

## Living with malware infections



In a recent article published by InfoWorld e-magazine, author Bob Violino discusses how to manage your personal computers, networks and mobile devices even if they have been infected. There is no surefire way to prevent all things from infecting your environment, but there are things you can do that will help minimize the damage.

First, make the assumption that your network or devices are infected. Malware code today is well written and extremely sophisticated, according to the article. But having malware and living with it, does not mean lost data.

There are many approaches that can help reduce the effect of these intrusions, despite the prevalence of infections. Approximately 43 percent of 782 US based companies surveyed reported an increase in malware in 2010. It is only going to get worse for the remainder of 2011.

The article includes several survival tips, including, “Practice good data governance”; “Deploying technologies and tactics that can help keep malware from spreading”; “Diversify your Information Technology infrastructure to decrease reliance on one or two Operating Systems or browsers”; “Being sensible about using consumer devices in the workplace” and “Building a solid security foundation to protect your organization, rather than protecting your devices”.

Read the article in full at: [http://www.infoworld.com/d/security/how-live-malware-infections-668?page=0,0&source=IFWNLE\\_nlt\\_daily\\_2011-07-05](http://www.infoworld.com/d/security/how-live-malware-infections-668?page=0,0&source=IFWNLE_nlt_daily_2011-07-05)

Also, you will be able to download InfoWorld’s “Malware Deep Dive” PDF guide, by clicking on the link within the article.

## Free training materials

by: **June Noto**

Recently I was solicited via email to try out some free downloads of Quick Reference Guides. Normally, I ignore such solicitations, because usually these emails turn out to be nothing more than a teaser, and want to sell me something I know I can’t afford to buy.

I was surprised to find this was a legitimate site with very valuable training materials. Just sign up and you can download literally, a vast array of Quick Reference Guides, for free. And they allow you to distribute them internally to your staff, as often as you need to. There is no limit on the number of guides you can download, or how many you can reproduce for your organization.

Quick Reference Guides (or Cards) are an effective way to quickly look up something about the application software you are working with. For example, you can download a quick reference card for Windows 7, or Office 2010 (or earlier versions). Granted these cards don’t act as a complete training program, but there is good news on this aspect as well. The site I refer to: [qr.customguide.com](http://qr.customguide.com) also offers free tutorials for a 30-day trial on most software platforms, even for the Macintosh. So if you want a Mac, but were afraid you would not be able to make the transition to it because you have always used a PC, take the Mac OS tutorial and you will be up and running in no time at all. Their library includes more than 7,000 Online Skills Assessments and Interactive tutorials. No strings (or spam) attached, when you sign up.

Is your agency planning an upgrade to a new operating system, or Office 2010? Send your employees to this site for a quick tutorial on what they will need to bring them up to speed. It is easy and most of all, it is free! Of course, you can always engage the IT Project to meet your training needs, but we aren’t free ... just affordable.

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**From the Director - Bits and Bytes**

Welcome to the summer of 2011. It surely has proven to be one of the hottest summers on record nationwide. So I hope everyone has found a way to stay cool while enjoying the days outdoors.

The IT Project also has hot news to report. As part of NJAMHAA's Electronic Health Records Collaborative, five additional agencies have signed up with Qualifacts Systems Inc. and I will be serving as the collaborative's project manager. This exciting opportunity presents many challenges, but I know I'm up for the task at hand. While each agency has their own in-house PM, I will be coordinating meetings, tracking problems and issues, and be the voice of the overall collaborative. Of course, this in no way means that each agency can't access QSI directly, but it will bring the sense of cohesiveness to the project, since we all have the same goal in mind ...to go live with as few problems as possible.

I have yet to see an EHR implementation to go off without a hitch, but if my serving as PM can mitigate some of the issues, I'm up for giving my all. Just trying to get staff from five agencies together for a meeting is a challenge in itself, but in the long run, the sacrifices will be well worth it.

These five new agencies, will be added to the six already using the CareLogic platform as their EHR. I also understand a user group has already been convened, headed up by Preferred Behavioral Healthcare, the first CareLogic agency that successfully went live approximately five or six years ago. And since PBH has been the longest, most experienced users of CareLogic in New Jersey, the NJAMHAA IT Project is working with PBH to develop an agreement. In this agreement PBH can assist the IT Project with supportive services so we can assist these new agencies with their implementations and on-going support. We are all very excited about this new venture.

The other EHR vendor in our collaborative is Foothold Technology. While there is no agreement in place for the IT Project to provide services, I strongly believe in a collaborative approach of having several agencies implement at the same time. If you are looking at Foothold, or any other vendor, especially those who have already joined NJAMHAA's Technology Council, we may be able to help bring several of you together for a discussion on how you can save some money by jointly implementing with other agencies.

We are waiting for NJ Medicaid to go live with the Incentive Program which should be available this fall for Providers. This will

allow for all eligible professionals (Psychiatrists and Advanced Practice Nurses) to file their attestation with the Centers for Medicare and Medicaid Services that they are using a "Certified" EHR platform, and will be able to demonstrate Stage One

"Meaningful Use". If the software platform you are looking at isn't certified by the Office of the National Coordinator (ONC), then eligible professionals cannot participate, so be sure you are looking at ONC certified platforms.

If you need more information on the EHR Collaborative, Incentive program, Meaningful Use, or anything else, the IT Project is here to assist you. Please just email me at [JNoto@njamhaa.org](mailto:JNoto@njamhaa.org) or give me a call at 609-838-5488 x202.



P.S.: Don't forget to save your spot at the IT Project annual conference, scheduled for March 7, 2012. See back page for details.

**“ If the software platform you are looking at isn't certified by the Office of the National Coordinator (ONC), then eligible professionals cannot participate, so be sure you are looking at ONC certified platforms. ”**

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**Staff Contributors**

- EDITOR IN CHIEF** ..... **June A. Noto**
- EDITORS** ..... **Randy Thompson**
- ..... **Debra L. Wentz, Ph.D.**
- ART DIRECTOR** ..... **Jeremy Timberman**
- WRITERS** ..... **June A. Noto**
- ..... **Ron Gordon**
- ..... **Arthur Powis**
- ..... **Kurt Wurmser**

New Jersey Association of Mental Health and Addiction Agencies, Inc.  
 The Neuman Building  
 3575 Quakerbridge Road, Suite 102  
 Mercerville, NJ 08619  
 Tel: 609-838-5488  
 Fax: 609-838-5489

E-mail: [njamhaa@njamhaa.org](mailto:njamhaa@njamhaa.org)  
 Web Site: [www.njamhaa.org](http://www.njamhaa.org)

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# Social Media Marketing in Social Service Organizations

by: June Noto

**E**ach day some new social media site pops up and wants us to join, be a friend, link in, or otherwise interact, to advance the cause and mission of our organizations. But what exactly is social media marketing and how can it benefit a human service agency?



Let's talk about the definition of Social media marketing. Contributors to Wikipedia, refer to it as "an addition to personal, small business, corporate, and non-profit organizations' integrated marketing communication plans." The platforms of social media are actually a "group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, that allow the creation and exchange of user-generated content." That's all well and good. But how can it help, you ask?

The time has come for all human service organizations to market their business, just as any for-profit company does. If you aren't already investing dollars to get your name and reputation out there, you are already behind the times. With shrinking dollars and limited funding sources, your business models will change and that means you'll depend more on fee-for-service clientele. But how to you reach more people to come to your agency for services? How do they even know you exist? And once they do, how do you keep them engaged?

The answer: Social Media Marketing. Today's society communicates in new and different ways. Text messaging is prevalent. It's quicker than a phone conversation or accessing the Internet. Some very large organizations subscribe to services that allow anyone to text message a donation to their organization. How much easier can it get to raise money? During the earthquake tragedies in Haiti and Japan, the American Cross set up a system whereby you could text an amount to a special number, to make an instant donation. The amount you texted shows up on your phone bill, and it's up to your carrier to ensure that the Red Cross gets the donation. Plus, cell phones are so smart today, that people use them to stay on top of their social networks. All smart phones with social media apps can have their owners notified the minute something is posted on their page or site. The delivery is instantaneous.

Other examples of venues for fund-raising and marketing are Facebook and Twitter. Invite people you know to be a fan or a friend. Encourage them to promote your agency by sending invites to their friends, and so on. And before you know it, you have hundreds of followers. These platforms have easy to use features which allow people to donate to your organization.

It was once thought that only those under 35 use such sites, but that is so far from reality. Everyone uses the Internet today (ok, maybe not everyone, but studies show that Internet access and use is consistently on the rise). Grandparents, parents, siblings, children, aunts, uncles, etc. stay in touch with each other using electronic means, whether through email or using such a site as Facebook or MySpace, just to mention two. If you can reach one person who believes in your work and mission, they will be happy to ask others to follow your links and read what's on your pages. While the telephone is still a tool used for personal and corporate communications, people are texting, emailing and posting on social networking sites more than ever before.

The "media" has changed for delivering your message. Printed materials are not considered "green" or cheap these days. Fortunately with social media everything is electronic, which means free and environmentally friendly! Additionally, the medium shapes the way a message is communicated, and the impact will be more significant. Think of the impact that a short one minute video on U-Tube would make, versus a black and white photographic in a local newspaper. First, millions of people will have access to it, not just those in the local community who receive that paper. Secondly, the video is far more engaging than looking at an ad in a newspaper or magazine.

Whether it's U-Tube, Facebook, Twitter, LinkedIn, MySpace or others, the impact of your campaign can be significant and far-reaching. A great example of this occurred back in May 8, 2010, when Betty White, the famous actress, hosted the infamous, "Saturday Night Live" television show. The Facebook campaign surfaced in the form of a petition that went from person to person to person, each forwarding it to many of their friends, and so on and on it went. Viral throughout the world, until it finally landed on the desks of NBC Universal executives who made the decision to let Ms. White host their show. And having seen the show, it was one of the best decisions those executives ever made! She was outstanding, and the ratings were one of the highest NBC has seen in a very long time.

NJAMHAA is putting together a toolkit for our members to assist in this area: A comprehensive kit that discusses the different avenues of social media, how to use them, how to get the message out to multiple sites with just the click of one button, as well as how to respond to feedback that may not be so favorable. The toolkit and training will also address some of the ethical issues that revolve around social networking. Is it okay for your clients whose information you need to keep confidential, to opt-in to your email marketing list, or friend you on Facebook? NJAMHAA will have a guide that answers these questions soon.

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# Good News! Updates to the Microsoft Software Donation Program

Lara Franklin- TechSoup. 27 Jul 2011

***It is hard to believe how far we've come since we first started donating Microsoft software.***

TechSoup used to distribute software donations to worthy nonprofit organizations from the basement of a San Francisco Victorian. More than 10 years later, TechSoup Global has moved on from that basement, but Microsoft software donations are still mainstays of the TechSoup program. And it's a good thing! Since they started the program in 1998, Microsoft has donated more than \$3.9 billion worth of software to nonprofit organizations in more than 100 countries worldwide, now reaching over 40,000 nonprofits each year. That's a lot of basement-fulls of software!

We at TechSoup want to thank Microsoft for its longstanding commitment to supporting nonprofits around the world through software donations and more, and are thrilled to join them in announcing some important updates to their software donations program that will make it even easier for nonprofits and public libraries to get the Microsoft products they need, when they need them.

Beginning today, July 27, 2011, organizations now have more flexibility regarding when they can request Microsoft software donations and in the product donations available. And, to make navigating the program easier, we're introducing the Microsoft Donation Center, where eligible organizations can easily track their Microsoft requests, see the value of donations received to date, and more.

## How the Microsoft Program Updates Benefit Your Organization

- **Request what you need, when you need it:** Organizations can now request Microsoft products as needed, not just once per year. Also, there is no longer a five-seat minimum requirement, so an organization can request just one license if that is all it needs.
- **Get more complete solutions:** Now you can request from up to 10 different Microsoft title groups in each two-year cycle, so you can build more complete solutions that help you meet your mission. And, with the addition of Microsoft's Get Genuine Windows product, organizations can ensure their existing computers are running genuine versions of Microsoft operating systems (learn more about Get Genuine).
- **Easily see Microsoft donations details at a glance:** To help organizations manage their Microsoft donations, TechSoup has created the Microsoft Donation Center (accessible from the Donation Request/History page under My Account), where nonprofits can get all the pertinent details in one place. Organizations can easily track what's been donated so far, what remains of their software allotment, when their cycle resets, and more nonprofit resources available from Microsoft.

- **Existing Microsoft cycles have been reset:** If your organization is already participating in the Microsoft Software Donation Program through TechSoup, your cycle has been reset! Your two-year donation cycle will start again when you place your first Microsoft request after July 27, 2011, and will reset every two years on the anniversary of that request. Requests placed before July 27, 2011, will not count against your new Microsoft software donation allotment.

**Not sure if your organization is eligible for the Microsoft Software Donation Program?** Take our Check Program Eligibility Quiz at: <http://home.techsoup.org/pages/EligibilityQuiz.aspx> – see if you're eligible for Microsoft and our 44 other donation programs.

To learn more about the updates to the Microsoft Software Donation Program and how they affect your organization, visit our Overview of the Microsoft Software Donation Program at: <http://www.techsoup.org/stock/microsoft/>

On August 11, 2011 we'll take your questions about the new program, explain eligibility, and focus on helping you – our users – understand how to maximize your donations during our Microsoft Donation Program: Get Your Questions Answered at: <https://cc.readytalk.com/cc/schedule/display.do?udc=81xutxk6x5kxwebinar>.

## Help Us Donate More: Spread the word!

Many organizations have benefited from software donations from Microsoft, but there are many more still to reach! Help us spread the word to our fellow nonprofits. Check out this great video at: <http://blogs.technet.com/b/microsoftupblog/archive/2011/07/26/help-us-give-your-favorite-nonprofit-a-software-donation.aspx> on the impact of Microsoft software donations and share it with your networks. You can also follow @msftcitizenship on Twitter to hear more or find them on Facebook.

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## Tech Soup Announcement:

Cisco allocated most of their remaining [Flip Video](#) cameras to TechSoup! Eligible nonprofits and libraries can now each request up to five bundles of MinoHD and UltraHD video cameras. Bundles of six MinoHD cameras are offered at an admin fee of \$55 or two UltraHD cameras plus a tripod at an admin fee of \$28. Do not delay as these cameras are sure to go fast.

# Free Script for Backing up VMWare ESX(i) 3.5/4x+ servers



**Looking for a cost-effective way to backup your virtual machines? Take a look at this script at: <http://communities.vmware.com/docs/DOC-8760>**

It has been tested on ESX 3.5/4x and ESXi 3.5/4.x and supports the following backup mediums:

LOCAL STORAGE, SAN AND NFS. The script is non-interactive and can be setup to run via cron. It works similarly to VMware's VCB tool and takes snapshots of live running virtual machines, backs up the master VMDK(s) and then upon completion, deletes the snapshot until the next backup. It does utilize server resources but it's worth checking out.

Here are the features offered in the script:

- Online back up of VM(s)
- Support for multiple VMDK disk(s) backup per VM
- Only valid VMDK(s) presented to the VM will be backed up
- Ability to shutdown guestOS and initiate backup process and power on VM afterwards with the option of hard power timeout
- Allow spaces in VM(s) backup list (not recommended and not a best practice)
- Ensure that snapshot removal process completes prior to continuing onto the next VM backup
- VM(s) that initially contain snapshots will not be backed up and will be ignored
- Ability to specify the number of backup rotations for VM
- Output back up VMDK(s) in either ZEROEDTHICK (default behavior) or **2GB SPARSE** or **THIN** or **EAGERZEROEDTHICK** format
- Support for both SCSI and IDE disks
- Non-persistent NFS backup
- Fully support VMDK(s) stored across multiple datastores
- Ability to compress backups (Experimental Support - **Please refer to FAQ #25**)
- Ability to configure individual VM backup policies
- Ability to include/exclude specific VMDK(s) per VM (requires individual VM backup policy setup)
- Ability to configure logging output to file
- Independent disk awareness (will ignore VMDK)
- New timeout variables for shutdown and snapshot creations
- Ability to configure snapshots with both memory and/or quiesce options

- Ability to configure disk adapter format
- Additional debugging information including dry run execution
- Support for VMs with both virtual/physical RDM (pRDM will be ignored and not backed up)
- Support for global ghettoVCB configuration file
- Support for VM exclusion list
- Ability to backup all VMs residing on a specific host w/o specifying VM list
- Implemented simple locking mechanism to ensure only 1 instance of ghettoVCB is running per host
- Updated backup directory structure - rsync friendly
- Additional logging and final status output
- Logging of ghettoVCB PID (proces id)
- Email backup logs (Experimental Support)
- Rsync "Link" Support (Experimental Support)
- Enhanced "dryrun" details including configuration and/or **VMDK(s) issues NEW!**
- New storage debugging details pre/post backup NEW!
- Quick email status summary NEW!
- Updated ghettoVCB documentation NEW!
- GhettoVCB available via github NEW!



**Jessica Chludzinski**  
**[jessicac@defran.com](mailto:jessicac@defran.com)**  
**212.727.8342**



**Susan Barton**  
**[susanbarton@qualifacts.com](mailto:susanbarton@qualifacts.com)**  
**845.416.8373**

# Medicare University Updates and Computer-Based Training Course Listings

National Government Services, Inc. strives to deliver detailed information through several resources including Medicare University. Recently the Medicare University portal page located on the National Government Services Web site was recently enhanced. Some of the new features include:

- Listing of all Computer-Based Training (CBT) courses available in Medicare University
- Listing all applicable Course Catalog IDs to assist in understanding which Medicare contract the course is applicable to
- Updated frequently asked questions about Medicare University
- Step-by-step instructions on accessing the Self-Reporting Tool
- Step-by-step instructions on accessing CBTs

To access the Medicare University portal page follow these steps:

- Go to <http://www.NGSMedicare.com>
- Select your Medicare contract/business type and select the Go to Home Page link
- Select the Accept button when presented with the Attestation page

- Locate and click the Medicare University link under Education and Training found on the side navigation panel
- National Government Services, Inc. has revised all CBTs that are located in Medicare University to reflect the most current Medicare guidelines. The CBTs are an interactive online tutorial, which has been developed to help assist in the dissemination of provider/supplier information.

To access Medicare University go to <http://www.medicareuniversity.com/index.jsp>.

Once in Medicare University:

- Login or Create a New User
- Go to the Course Catalog and Locate the Catalog ID of the Desired Course
- Click on the “Details” button
- Click on the “Enroll” button
- Click on the Curriculum List tab and select the “Go” button next to the Desired Catalog ID
- Click on “Launch”



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**Contact: Christine Malley (Cmalley@ntst.com)  
(888) 249-1517**



**Nick Scharlatt  
[nick@footholdtechnology.com](mailto:nick@footholdtechnology.com)  
212.780.1450**

## Phone System Buying Disasters: Five Lessons learned the hard way.

In a recent whitepaper published by Compare Business Products, Inc., two high level executives were interviewed regarding their decisions to purchase a new phone system and the lessons they learned the hard way.

In summary, the five lessons learned were:

**Hard Lesson 1:** Buying a system with proprietary hardware that is dependent on the service provider – leaves you no options other than dealing with a single provider.

**Hard Lesson 2:** Getting a system that is not fully compatible with Microsoft Outlook – had to manage voicemail on the Private Branch Exchange independently from the emails that were forwarded from the PBX.

**Hard Lesson 3:** Data transmission delays resulting in poor sound quality and performance – Need we add more?

**Hard Lesson 4:** Slow customer support response times from the vendor – call other customers and makes sure you know who your vendor is and what they stand for.

**Hard Lesson 5:** Not having a back up telephone land line – all facilities should have at least one land line with an “old fashion” telephone that will work regardless of loss of electricity.

To download the complete whitepaper, go to:

<http://www.comparebusinessproducts.com/phone-systems/phone-system-buying-disasters-to-avoid?source=email&Synd=internal&AdPlace=text&Creative=20110728>

## QR Codes: A link between worlds

QR codes are a new and easy way to link the virtual and physical worlds. The QR code to the right can be scanned by a smartphone (Android, Blackberry or iPhone). Blocks of texts, phone numbers, or text messages can be encoded in a QR code.



The QR code to the right will direct the user to [www.njamhaa.org](http://www.njamhaa.org).

How can a QR code help your agency? Adding a QR code to your agency's brochures or posters can provide a quick and impossible-to-forget path to your website. QR codes can be added to T-shirts, or even stickers, turning anything into an online advertisement for your agency. A QR code directing to a phone number could provide quick access to a crisis line. You can direct potential guests to a website to sign up for an event.

There is no license fee to use a QR code and they can even be created online with no special skills, equipment or software needed. When budgets are stretched, that is definitely something to consider. Anyone can create one as needed in just a few minutes. One online QR code generator can be found at <http://qrcode.kaywa.com/> and there are many others.

QR codes are quick, easy, and free. They can be a cost-effective and valuable part of your agency's online presence.

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# Reaching for the Stars: Making a Difference Using Information Technology

March 7, 2012

The Pines Manor, Edison, NJ

## Save the Date!



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**Jeff Hartman**  
[Jeffrey.hartman@bluwmg.com](mailto:Jeffrey.hartman@bluwmg.com)  
732.744.9119 x101

**essential**  
LEARNING

**Chuck Tepper**  
[ctepper@essentiallearning.com](mailto:ctepper@essentiallearning.com)  
800.729.9198