com](http://www.InteractivePalette.com) | 781-930-3199



Remember the good ole days when we had to shut down our phone lines just to use the internet to look up the meaning of what a hacker even is? How far we have come since then... Everywhere you turn nowadays, you see people on their smartphones, laptops, tablets, and other kinds of wireless devices where the ethers of the internet are available right at our fingertips. It's quite amazing when you think about all of the advances we have made since those days of dial up... What is even more amazing is to see how every improvement in technology has followed up with the hackers of the world honing in on their spiteful skills as well.

Cyber security has been a constant since the beginning of this new technological world we live in, and now more than ever, it is crucial to understand just how important it is to invest and stay up to date on the latest security features available to keep you and your online business safe.

The "hackers" of the world are those tricky internet scoundrels that are able to attack your online presence and potentially destroy all of your company credibility. After getting your brand-new website up and running, either on your own or with a little help from us here at Interactive Palette, the last thing you want is for it to be hacked and the integrity of your new and improved website to become compromised...

Luckily for you (and more importantly your business) there are a multitude of ways to prevent these hackers from accessing your website!

## 1. Stay up to date!

Always be sure to update your software whenever available. These updates are simple, but sure ways to keep your server safe. In particular, when looking at a CMS or forum run websites, this is especially important. Click here for some further information on computer updates.

## 2. Pay attention to SQL injection attacks!

Now this one is a little more complicated to understand, but it is certainly an important thing to watch... It's a part of your website's

security that allows a hacker to interfere with the queries within the database. Here is some detailed information on ways to watch out for this particular site attack.

## 3. Watch out for XSS attacks which will cause much more than XS damage!

Cross-site scripting is just another way for hackers to change page content and steal information by using hacker JavaScript injections. One of the best ways to avoid this issue is through the use of CSP (Content Security Policy) which limits and can determine how and what Javascript is allowed on your domain.

## 4. Use minimal descriptions for your website error messages to ensure you aren't giving away too much information to potential hackers trying to decode your domain holes.

It's almost like trying to fit your words into these tiny boxes that Twitter provides - keep things short, sweet and to the point!

## 5. Validate as much as you can on both the server and browser end of your domain.

You know how we have about 5 different ways to get into our phones? Think about it like that, the more levels of security, the safer you are from someone you don't want to getting in

## 6. Check your passwords!

Seems like a common-sense request, but remembering the importance of our passwords is one of the easiest and most universal ways to maintain security against hackers. It is always suggested that you use highly encrypted personal passwords (meaning that you use more complicated passwords with capital letters, character requirements, and symbols) when setting up your own information, but also keep in mind that if you have a website where your clients need to have a login to access their information, to suggest they do exactly the same to keep both you and your client safe.

## 7. Avoid file uploads at all costs!

While you may have some instances where you will want or need your clients/

customers to upload files, it is wise to avoid this as much as possible. File uploads are a very simple way for hackers to upload a virus/malware/etc right onto your website basically by invitation. If you are a business that needs or allows files to be uploaded to the site it is highly suggested that you use a firewall to protect against any suspicious uploads.

## 8. Register your website as an HTTPS

One of the easiest ways for you to protect your clients and make them feel comfortable using your website is through using a secure HTTPS web address as this ensures that they are being directed to your site without any sort of interruptions. Use this website to assist you in your certificates to enable your website's HTTPS set up. Keep in mind too that not only does this add an additional layer of security to your website, but it also a great way to boost your ratings in Google/SEO searches as well!

## 9. Last but not least – get yourself some website security tools!

There are so many free web tools available to help you with your website security that after doing all this other work, it would just seem silly not to utilize this free service too. A simple Google search can connect you to some great resources, but to get you started to find a helpful site to revisit the SQL injection and XSS we spoke about earlier, take a look here.

Long and short of website security is that it is one of the most important aspects of your online presence. The last thing you want is for your website to be hacked and all of the time, money, and effort you spent perfecting your web page goes to waste. If you choose to work with us here at Interactive Palette you will surely want to show your website to as many people as possible, but it is imperative to do everything possible to make sure that a hacker doesn't end up being one of those people! Take the time to look into the resources above and start taking the steps today to protect your website from ever becoming "one of those sites that used to be great" and instead keep your website safe and secure.

Need help securing your website from potential threats? Call Interactive Palette at 781-930-3199

# Returning to Business But Not as Usual

by Attorney Helene Horn Figman, Originally Published by HR Daily Advisor



“Unprecedented” will probably go down as one of this year’s most frequently uttered words. It does truly reflect the profound significance of our current situation.

Because the result of the pandemic upon our business culture is indeed unprecedented, we need to find ways of addressing the health and safety of our workplaces and then determining best practices for managing, and potentially reinventing, our businesses.

## Be Aware of State and Federal Laws

If you have been closed and are preparing to reopen, or if you have been conducting business on a limited basis and plan to bring back most of your staff in the coming weeks and months, be aware that you must still comply with nondiscrimination laws, including Title VII, applicable state laws, and the Americans with Disabilities Act (ADA).

Employers are often “well meaning” in their efforts to protect their employees. Good intentions, however, do not bode well as defenses in discrimination cases. For example, deciding against returning workers who have disabilities out of concern (or fear) that they are more likely to contract the disease is discriminatory.

It is up to the employee, and his or her physician, to assert an inability to return to the workplace because of a protected Families First Coronavirus Response Act (FFCRA) reason. Distribute your FFCRA forms to your employees; once they are completed and returned, you MUST retain those forms for 4 years.

A review of the forms and the reasons set forth must be assessed in an objective and professional manner. Confidentiality must be protected, and the review should be done by one or two key people with a need to know.

## Understand the Accommodation Process

An employer’s obligation to reasonably accommodate a qualified individual with a disability remains a business obligation, as well. As in pre-pandemic times, if an employee sets forth a proposed accommodation that is

not viable for your business and would cause a hardship, the Equal Employment Opportunity Commission (EEOC) requires that you engage in a positive dialogue to determine if another reasonable accommodation would enable the employee to perform the essential functions of his or her job.

That said, remember that all employee medical information is strictly confidential, as laid out in the Health Insurance Portability and Accountability Act (HIPAA). If you’re a

self-insured employer, federal law mandates appointing a privacy officer who maintains this personal data and lets employees know about their rights to privacy.

Such information includes Family and Medical Leave Act (FMLA) physician certifications or doctors’ notes possibly required if an employee takes a leave of absence due to illness, as well as any records that demonstrate a need for accommodation under the ADA. Of course, as with all good Human

Resources practices, document, document, document!

## Be Objective When Conducting Layoffs or Furloughs

If your business can no longer support the staff you had on board last year, address your cutbacks carefully. Create a spreadsheet with an objective analysis as to your business needs and the positions/roles in the company that support your requirements.

Once you determine the necessary grouping of positions, you may need to then further reduce the number of workers holding these positions within certain categories. Use relevant and impartial factors, such as documented performance reviews, with the goal of retaining the best-qualified people for the remaining jobs.

Keep an eye out for unintended discriminatory results. While you may use factors that you believe to be nondiscriminatory in nature, the actions you take could result in unexpected discriminatory impact, so you may wish to enlist professional assistance for these decisions.

## Don’t Forget About Social Distancing

Adherence to Centers for Disease Control and Prevention (CDC) guidelines and protection of your valued Human Resources are necessary. Deep cleaning/professional

“ ***If your business can no longer support the staff you had on board last year, address your cutbacks carefully. Create a spreadsheet with an objective analysis as to your business needs and the positions/roles in the company that support your requirements.*** ”

sanitization is crucial. Apart from the obvious importance, it sends a clear message to your employees and your customers/clients/patients about your commitment to health and safety. You should continue to have professional cleaning done as often as practical.

Your workplace is ready, but what about the practical nature of bringing in your people? Physical distancing is key. For now, gone are the days of getting the team together in the conference room. Use of such a room might be limited to two colleagues on opposite sides of a long table. Meal areas must become more utilitarian.

Consider eliminating any storage of food in the refrigerator. If you allow use of a microwave, limit food heating to one employee at a time. Consider hanging an “in use” sign on the lunchroom door so other employees don’t enter the space while one is heating his or her meal. To avoid storage and preparation of food, one option would be to have employees bring their food in insulated bags or coolers that remain by their workstations, lockers, or desks.

Physical distancing while working will depend upon your site. In a large production area, a skeleton crew of 6 people instead of 12 might allow for sufficient space. Many retail stores and offices are using blue painter’s tape or decals to section off areas that are in excess of 6 feet and keep people, literally, behind the blue line.

Consider contacting a business design consultant and/or architect to see if your normal office cubicles can be renovated to allow for more privacy and/or additional space. Alternating and staggering work times and teams is an important consideration to assist with the issue of distancing and avoiding congested areas.

### Update and Distribute Handbook Policies

Make sure that, when you distribute policies and protocols regarding hygiene practices, such policies are signed by your employees. These policies should include, but not be limited to, frequent hand-washing, how to address sneezing or coughing, and employee obligations to regularly clean work surfaces and common areas.

Consider having your employees watch one of the numerous videos available online regarding the proper way to wash one’s hands and the appropriate way to sneeze or cough into one’s elbow.

**“ In addition to acknowledging and signing the hygiene policies, should you choose to monitor employee temperatures (upon their arrival to work daily) with a noncontact thermometer, employees should sign a memo in advance acknowledging and permitting that practice. ”**

In addition to acknowledging and signing the hygiene policies, should you choose to monitor employee temperatures (upon their arrival to work daily) with a noncontact thermometer, employees should sign a memo in advance acknowledging and permitting that practice.

Employers should appoint a safety or wellness coordinator to handle this function. That coordinator must keep temperature records

confidential, and, as with all medical information in the workplace, they should be kept separately from employees’ regular personnel file. The EEOC does not object to the practice of temperature monitoring.

### Keeping Workers Safe and Healthy Isn’t New

Keep in mind that it is your obligation as an employer to provide a healthy and safe workplace. This is not a new concept. Indeed, the Occupational Safety and Health Administration (OSHA) was created in 1970. And employees can file OSHA complaints if your business does not meet all applicable standards and use diligent measures to adhere to CDC guidelines. But more importantly, taking the proper precautions is the right thing to do.



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\* original article link: <https://hrdailyadvisor.blr.com/2020/09/09/returning-to-business-but-not-as-usual>

# Should You be Using Paid Social Media Campaigns for Your Business?

by Alicia Piazza, The Spark Social, Inc. | [thespark.social](http://thespark.social)



Let's put it this way: if you're not using paid social media campaigns, you're missing out on a massive audience and a highly effective marketing tool.

With more than 2.5 billion active users every month and 1 in every 5 page views in the U.S., Facebook is too big to ignore. But, organic reach

has diminished significantly for Facebook business pages. While you're flinging the most fascinating posts ever into the socio-sphere, Facebook is casually toeing them under the rug. Fact is, each page post is reaching fewer and fewer followers.

We hate to say it, but Facebook, along with many other social media platforms, has become a pay-to-play channel for businesses. This might seem unfair, and we get it. However, as a social media agency, we won't take on clients without a dedicated paid budget for their social media advertising.

Why? Because not using paid social media ads would put our clients at a huge disadvantage.

## The Advantages of a Paid Budget

Paid social media ads let you reach an audience far beyond your current following. Think about all the customers you'd love to get in front of—social ads let you target exactly who you want to reach, from age and gender to behaviors and interests. So, you could use social media to send posts to a broad audience and hope they magically engage the right people, or you could use paid ads to strategically market to the social users you want. Even better, you can create ad copy tailored to each audience's needs and interests. Bottom line: reach who you want with the right message.

## How Much Should You Spend?

How much you budget for Facebook ads depends on what you want to accomplish. For example, a simple local campaign to spread awareness can get away with a smaller spend. It's kind of like print advertising with the benefit of audience targeting. However, if you're looking for legitimate ROI, like generating leads, acquiring new customers, or driving revenue, be prepared to boost that advertising budget. In that case, you'll need to factor in your cost per lead or overall client acquisition cost (for digital and other marketing activities). Fortunately, when Facebook ad campaigns are set up properly, you can easily track the cost per lead or cost per new client.

## What Kind of Results Can You Expect?

Let's face it, there are no guarantees when it comes to any type of marketing. But social media marketing via paid campaigns can be a very powerful strategy, especially since it can generate new business with transparent results. As an agency, we focus on getting a return on investment for our clients. That's why we help you set up campaigns that align with your company's overall marketing goals and growth plans. With transparent results and a laser focus on ROI, our clients can expect social media to be a huge source of trackable new business.

## Paid Social Ads are a Huge Opportunity

To us, it's not a question of whether you should use paid social media advertising. We're wondering why you're not using it yet. Paid social media ads have been hugely successful for our clients, and the advantages of strategic paid ads far outweigh the costs of broad organic posts.

If you're tired of wasting time on social media posts that get ignored like the veggie platter at a party, contact us today and let us up your social media game!

*The Spark Social is a social media agency that combines the power of creative advertising with dynamic social media management. Your business isn't boring – don't let your social media be either. Call us to see how we can help you 401-400-0767*

# Mindful YOU

by Meghan Steinberg, [www.SteinbergHR.com](http://www.SteinbergHR.com) | 617-680-0358



With Fall upon us, Winter close ahead, it may be a nice time to recalibrate and not let the chaos, controlled or not, take over. I thought I would switch it up and have you focus on YOU, not process, what you should be doing for your business or others, rather for you! It is amazing how each breath taken is rarely, if at all, noticed. I promise, when you stop and simply appreciate the act of breathing in the moment, your day will get that much better. Some days when I do this, my eyes fill up with tears or I literally feel my soul fill up.

The days I have not taken the time to really pay attention, I have lost the opportunity to benefit from the day's sweetest gifts. It does happen, especially in the middle of a pandemic, the more mindful and aware we are, the less likely we will miss it.

A great song I found fitting for this month's article is Eddie Vedder, "Just Breath". Take a listen if you have time!

## Refresher For Your Mindful Practice

Start your day with 3-5 minutes (or more!). In each day and each moment you will discover your own awareness, focus and mindfulness. Remember to be patient with yourself and enjoyed the journey of learning. It is ok to do 3 minutes one day and 10 another--just allow yourself the time.

## Things to Remember When Planning:

- A particular area in your home or somewhere you feel comfortable. This can be inside or outside.
- Yoga mat or chair of choice
- Comfy cloths

- Timer/Cell phone on silent
- Pick a time, preferably in the morning, and commit to getting up.
- Keep in mind, if plans change, go with the flow. Don't stress the change or get caught up in your routine. If it does not work in the morning, think of moments or times throughout the day where you can fit in that 3-5 minutes.

## What do you do?

- Sit on the yoga mat with your legs crossed and back straight.
- Sit in a chair straight back and feet on the ground.
- Stand with your legs apart, in a natural stance and hands facing outward.
- Lie on the mat with hands gently by your side.
- Set timer and hit start!
- Relax your eyes and shoulders.
- Rest your tongue against the roof of your mouth.
- Start to breathe in and out. Not heavy breathing, but rather your normal breaths.
- When distracted by external noises or your own mind acknowledge and bring your focus back to your breathing. Focus on one thing: the breathing.
- It is the art of controlling the mind. There are 3 phases: past, present and future. The mind is racing to examine what was and what should be. Allow yourself to enjoy the exact moment you are in.
- Either your eyes will be closed or you will have a soft gaze.

- Your breathing will be natural.

I encourage you to give any or all of these three breathing approaches a chance. At the very least, a few moments in the day will surely cause you to look at each breath and the act of breathing slightly different. It will make you almost freeze in that moment.

## 3 Different Focuses of Breath

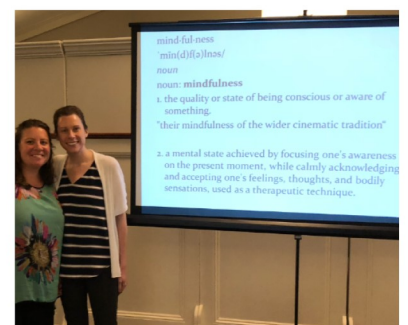
1. **Your Nose:** As you breath, inhale and exhale using only your nose. You can concentrate and focus on that simple breath. You will start to notice the air is cooler upon inhale and warmed upon exhale as it cycles through your body and then leaves through your breath.
2. **Your Belly Rising:** This is most common when lying down to meditate. As you lay, you can place your hands on your belly and simply take notice of your belly going up and down with each breath. Again, focus on the two actions, your belly rising and falling.
3. **Chest Being Open:** When sitting on the ground or a chair, this is more pronounced posture. As you get into your stance, you will feel your chest open and spread across your shoulders rising and falling. It will at times feel as though you are much more open to the moment and your heart is that much more exposed.

**Please reach out to Meghan to discuss how you can incorporate mindfulness practices in your workplace at [Meghan@steinberghr.com](mailto:Meghan@steinberghr.com)**

## SteinbergHR 's Mindfulness Workshop

**The study of meditation and mindfulness is not necessary when integrating it into the day, personal or professional. It is simply the awareness of mindfulness that will move the needle in the organization. To schedule your session, email [Meghan@steinberghr.com](mailto:Meghan@steinberghr.com)**  
**This calming session will:**

- Provide insight and enhanced productivity in the workplace.
- Be interactive sessions, practicing mindfulness.
- Highlight the small actions that will have a major impact on interactions and reactions.
- Help to identify triggers.
- Obtain tips and tricks.



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### Team of Experts



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To sign up for our FREE printed newsletter  
go to [www.DentalManagersSociety.com/join](http://www.DentalManagersSociety.com/join)

## You'll realize you're LUCKY when you join us for our next Virtual Meeting on FRIDAY THE 13th of November at 10:00am

No matter if you have been attending these meetings for years or are curious about what you could learn from this remarkable group, you should RSVP. There's NO CHARGE and our group is the support and networking resource you have been looking for!

Unlike the meetings held at ACTSmart IT, there's no traffic to fight, and you don't even have to get up early! You can show up in your pajamas or watch from the front desk of your office – it's all good!

Our new format considers your busy life; a one-hour agenda and then, OPEN FORUM where you can chat with everyone, stay as long as you want and get so much valuable, real-life information.

In this meeting's "2<sup>nd</sup> hour" we'll start with the topic "Covid Crazy!" What has happened at your office that you just can't believe? What happened that found you saying, "I've got to write a book - they won't believe this!"

***You MUST RSVP in order to get the SECURE link to the meeting.***  
***[www.DentalManagersSociety.com/RSVP](http://www.DentalManagersSociety.com/RSVP)***

