



Business to Business Zoom Conference Series

# The Latest on COVID-19

9.24.20



## Today's Topics:

1. Cyber Security and Internet Safety
2. Latest on testing, screening, and trends
3. Tips about safe travel or working in the field
4. How to have group meetings when technology isn't an option



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## Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation.

Northern Light Health encourages everyone to follow federal and state governmental guidance and mandates.

Northern Light Health does not know the particulars of your situation, so the information presented today is general in nature and is based upon Northern Light Health's own experience, which may or may not apply in your specific situation, and which may be revised as we learn more about the Coronavirus.

Accordingly, following any guidance Northern Light Health presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.

What's the biggest cybersecurity risk to any business today?

## The Weakest Link



**92%** of malware is delivered by email

**24%** of all data breaches are due to human error



**\$3.5 million**

average total cost to remediate a breach caused by human error

## Building a Culture

### Why Cybersecurity Awareness is Important

A comprehensive program sets clear expectations for all employees and educates users how to recognize attacks and how to respond to potential threats



Who is involved in  
Cybersecurity Awareness?

**EVERYONE!**





# Northern Light Health's Program

## How to develop a cybersecurity awareness program in your business:

### Find a connection

Northern Light Health has created a system wide Cybersecurity Awareness program by educating on topics that employees can relate to in their personal lives. In return, flowing back into the work environment.

#### Northern Light Health's tool kit includes:

- Security Education Platform for materials
- Random phishing tests for employees
- Regular emails with educational Tips & Tricks
- Quarterly required security education modules
- Participation in National Cybersecurity Awareness Month - October

#### Northern Light Health Education Topics:

- Back to school cyber safety
- Online shopping scams and safety
- Yearly tax time topics
- Work from home tips
- Mobile device security
- World Events
- Phone scams and Business Email Compromises



# COVID-19 Cybersecurity Impact

Being prepared with a strong cybersecurity program is important as the threat landscape is ever changing

The onset of the COVID-19 pandemic is a great example of how criminals take advantage of society during a time of crisis

On January 30th, the United States declares its first case of COVID-19, cyber attacks go up 48%



A 238% increase in **cyber attacks against banks** is linked to COVID-19

Phishing Attacks related to COVID-19 went up 667% in March 2020



The week of April 16<sup>th</sup>, every day Google saw over **240 million spam** related to COVID-19



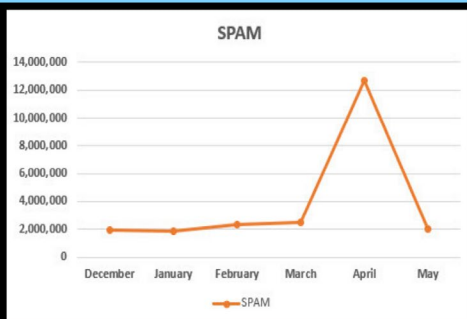
As of May 2<sup>nd</sup>, the FBI reported a **300% increase** in reported cyber crimes

Experts are predicting a 2<sup>nd</sup> wave of attacks when the vaccine is released

## Tips & Tricks



### NORTHERN LIGHT HEALTH ENCOUNTERED A 400% INCREASE IN SPAM EMAILS BLOCKED IN APRIL



During times of uncertainty, scammers increase their attempts to trick users. Continue to be vigilant:

- Verify the sender
- Hover over links
- Check for spelling & grammar errors
- Were you expecting the email?

## MESSAGING ATTACKS

When cybercriminals attack using Texting or Messaging

Bad actors are using the pandemic to strike with false coronavirus information

### COMMON CLUES OF AN ATTACK

- A tremendous sense of urgency, when someone is attempting to rush you into taking an action, like clicking a link or calling a number.
- Is this message asking for personal information, passwords or other sensitive information they should not have access to?
- Does the message sound too good to be true? No you did not win the lottery, especially one you never entered.
- A message that appears to come from someone you know or a legitimate organization, but the wording or message doesn't seem right.

## Remote Work Safety

STAY SAFE ONLINE WHEREVER YOU SIT

WORKING FROM HOME SHOULD BE NO DIFFERENT THAN WORKING IN THE OFFICE WHEN IT COMES TO CYBERSECURITY

### Office Habits to Bring Home

- Lock your screen when you leave your workstation
- Don't write down passwords
- Keep your workstation in an area where sensitive information cannot be viewed
- If using Wifi, make sure it is password protected
- Don't visit websites you wouldn't visit in the office

Send Suspicious Emails to [spam@northernlight.org](mailto:spam@northernlight.org)

Configure your device for school work with Security in mind

## BACK TO SCHOOL ONLINE SAFETY

Tips to stay safe this school year

Discuss phishing and how to identify phishing email.

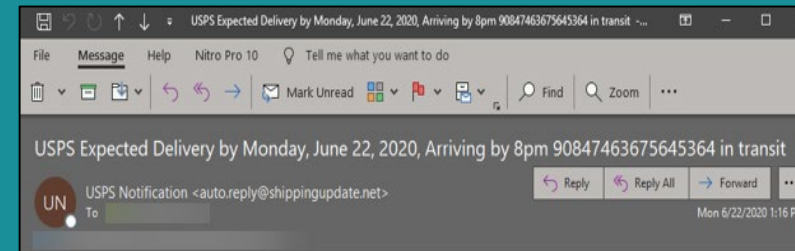
Look for ...

- Misspellings
- Discrepancies
- Unsure? Check with a parent

### Cover webcams when not in use to protect from hackers spying

BEWARE OF CYBERBULLYING

## Phishing Test Example



The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious source.



Hello,

Your item arrived at our UPS facility. The item is currently in transit to the destination.

By 8:00pm



Tracking & Delivery Options

My Account

Visit [USPS Tracking®](#) to check the most up-to-date status of your package. Sign up for [Informed Delivery®](#) to digitally preview the address side of your incoming letter-sized mail and manage your packages scheduled to arrive soon! To update how frequently you receive emails from USPS, log in to your USPS.com account. Want regular updates on your package? [Set up text alerts.](#)



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Delivery date and time depends on origin, destination and Post Office- acceptance time and is subject to change. Delivery options are subject to restrictions and may not be available for your item. This is an automated email, please do not reply to this message. This message is for the designated recipient only and may contain privileged, proprietary, or otherwise private information. If you have received it in error, please delete. Any other use of the email by you is prohibited. Copyright All rights reserved.

## Interactive Training Modules

### Business Email Compromise

Lesson 1 You've Been Compromised 31%

#### Business Email Compromise in Detail

A targeted and highly researched attack.

Flip each card to continue.

Back Next

### Business Email Compromise

Lesson 1 You've Been Compromised 37%

#### Lesson 1 Quiz

#### You've Been Compromised

Let's see what you've learned!

Can you answer these questions about compromised accounts? You'll need at least **4 correct answers** to move on.

**Hint:** Think about the reasons why attackers compromise accounts.

Back to Lesson Start

# Additional Resources

## Helpful Cybersecurity Resources

### CISA's Cyber Essentials

<https://www.cisa.gov/cyber-essentials>



### Federal Trade Commission – Business Center

<https://www.ftc.gov/tips-advice/business-center/privacy-and-security>



### NIST Small Business Cybersecurity Corner

<https://www.nist.gov/itl/smallbusinesscyber>



### DHS Be Cyber Smart

<https://www.dhs.gov/be-cyber-smart/campaign>



### National Cybersecurity Alliance

<https://staysafeonline.org/>




# Latest on testing, screening, and trends

# Latest on COVID-19

- Testing
  - Supply Chain Remains Problematic
    - Several Tests Are Run on Same Platform
    - Influenza for instance
  - Across the State All Labs are Working to Improve Turnaround Times
    - We are still seeing delays in asymptomatic testing, especially for things such as travel
    - NLH is keeping up with clinical demand, but we share concerns about delays once influenza becomes a factor
    - <https://northernlighthealth.org/Resources/COVID-19/Testing>

## Testing

At Northern Light Health, we believe that testing is an important part of slowing the spread of COVID-19. At this time, testing materials are still limited but are expanding rapidly.

 Determine if you should be tested through our questionnaire

Please pick the square that describes the test you need.



**Symptomatic**  
I have symptoms



**Pre-Procedure/Surgery**  
I've been told I need a test  
before a procedure



**Business & Staffing**  
I would like to have my  
employees tested



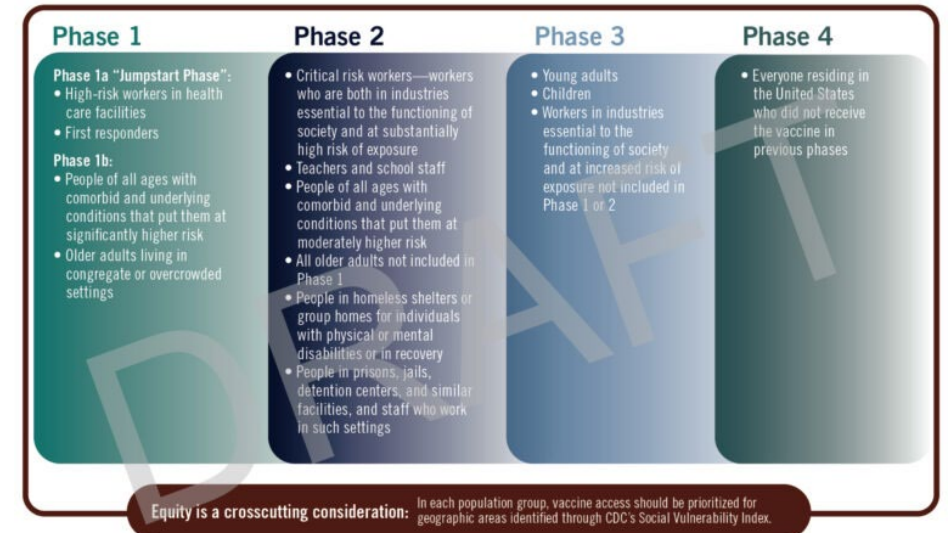
**Asymptomatic**  
I don't have symptoms,  
State Order, All Other



# Latest on COVID-19

## • Vaccinations

- Influenza
  - Recommendation is for  $\geq 6$  months old, especially high risk
  - Prior to end of October
- COVID
  - Many trials underway
  - One placed on hold due to adverse event
  - Preparations are being made at state level for vaccination
  - Most likely it will be varied approach run through large health systems



# Tips about safe travel or working in the field



# Working in the Field

Presents some unique challenges  
Constantly changing “bubbles”  
Inside versus outside

Expect to receive the same questions  
at multiple locations



You should know both their screening process and notification process.

What if they do not have a screening process?

It is okay to ask-We are all responsible for everyone’s safety

Make sure they have your contact information

# Travel

Assess your risk before you go.

Do you have health concerns?

Where are you going?

Does that place have community spread

How are you getting there?

Private vs public transportation

Air versus Ground

How do you determine risk?



# Key Information

Contact the state you are going, and any state/country that you are stopping in.

Look at the Federal CDC and the State Department

Public travel advisories by industry and company

Returning to life once you are back.

Maine CDC regulation and advisories.

Going back to work

When can you see family from home.



## Travel checklist



Do you have risk factors that put you at risk for more severe illness?



What are the restrictions where you are traveling to?



What will your restrictions be when you return home?

### COVID-Specific Packing List

- Hand sanitizer- Must be 60% alcohol. If traveling by air – 12-ounce bottles are allowed
- Sanitizing Towelettes- Must be 70% alcohol. Bring a couple of extra packages
- Extra food- Many food courts are closed If traveling by auto-pack meals
- Extra Face Masks
- First aid kits
- Thermometer
- Numbers and links to state travel advisory websites- *Information changes often so check frequently.*

# Travel Checklist

Do you have risk factors that put you at risk for more severe illness?

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/index.html>

What are the restrictions where you are traveling to?

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html>

What will your restrictions be when you return home?

<https://www.maine.gov/dhhs/mecdc/infectious-disease/epi/airborne/coronavirus/travel.shtml>



# How to have group meetings when technology isn't an option

# Longer workday, more meetings

## **National Bureau of Economic Relations study (July, 2020):**

- Pandemic workday is 48 minutes longer than pre-pandemic workday
- Meeting frequency during pandemic has increased 13%

## **Zippia Survey of 2,000 workers' reactions to remote meetings:**

- Most annoyed by unnecessary meetings that could have been emails.
- Frustrated by loud background noises, late starts, and technical difficulties.
- Likely to be checking emails, multi-tasking, or doing other work during meetings.



# In person or via phone: preparation is everything

- What is the purpose of this meeting?
- Who needs to participate (and who doesn't)?
- What are the rules of engagement?
- What are the roles and responsibilities of all participants?
- How are expectations communicated in advance?



**Miracle Question: How will I know the meeting was successful?**

# Meeting Logistics: Keep it short, simple, and engaging

- Start on time
- Utilize an agenda
- Do introductions
- Create opportunities for connection
- Solicit input from all team members
- Connect to purpose
- Highlight successes
- Conclude with action items/next steps



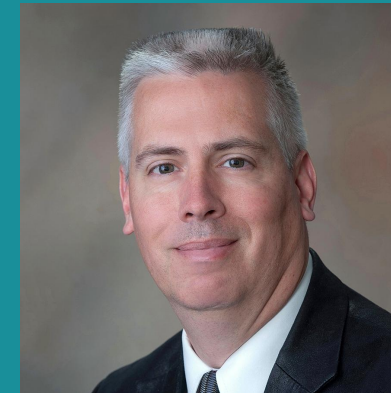
# Use the chat function to ask your questions:



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Clinical Education  
Northern Light EMMC  
COVID Response  
Incident Commander



Suzanne Moreshead,  
RN, BSN, Infection  
Control Specialist,  
Northern Light Health



Yemaya St. Clair, LCPC-C,  
EAP, Work Force  
Employee Assistance  
and Training


# Tools you can use:

<https://northernlighthealth.org/Resources/Safe-Return-to-Business>

## Week 1 - Resources and Downloadables

Filter the results below by entering keywords into the search


Enter Search Text Here



**HI! THIS IS A HANDSHAKE FREE ZONE**

Hi! This is a handshake free zone. In order to stop the spread of germs our office is currently a handshake-free zone.


Download File



**For the safety of all:**

- Wearing a face covering is a must at all times
- Keep at least six feet physical distancing from others
- Wash or sanitize your hands every chance you get


Download File



**Wearing a face covering**  
Risk of spreading germs


Low  
Medium  
High  
Very High

Download File



**Please Wear a Face Covering Beyond This Point**

Download File



**SAFELY PROVIDING CARE FOR MEDICAL OFFICE VISITS**

Watch Video



# For more information or to submit a topic for a future Zoom Conference:

Contact:

Lanie Abbott

Director of Communications

[lwabbott@northernlight.org](mailto:lwabbott@northernlight.org)



# Join us Thursday, October 8: Hidden Risk Brought on by COVID-19

## Topics will include:

- Ergonomics for Remote Workforce
- Breast Cancer
- Domestic Violence
- Latest on COVID-19



**Northern Light Health**

One-hour Zoom conferences  
Twice a month on Thursdays at 11 am  
Moderated Forums with Q&A  
presented by Northern Light Health

**ZOOM MEETING SERIES**

### **BUSINESS TO BUSINESS TALK**

 **Focused specifically on risk reduction**



**Topics will include:**

**The Importance of Reducing Risk for Employees and their Families**

- Ergonomics for Remote Workforce
- Breast Cancer Screenings
- Domestic Violence
- Latest on COVID-19

Learn how to support your employees and your customers to make a successful return to business.

**WEEK 15 - Thursday, October 8 at 11 AM**

**HIDDEN RISKS: CONCERNS BROUGHT ON BY COVID-19**

The Zoom meeting ID will be sent to you upon registering

**Our Panelists:**

**Morgan Mazzei, RN, CEASIII, CAOHC**  
Clinical Staff Lead  
Northern Light Work Health

**William Bradfield, MD**  
Clinical Director of Women's Health Services  
Northern Light Inland Hospital

**Angela Flecchia, LCSW**  
Manager Healthy Life Resource Program  
Northern Light Acadia Hospital

**Jim Jarvis, MD, FAAFP**  
Medical Director, Clinical Education  
Northern Light EMMC, COVID Response Incident Commander

**Moderated by Ed Gilkey, MD, MS, MBA, CPE**  
Senior Physician Executive  
Northern Light Beacon Health

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