



## What is Zero-Click Malware?

In today's digital landscape, cybersecurity threats continue to evolve. They pose significant risks to individuals and organizations alike. One such threat gaining prominence is zero-click malware. This insidious form of malware requires no user interaction. It can silently compromise devices and networks.

One example of this type of attack happened due to a missed call. That's right, the victim didn't even have to answer. This infamous WhatsApp breach occurred in 2019, and a zero-day exploit enabled it. The missed call triggered a spyware injection into a resource in the device's software.

A more recent threat is a new zero-click hack targeting iOS users. This attack initiates when the user receives a message via iMessage. They don't even need to interact with the message of the malicious code to execute. That code allows a total device takeover.

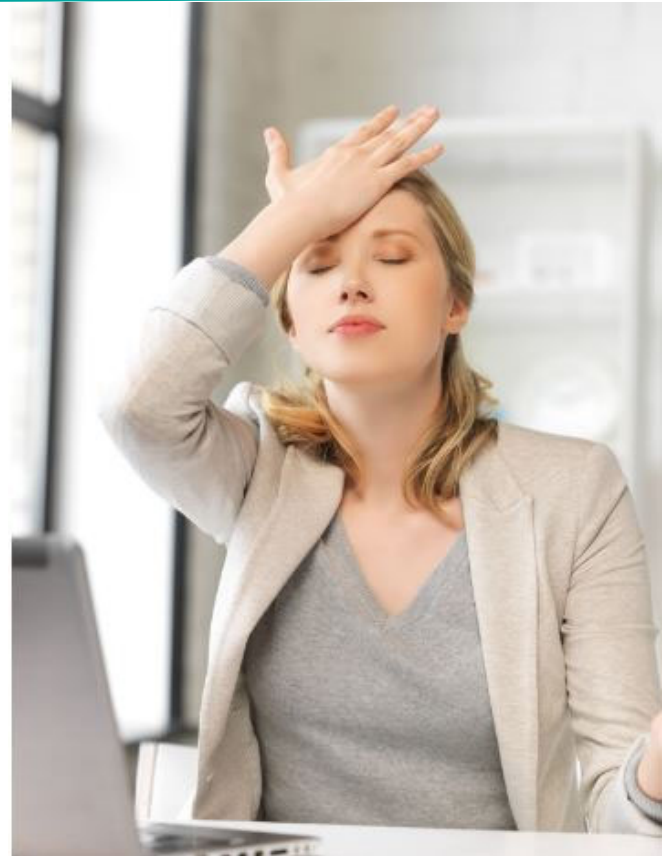
Below, we will delve into what zero-click malware is. We'll also explore effective strategies to combat this growing menace.

### **Understanding Zero-Click Malware**

Zero-click malware refers to malicious software that can do a specific thing. It can exploit vulnerabilities in an app or system with no interaction from the user. It is unlike traditional malware that requires users to click on a link or download a file.

### **The Dangers of Zero-Click Malware**

Zero-click malware presents a significant threat. This is due to its stealthy nature and ability to bypass security measures. Once it infects a device, it can execute a range of malicious activities.



These include...

- Data theft
- Remote control
- Cryptocurrency mining
- Spyware
- Ransomware
- Turning devices into botnets for launching attacks

This type of malware can affect individuals, businesses, and even critical infrastructure. Attacks can lead to financial losses, data breaches, and reputational damage.

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# Letter from the Editor



Hello Everyone!



We're excited to introduce our newest newsletter contributor Glenn Anderson of **ViaMark** in Marshfield. Glenn has some very impressive healthcare videos and we've included links in his article on pages 4 and 5 for you to view. Every marketing article I read says that you need to use videos in your advertising. They give the viewers a better sense that they know you.

Glenn is going to give us advice monthly with ways that videos can increase your new patient numbers as well as give your current patients more information. I'm looking forward to his ideas!

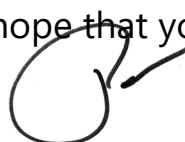
David is speaking at an event in Maine on the 18th. His presentation will be "The Top 10 Security Mistakes That Dentists Make." If you'd like a copy of his list, send me an email (Pam@ACTSmartIT.com) and I'll get it out to you ASAP! It's a note-worthy list of what every practice needs to recognize to be protected.

It's being held at the University of New England, Portland ME on Friday, August 18th. Six CE credits will be offered for the 9-3 event with a 4pm Happy Hour. Visit [bit.ly/riskybizCE](http://bit.ly/riskybizCE) for more information.



We got a chance to take the grandkids to the Cape Codder Inn and Resort in Hyannis for a few days. Their swimming skills have really improved this year and they especially love to act like fish and dive underwater. I got some really cute videos of them swimming through Grampy's legs! The waterproof bags for our iPhones really captured the fun!

We hope that you are having a wonderful summer, too!



# What is Zero-Click Malware?

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## Fighting Zero-Click Malware

To protect against zero-click malware, it is crucial to adopt two things. A proactive and multi-layered approach to cybersecurity.

**Here are some essential strategies to consider:**

- **Keep Software Up to Date**

Regularly update software, including operating systems, applications, and security patches. This is vital in preventing zero-click malware attacks. Software updates often contain bug fixes and security enhancements.

- **Use Network Segmentation**

Segment networks into distinct zones. Base these on user roles, device types, or sensitivity levels. This adds an extra layer of protection against zero-click malware.

- **Use Behavioral Analytics and AI**

Leverage advanced technologies like behavioral analytics and artificial intelligence. These can help identify anomalous activities that may indicate zero-click malware.

- **Uninstall Unneeded Applications**

The more applications on a device, the more vulnerabilities it has. Many users download

apps then rarely use them. Yet they remain on their device, vulnerable to an attack.

- **Put in Place Robust Endpoint Protection**

Deploying comprehensive endpoint protection solutions can help detect and block zero-click malware. Use advanced antivirus software, firewalls, and intrusion detection systems.

- **Educate Users**

Human error remains a significant factor in successful malware attacks. Educate users about the risks of zero-click malware and promote good cybersecurity practices. This is crucial. Encourage strong password management, as well as caution when opening email attachments or clicking on unfamiliar links.

- **Conduct Regular Vulnerability Assessments**

Perform routine vulnerability assessments and penetration testing. This can help identify weaknesses in systems and applications.

- **Only Download Apps from Official App Stores**

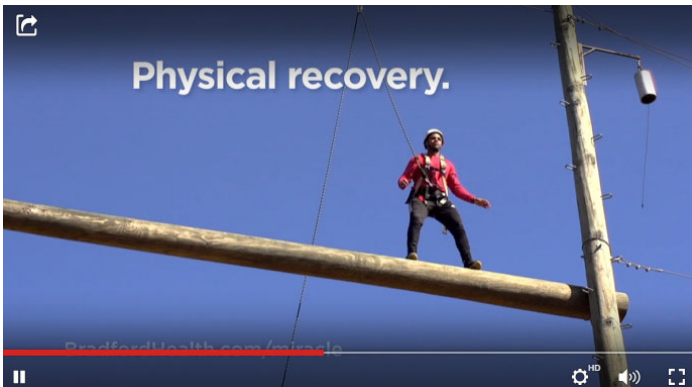
Be careful where you download apps. You should only download from official app stores.



# Harnessing the Power of

In today's fast-paced digital world, attention spans are shrinking, so hospitals and healthcare businesses must embrace innovative strategies to reach and motivate potential patients. Online video is one of the best ways to reach today's busy consumers. Video can help your healthcare practice **connect, communicate, and convert patients**. Here are some of the top areas where video excels for local and regional healthcare businesses.

**Grabbing Attention:** In a digital sea of static ads and web content, video stands out as a captivating and attention-grabbing format. The combination of visuals, audio, and storytelling can create a compelling narrative that resonates with viewers. Studies have shown that people are more likely to watch a video than read plain text, making it an effective way to communicate your healthcare brand's message and grab the attention of potential patients.



**View This Video :** [www.bit.ly/3Y3WG9C](http://www.bit.ly/3Y3WG9C)

**Enhancing Engagement:** Video has the ability to evoke emotions and create a memorable **experience** for viewers. It stimulates both the

visual and auditory senses, making it more engaging than other forms of content. By crafting videos that are informative, entertaining, or even inspirational, healthcare businesses can forge deeper connections with their audience, increasing brand loyalty and customer engagement.



**View This Video:** [bit.ly/44KhsOg](http://bit.ly/44KhsOg)

**Boosting Conversion Rates:** One of the primary goals of any marketing strategy is to drive conversions. Video marketing has proven to be a game-changer in this regard. Studies reveal that including videos on landing pages can increase conversion rates by a significant margin. Videos provide an opportunity to showcase products or services in action, demonstrate their value, and build trust with potential patients. Additionally, **incorporating compelling calls-to-action within videos can direct viewers to take action, such as making a purchase, subscribing, to a newsletter, or filling out a form.**

**Sharing and Expanding Reach:** In today's social media world, people love to share interesting and entertaining content. Video is highly shareable, increasing its potential to go viral and reach

# Online Videos For Your Practice

a wider audience. When viewers find videos valuable, entertaining, or educational, they are more likely to share them with their own networks, amplifying the reach of your healthcare practice or business. Leveraging platforms like YouTube, Facebook, Instagram, and LinkedIn, your business can tap into large user bases and extend your brand's visibility.

**Showcasing Personality and Authenticity.** In today's world, customers want authentic connections with brands...and video marketing allows you to show your company's personality and humanize your healthcare practice. Through video, **your company can introduce key team members and doctors, share patient testimonials, and tell stories that resonate with your target patients.** This helps to establish stronger emotional connections with patients, building trust and loyalty.



**View This Video:** [bit.ly/3q0lqmV](https://bit.ly/3q0lqmV)

For these reasons and more, video is a dynamic and influential medium for the web, transforming the way healthcare businesses communicate and market their products and services. By harnessing the power of video marketing, healthcare businesses can grab attention, enhance engagement, boost conversion rates, expand their reach, and humanize their brand. As the digital landscape continues to evolve, incorporating video into your marketing strategy has become more essential than ever.

## Welcome our newest contributor!

Glenn Anderson is an advertising veteran with over 25 years experience in advertising, marketing, creative strategy and video production for local healthcare practices, regional hospitals and global pharma companies. As a founder of Viamark Advertising and Viamark Video, Glenn has consulted dozens of healthcare clients on their marketing and creative strategy.



**Glenn Anderson**  
**VIAMARK Advertising**

P | 508.746.1802    F | 508.749.7808

[glenn@viamark.com](mailto:glenn@viamark.com)

[www.viamark.com](http://www.viamark.com)

[www.viamarkvideo.com](http://www.viamarkvideo.com)

# AI in Dentistry-Legal and Ethical Issues

Discussions about the limits on the use of Artificial Intelligence (or “AI”) have dominated the news cycle lately, even to the point where executives of companies which promote AI and essentially profit from its present and future use have expressed their concerns about its abuse. What about dentistry, which is a field which benefits from better analysis of a wide variety of factual information enabled by technological advances, but which allows the final decision maker to always be a highly educated and trained human? Aside from the benefits for more accurate clinical diagnosis, and issues relying on technology too much to actually provide hands on treatment, what are the legal and ethical issues that come up with the use, and potential abuse of using AI in dental treatment?

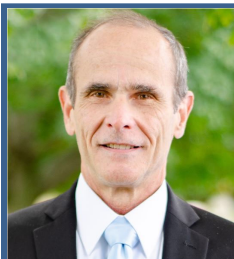
Dentists are held responsible under malpractice law if they do not meet the expected level of care, usually interpreted to mean the same level of treatment that other dentists are providing in their communities. Can that standard be determined by an algorithm, which analyzes all available facts and comes to a conclusion, or reasonable alternatives, based on such diagnostic tools as patient history, radiographs, and live scanning of patients’ oral conditions? There could be a database of various alternatives practitioners would suggest for treatment in particular situations. But the community standard of care, often called the “localized” standard, might reveal some of the shortcomings of AI as a primary decision maker in diagnosing dental conditions and designing a treatment plan for human beings. How can a database be designed to weigh how an individual’s pain tolerance, subjective feelings about the extent of dentistry they prefer, economic situation, and how racial, age or gender characteristics can influence both medical diagnosis and future effects of various treatments? On the other hand, a dental professional can benefit

from being able to relying on the vast array of possible treatments based on approaches other practitioners have taken in particular dental conditions they are faced with. This knowledge can provide important backup if patients challenge decision making.

Ethical issues are involved in using AI, including the importance of ensuring privacy and the protection of patient health information. Releasing patient information into a database or using that information to treat others involves serious issues under HIPAA regulations. Transparency about how AI is being used must also be considered completely, with both an explanation to both the patient and the dentist information about AI algorithms, the possible bias of those algorithms and the limitations of AI in accurate diagnoses.

AI in dentistry will definitely run into regulatory roadblocks, with dental boards and most legislators being highly protective of the authority and respect which a dental license and education represent. It is likely that increasing benefits of technology to dentistry will be promoted, but when it interferes with individual decision making and the standards which dental boards are created to supervise, barriers will likely be created in the law to prevent that intrusion.

AI will undoubtedly create more efficiency in administrative tasks other than hands on treatment, such as appointment scheduling, record keeping, and even questions and answers that patients can use when interacting with dental offices. But humans are inherently emotional creatives, and human interaction will always have the upper hand over AI in that respect. Legal and ethical hurdles seem to be not too steep to be overcome as long as they are carefully considered as AI gains a foothold in the dental industry.



## Attorney Brian Hatch

Hatch Legal Group

8 North Main Street, Suite 403 • Attleboro, MA 02703

[HatchLegalGroup.com](http://HatchLegalGroup.com) • [brianhatch@hatchlawoffices.com](mailto:brianhatch@hatchlawoffices.com)

# *Differentiation is the Key - Employer Brand*

With candidates able to cherry pick from a list of job openings, identifying just how your dental practice is different and what more you can offer a candidate is vital. As a recruiting consultant who interviews many candidates on a daily basis, we learn what candidates are looking for today from the candidates themselves.

They are, first and foremost interested in compensation, the hours, degree of flexibility and schedule options, benefits and perks, the equipment/technologies they will be working with, and the culture, which the candidate gleans from a review of Glassdoor, Indeed, social media sites, or talking to who they might know who has worked for the company.

Assuming you are competitive with all of the above, how do you get the word out that what you offer is different or more attractive than any another dental practice? Dental practices must answer a candidates' "why". Why should they apply to your job? How are you different?

The way to highlight how you are different is to develop and actively market your employer brand.

What do you stand for? What are you known for? I am talking not amongst customers, but in the labor market. What do candidates know about your company?

At the beginning of a recruiting assignment, I typically interview for a job opening or two, without cost for one week. What I am looking for is to learn what the candidates know about that particular company.

I once interviewed for multiple job openings for one week for a local company and learned that the company was known as the lowest paid employer in their industry in a 50 mile radius! Suffice it to say, I did not end up taking that client on. Wasting the client's money or my time is not my best interest, nor theirs, as I too, have plenty client options with companies willing to ensure they are competitive and offering something more to candidates in order to attract top

talent.

A dental practice needs to have a strategy for developing their employer brand in order to woo candidates, but it is a now and in the future proposition. What I mean by that is, you can't go about effectively developing your employer brand in the labor market, when the wolf is at your door and you have three current key vacancies.

A brand is simply a positive association with your practice in the labor market, but that positive association must be there long before you have a job opening. A good place to start is to take a look at your top nearest competitors for talent. Review their career websites to see what they offer and how they are differentiating themselves. You will also have to look within, and honestly look at your "employee value proposition", i.e. what do employees get out of the deal if they work for you verses your competitor down the street? You have to be able to answer that question, legitimately, as there must be something of substance there for you to be able to compete, of which you can then promote.

The employers who are able to generate the largest number of candidates of which to choose from to fill their vacancies are the ones who have spent the most amount of time and effort in ensuring they are able to differentiate themselves as an employer, offer something different than the rest, and promote it through marketing before, during, and after your next vacancy. It is a commitment, but with a big payoff.

I realize you may have a job opening right now, and you might have never even thought about developing an employer brand. What to do? Start now. Start any time. Time is a wasting. If you prefer, enlist the help of some top marketing expertise as this is a long term initiative, not a one time fix. Know too that you cannot stop working on your employer brand once your positions are filled. It doesn't work that way. Again, it is a commitment, but with a big payoff.



**Debra J. Parent, PHR, SHRM-CP, CHHR**

[rightfitrecruiting@comcast.net](mailto:rightfitrecruiting@comcast.net)

(508) 884-6798

<https://rightfitrecruiting.com/>

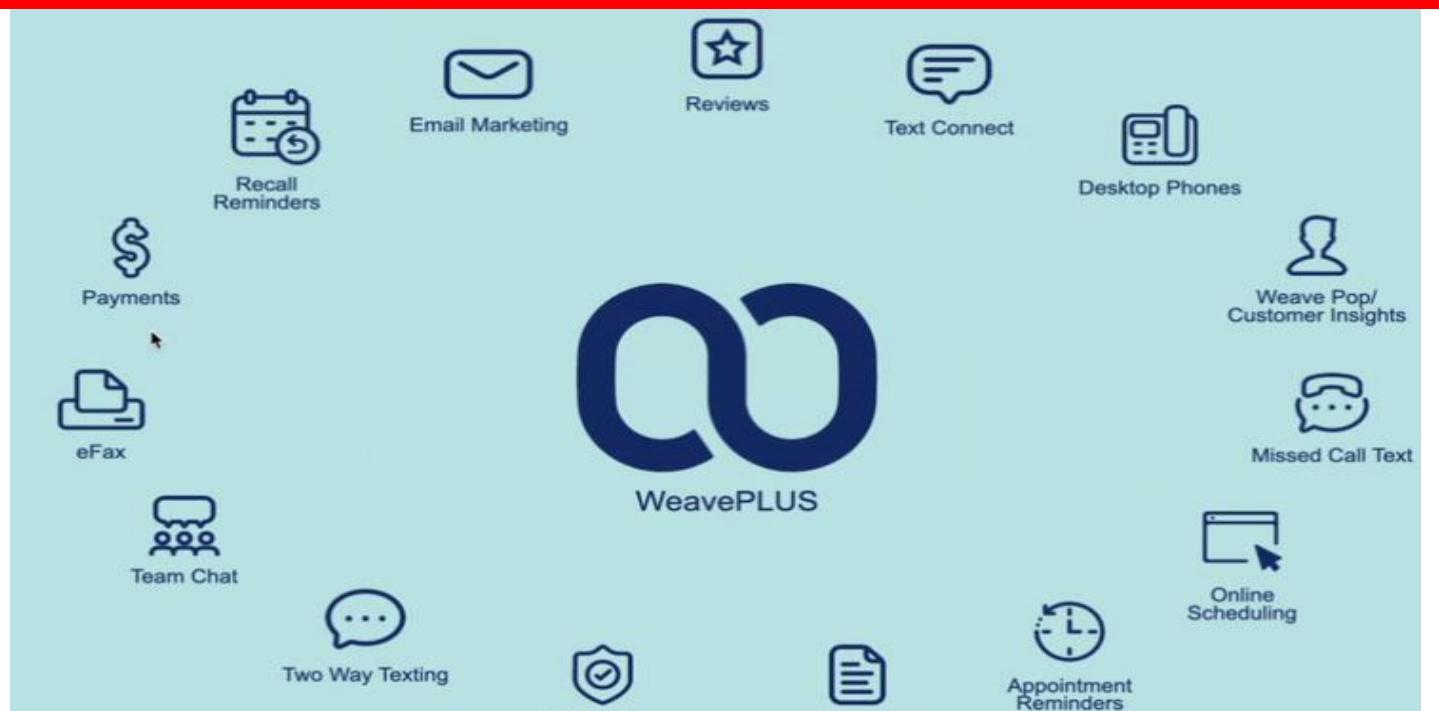
Or connect with Deb via LinkedIn –

<https://www.linkedin.com/company/djp-right-fit-recruiting-llc/about/>

## In This Issue:

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The image displays the WeavePLUS logo, a stylized blue infinity symbol, centered on a light blue background. Surrounding the logo are various icons representing different features of the platform. The features include: Recall Reminders (calendar icon), Email Marketing (envelope icon), Reviews (star icon), Text Connect (speech bubble icon), Desktop Phones (phone icon), Payments (dollar sign icon), Weave Pop/ Customer Insights (person icon), eFax (document icon), Missed Call Text (phone icon with speech bubble), Team Chat (group of people icon), Online Scheduling (calendar icon with mouse cursor), Two Way Texting (speech bubble icon), Appointment Reminders (clock icon), and a shield icon representing security.

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