



## What Is AI and What Does It Mean To Us Today?

Artificial intelligence, or "AI," is the ability for a computer to think and learn. With AI, computers can perform tasks that are typically done by people, including processing language, problem-solving, and learning.

Unlike humans, machines don't require sleep or vacations. They learn as they work and make logical decisions with that information.

We use AI every day without realizing it! Think of Siri, Alexa, WAZE, Grammarly, self-driving cars, and AI recommendations based on previous purchases. Digital assistants process real-time data and use it to make calculations faster than humans.

### Who is OpenAI?

OpenAI (OpenAI.com) is an AI research and deployment company. According to their website, their mission is to ensure that artificial general intelligence benefits all of humanity. Their website also states that they are governed by a non-profit and their unique capped-profit model drives their commitment to safety. This means that as AI becomes more powerful, they can redistribute profits from their work to maximize AI technology's social and economic benefits. They are an American company headquartered in San Francisco.

### What is ChatGPT?

Created by OpenAI (OpenAI.com) ChatGPT is "generative AI," meaning it's a chatbot that al-

lows you to have very human-like conversations with original text that it writes on the spot.

ChatGPT is a large language model that was trained on the vast amount of text available on the internet.

ChatGPT was fed some 300 billion words systematically scraped from the Internet: books, articles, websites, and posts—including personal information obtained without consent. OpenAI's first-party web-browsing plugin allows ChatGPT to draw data from around the web to answer the various questions posed to it. (Previously, ChatGPT's knowledge was limited to dates, events and people prior to around September 2021.) The plugin retrieves content from the web using the Bing search API and shows any websites it visited in crafting an answer, citing its sources in ChatGPT's responses.



If you've ever written a blog post or product review, or commented on an article online, there's a good chance this information was consumed by ChatGPT. A chatbot with web access is a risky prospect, as OpenAI's own research has found. An experimental system built in 2021 by the AI startup, called WebGPT, sometimes quoted from unreliable sources and was incentivized to cherry-pick data from sites it expected users would find convincing — even if those sources weren't objectively the strongest.

Meta's since-disbanded BlenderBot 3.0 had access to the web, too, and quickly went off the rails, delving into conspiracy theories and offensive content when prompted with certain text.

*Continued on page 3*

# Letter from the Editor



## Spring Greetings!

AI has been taking over the news lately and we wanted to share what we know about it. It really is a 2-sided coin; it has some tremendous benefits as well as terrifying negative consequences!

One of the issues is that it is becoming more powerful by the moment! In an "Open Letter to all AI labs", Elon Musk, Steve Wozniak, and over 5,000 others have asked "all AI labs to immediately pause for at least 6 months the training of AI systems more powerful than GPT-4."

The concern is "Advanced AI could represent a profound change in the history of life on Earth, and should be planned for and managed with commensurate care and resources." Others think that a 6 month pause would give the threat actors more time to develop more negative uses.

We use AI in many ways at ACTSmart IT. Justin has been using it to write program scripts that allow us to deploy services to our clients in a quicker manner. Could he write these scripts himself? Yes, but not as quickly and efficiently. He still needs to check everything because AI is not infallible.

I use a program called Grammarly to check my spelling, punctuation and understandability as I write this newsletter and other articles. Originally, it was just a spellchecker. Now, it offers suggestions to re-write sentences and the proper uses of tenses of verbs.

We've added a new page to our website to help you keep up to date with Artificial Intelligence. Go to [ACTSmartIT.com/ai](https://ACTSmartIT.com/ai) for more information.

## ***On other matters of learning, we have TWO Free Webinars this month:***



Susan Rooks, our own Grammar Goddess, is presenting "**Linked In Basis, Part 1.**" When she started giving this webinar, she only needed one session. Now she's had to break it into 2.

It's Wednesday, April 12th at 8:30 am. You can sign up at

**[DentalManagersSociety.com/susan-webinars](https://DentalManagersSociety.com/susan-webinars)**

Our other webinar is part of Debra Parent's series on Recruiting. "**Recruiting Tactics**" is at 1:00pm on Thursday, April 13th. You can register for her webinar at **[DentalManagersSociety.com/recruiting](https://DentalManagersSociety.com/recruiting)**



We're looking forward to beautiful Spring weather and being able to enjoy more time outside. We hope you are able to enjoy it, too!



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## Is this an issue?

None of us were asked whether OpenAI could use our data. This is a clear violation of privacy, especially when data is sensitive and can be used to identify us, our family members, or our location.

Accessing ChatGPT is free. You set up an account and then begin using it right away. Once you enter a prompt and read its answer, you can further refine it as many times as you'd like to get closer to what you're looking for.

ChatGPT has gotten so much attention because it's remarkably capable of generating original content, and while we wouldn't recommend it replace human writers, there are practical applications for this new technology. Here are six use cases to consider:

- A starting point for writing
- A way to generate responses to customer service queries
- A way to create rough drafts for longer pieces of writing
- A powerful brainstorming tool
- A way to write technical instructions
- A name generator for a new product or service

## Some Cons:

- Machines may be considered "intelligent," but they are not aware of ethics, morals or right and wrong. It can't distinguish between correct and incorrect information as it scrapes the web.
- AI tools like ChatGPT can be used to craft persuasive emails that hackers can easily use to "phish" unsuspecting targets with information gathered through social media or other platforms. Cybercriminals can use AI to create autonomous systems and bypass

security measures. It can create malware and hacks.

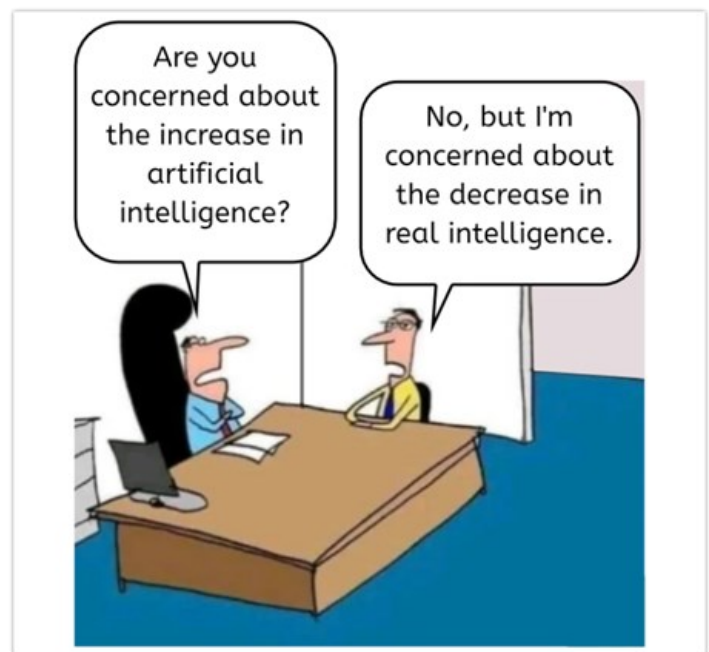
- If someone is using an AI chatbot to create a communication that includes sensitive or private information, how is that information kept secure in the process?

AI can have positive or negative effects on the real world; it entirely depends on the creators' intentions regarding how they want to use Artificial Intelligence.

We've only scratched the surface of reporting on AI. We're sure more controversy has been reported since we wrote this article; things are changing by the moment!

For more information, links to other chatbots, resources and helpful links, go to

**[ACTSmartIT.com/ai](https://ACTSmartIT.com/ai)**



## Recognition – You Can't Afford

Countless studies have highlighted the importance of recognition. Offering each other recognition is one of the ways we can create moments of pride in others. Carolyn Wiley of Roosevelt University reviewed four studies on employee motivation, which took place from 1946 – 1992. Employees were asked to rank the factors that motivated them in these studies. Popular answers included:

- Interesting work
- Job security
- Good wages
- Feeling of being in on things

No surprises there. However, through the 46 years and across all the studies, only one factor was cited every time as among the top two motivators. That factor was:

### Full appreciation of work done



The research from these studies also showed that:

More than 80% of supervisors claim they frequently express appreciation to their staff, while less than

20% of employees report that their supervisor's express appreciation more than occasionally. This may be true, or just a gap in perception.

Either way, this is a problem. I consider problems opportunities to improve, however.

From an employee retention perspective, it is commonly known that one of the top reasons for someone to begin a job search, is lack of praise and recognition. As a recruiter, I know this to be true. Employees have so many employment options choices today and many initi-

ate a job search, not because of low pay or lack of benefits, but because of their perceived lack of recognition for what they do day-in and day-out. How do I know this? My first question when interviewing is, *"Why are you looking to leave your current employer?"* The candidate answers are enlightening.

Large corporations often respond to our need for recognition in the workplace with global recognition programs such as the Employee of the Month Program. These programs are not generally adequate, however, as only one employee can win, and only once per month. That doesn't help the majority of your workforce's recognition needs.

Recognition experts recommend the following:

- Recognition must be personal
- Recognition must spontaneous and targeted to specific behaviors
- Recognition must be visible
- Recognition must be based on your company values
- Recognition must be delivered timely – right after the behavior

Some good examples of recognition:

Instead of "Thanks-you did a good job on the report.", specify, "Thank you for doing such a great job with the visuals on that report. The graphs on page 14 were very effective in demonstrating your point. Excellent work!"

Being specific helps employees understand what they did that was noteworthy, and what behaviors we might want them to repeat in the future.

*An employee was recognized by their supervisor for organizing the file room, on their own initiative.*

*An employee was recognized for catching an er-*

# Not to Do It, and Do It Well

ror which would have created a rather poor customer experience for a customer.

An employee was given a set of Bose headphones after he saved a large client who was going to take his business elsewhere, by "listening" to what the client was looking for, and quickly responding.

One employee, letting another employee know that they did a fabulous job by de-escalating a difficult client/customer situation today.

In the cases above, managers made the employee feel noticed for what they did. **"I saw what you did and I appreciate it". That is all there is too it. Doesn't cost much to make this known to an employee.**

But, a culture of recognition, includes not only managers offering employees recognition, but employees offering each other recognition as well. Leadership must encourage this however for it to happen. This also applies to clients/customers, vendors and other company business associates offering recognition to the employees of the company.

## **Why care about recognition in the course of the busyness of the day?**

- Recognition has been shown to increase morale and motivation – 65% of employees say they would put forth more effort into their work if they were recognized more often
- Increases in morale and motivation lead to enhanced productivity, performance and

work quality, and employee engagement

- Recognition helps retain top employees, as 56% are less likely to search for a new job if the company they work for recognizes their efforts.
- Leaders rated on their performance review in the bottom 10% for providing recognition, had employees at the 27<sup>th</sup> percentile on employee engagement. By contrast, leaders rated in the top 10% were at the 69<sup>th</sup> percentile on employee engagement.

Remember that recognition must be done publicly, so others can understand what the employee did to be recognized. This is how you spread the wealth and end up with an entire work team all stepping up to match the quality of work of the employee who was recognized.

Verbal praise, emblematic recognition, tokens of appreciation, company branded material and gifts, and monetary rewards are all important. Not one, or the other. You want your recognition to be dynamic and varied. Please don't give out rewards without an explanation as to why the employee received the reward. Everyone must understand why the employee received the award.

In the end, you foster a culture of appreciation by deliberately recognizing employees regularly, in creative and interesting ways. Effective recognition can be a powerful force and one you must tap into, as workplaces with regular positive reinforcement tend to have less turnover and more engaged staff.



Debra can be reached at [rightfitrecruiting@comcast.net](mailto:rightfitrecruiting@comcast.net) or 508-884-6798.

**FREE Webinar Thursday, April 13th at 1:00pm**

**"Recruiting Tactics"**

**For more information and to register:**

**[DentalManagersSociety.com/recruiting](http://DentalManagersSociety.com/recruiting)**

# Advertising & Marketing Your Dental Practice

Advertising and marketing a dental practice entails some of the most important business decisions dentists must make to ensure that their practices grow at a steady rate and attract the patients that will make a long term and viable base of income.

There are laws and general considerations which should be taken into account in making these decisions, particularly with the emergence of the internet, web sites, blogging, social networking, and other forms of communication of the worth of using a particular dentist or dental practice. Massachusetts law on dental advertising is fairly detailed and refers specifically in the Massachusetts General Laws (Chapter 112 Section 52A) to illegal advertising for dental practices and the restrictions and requirements for the disclosure of dental service referrals.

The most important restriction, which can result in litigation which involves possible triple damages under the Massachusetts Consumer Protection Act (Chapter 93A), is the prohibition of

false and deceptive advertising.

Claiming superiority of dental services or claiming the "performance of painless operations of a dental or oral surgical nature" is also not allowed. "Show cases," or representations of teeth or restorations cannot be included in any advertising, nor are guarantees of satisfaction with dental services. No testimonials considered to be opinions of the quality of services can be present within any advertisement.

Whether there is a byline for the dentist involved is important, as the regulations require that there be a disclosure of the source and writer of any material under that byline.

Fees are an important consideration for patients when choosing a dentist, and pricing can be included in advertisements as long as there are no undisclosed fees or reasonably anticipated additional costs for individual procedures.

If the ad mentions that it can offer specialty services to patients, it cannot refer to any specialty services that are not performed within the particular dental office advertised.

There are definite liability issues that come into play with the use of web sites to market the practice, and since almost all entities seem to have their own web site today, knowledge of these issues is essential. Copyright laws must be followed, so be aware that use of research by others, or articles on particular topics, may require written permission of the author should the material be copyrighted.

Patient information protected by HIPAA can generally not be used on web sites. Specific permission can be obtained from a patient to include a testimonial about treatment. Once a description of treatment provided might allow a patient to be identified, even if not named directly, there can be a valid accusation of a HIPAA violation. Civil actions for invasion of privacy can also result in these situations.



Sometimes advertising can involve interactive media, such as blogs, or participation sections of web sites. Disclaimers are essential in using this type of promotion of the practice, as are restrictions on the unauthorized practice of dentistry by rendering advice on-line. Since there has been an increase in the popularity of tele-dentistry during the pandemic, this is not a clear cut area of law, is changing rapidly, and varies from state to state and under federal regulations, so it is important to consult with an attorney before using this type of

marketing. Ethical and other considerations involved in marketing, in addition to codified restrictions, are important to successful promotion of a practice, and building confidence and respect with prospective patients involves both obeying the law as well as taking into account how patients may feel about professionals advertising for their services. A well-done advertising campaign can be worth it, however, and good publicity about a successful practice can have very positive results.

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## The “No Surprises Act” Will Require Good Faith Estimates to be Given by Dentists

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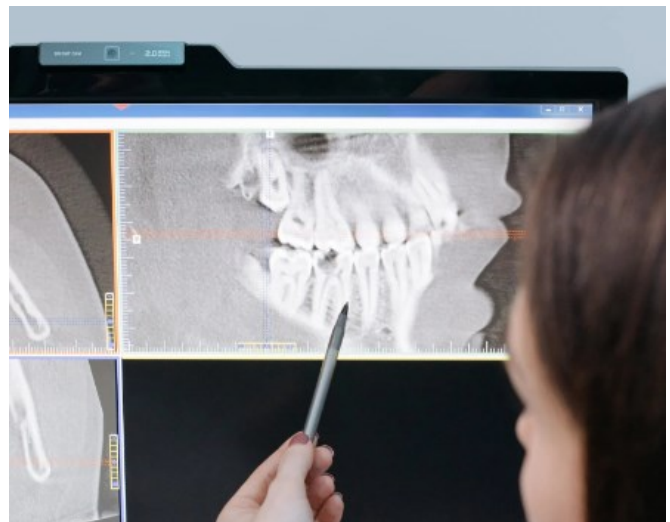
A new federal law that requires health care providers to provide patients with good faith estimates regarding the cost of medical procedures applies to dentists in particular circumstances, according to the Centers for Medicaid and Medicare (CMS) and its response to an ADA request for clarification.

CMS confirmed that, while dentists do not have to provide good faith estimates to patients covered by dental plans which may cover their procedures, they do have to provide such estimates to uninsured patients or patients whose coverage does not include a particular procedure.

The exception for patients not insured for particular procedures was explained by CMS as including both patients who have no coverage for a particular treatment under their dental plan or patients who do not seek to have a claim submitted to their insurance carrier and thus are considered self-pay or uninsured with regards to that procedure.

The applicability of the good faith estimate provision allows the patient to be eligible for its Patient Provider Dispute Resolution process which patients are allowed to use if actual charges exceed estimates by over \$400.

Dentists are not required to ask patients about coverage for each item or procedure, however, to determine if they lack insurance.



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## In This Issue:

- What is AI and what does it mean to us today?
- Employee Recognition
- The Legalities of Marketing Your Dental Practice
- The No Surprise Act

### **FREE Webinars**

#### **Recruiting Tactics**

*Debra Parent & Kate*

Thursday, April 13th at 1:00pm

Register at

[DentalManagersSociety.com/recruit](http://DentalManagersSociety.com/recruit)

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Mark Your Calendars

Susan Rooks' LinkedIn Basics Part 1

Wednesday, May 10th at 8:30

[DentalManagersSociety.com/susan-webinars](http://DentalManagersSociety.com/susan-webinars)

«First Name» «Last Name»  
«Company»  
«Address»  
«City», «State» «Postal Code»



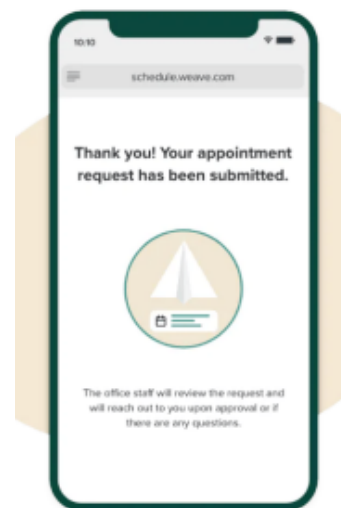
## Automate scheduling and reduce cancellations

Scheduling is the lifeblood of your dental practice. However, it can be taxing when it's done through manual processes and outdated technology.

### Automated Scheduling Tools from Weave

- ✓ Keep your schedule full with Quick Fill tools for last-minute openings.
- ✓ Allow patients to easily confirm appointments over text.
- ✓ Reduce time spent on scheduling with automated text reminders.

See how Weave's automated scheduling solutions can reduce cancellations and keep your schedule full.



***For more info, visit: [ACTSmartIT.com/weave](http://ACTSmartIT.com/weave)***