

MONTHLY NEWSLETTER

JANUARY 2025

TECH "KNOWLEDGE"

AI in Health Care - The Risks and Benefits

A newsletter article by Berry Solutions Group

Artificial intelligence (AI) is revolutionizing the healthcare industry by streamlining numerous tasks and transforming how we approach medical care. AI's ability to process vast amounts of data quickly and accurately makes it invaluable in diagnosing diseases, analyzing medical images, and predicting health risks. For instance, AI can identify anomalies in CT and MRI scans that might be missed by human eyes, providing a valuable second opinion for specialists. Additionally, AI enhances patient monitoring and facilitates telemedicine, making healthcare services more accessible, especially in underserved areas.

Despite its many benefits, integrating AI into healthcare comes with significant challenges, particularly concerning data privacy and security. The large volumes of sensitive data processed by AI systems make medical facilities vulnerable to cyber-attacks and data breaches. Moreover, AI systems can be biased if trained on unrepresentative data, potentially leading to inequitable treatment across different demographic groups. Over-reliance on AI could also diminish doctors' critical thinking and professional skills.

Ethical considerations are paramount when deploying AI in healthcare. Issues such as responsibility and accountability for AI-related errors must be addressed to ensure patient safety and trust. Defining who is responsible for AI decisions and protecting patients' rights are crucial steps in this process. Additionally, healthcare is inherently subjective, and patients may provide inaccurate information, leading to biased data that could affect AI training and outcomes.

To fully realize AI's potential in healthcare, several key issues must be addressed. Implementing robust privacy and data security measures, such as patient IDs that protect personal data while allowing medical access, can enhance security and minimize data leak risks. Ethical oversight is also essential to ensure AI supports, rather than replaces, human decision-making. By addressing these challenges, the healthcare industry can harness the benefits of AI while mitigating its risks.

EMPLOYEE CELEBRATIONS & SPOTLIGHT



Brandon embarked on his career in project management in 2005 within the Electronics Manufacturing industry. Initially serving as a Program Manager for a Department of Defense (DOD) Subcontractor, Brandon provided program level support for various Seapower Capability Systems in conjunction with renowned U.S. defense contractors such as Raytheon, Northrop Grumman, and Lockheed Martin.

In 2011, Brandon pivoted his career towards IT Project Management, assuming the role of Lead Project Manager at a technology firm specializing in Electronic Health Record (EHR) Software and Data Center services. Here, he oversaw a spectrum of project types including Custom Software Development, Revenue Cycle Management, Managed IT Services, and Enterprise Data Center Services.

Seeking to broaden his project management expertise, Brandon transitioned to a prominent national ice rink construction company in 2018, where he managed multiple teams and large-scale construction projects across the United States. Despite this shift, his passion for technology endured, leading him to join Berry Solutions Group in 2022.

With almost two decades of professional experience under his belt, Brandon possesses comprehensive knowledge in PMI Methodology, holding a current PMP Certification, as well as proficiency in ISO Quality Standards, Six Sigma Lean Manufacturing Principles, and IT Service Management (ITSM).

Serving as the Director of Project Management and PMO Lead at Berry Solutions Group, Brandon plays a pivotal role in orchestrating the planning, execution, and closure of IT projects, spanning from small-medium business to large-scale endeavors catering to both the Government and Enterprise sectors. Additionally, he contributes significantly to the company's direction as a valued member of the Strategic Leadership Team.

Outside of his professional pursuits, Brandon finds joy in everything related to the outdoors. As an avid hunter, fisherman, and skilled golfer, he spends much of his leisure time immersed in these activities.

January 1, 2025 marked Rebecca Culp's five-year anniversary with Berry Solutions Group. Thanks for everything you do, Rebecca!



January 3, 2025 marked Brian LeComte's two-year anniversary with Berry Solutions Group. Thanks for everything you do, Brian!



January 8, 2025 marked Zachary Heming's one-year anniversary with Berry Solutions Group. Thanks for everything you do, Zachary!



January 22, 2025 marked Jonathan Gregg's one-year anniversary with Berry Solutions Group. Thanks for everything you do, Jonathan!



SECURITY CORNER

QR Code Scanning Scams through Quishing Attacks

The rise of quishing, a new form of phishing attack using QR codes, is becoming a significant concern for businesses. Cybercriminals are exploiting the widespread use of QR codes in various applications, such as mobile payments and marketing, to deceive users into scanning malicious codes. These codes often lead to fraudulent websites designed to steal sensitive information like passwords and financial data. The Federal Trade Commission (FTC) and the United States Postal Service have both issued warnings about these scams, highlighting the growing threat.

Quishing attacks have evolved, with scammers now embedding QR codes in PDF documents rather than in the body of emails. This change in tactics makes it harder for traditional security solutions to detect these threats. Commonly impersonated brands in these attacks include Microsoft, DocuSign, and Adobe. Victims are often tricked into scanning the QR codes with their mobile phones, which typically have less robust security measures compared to company-owned devices.

Small to midsize businesses (SMBs) and industries handling sensitive data, such as finance, healthcare, and education, are increasingly targeted by quishing attacks. These sectors are particularly vulnerable due to the high value of the data they manage. The use of personal mobile phones to scan QR codes further complicates detection and prevention, as these devices are less protected than corporate systems.

To combat quishing, it is crucial for Managed Service Providers (MSPs) to educate their clients about the risks and implement best practices. This includes verifying the legitimacy of QR codes before scanning, checking associated website links, email addresses, and phone numbers, and using advanced security solutions. Regular end-user education and awareness are essential in preventing these sophisticated phishing attacks from compromising sensitive information.

TECH TIPS & TRICKS

Tech Tips and Tricks

General Shortcuts:

- 🔦 **Ctrl + Z:** Undo an action.
- 🔦 **Ctrl + Y:** Redo an action.
- 🔦 **Alt + Tab:** Switch between open apps.
- 🔦 **Alt + F4:** Close the active window.

Windows Key Shortcuts:

- 🔦 **Windows + D:** Display and hide the desktop.
- 🔦 **Windows + E:** Open File Explorer.
- 🔦 **Windows + L:** Lock your PC.
- 🔦 **Windows + I:** Open Settings.

Screenshot Shortcuts:

- 🔦 **Windows + PrtScn:** Capture a full screenshot and save it to the Screenshots folder.
- 🔦 **Windows + Shift + S:** Capture a part of the screen with Snip & Sketch.
- 🔦 **PrtScn:** Copy a screenshot of the entire screen to the clipboard.

BSG IN THE COMMUNITY

As we dive headfirst into 2025, BSG would like to take this opportunity to thank you, our loyal clients, for your support. We hope the new year brings you prosperous growth and good fortune!

At the end of December, with the help of some of you, BSG contributed over \$10,000 to one of our favorite organizations, Sheetz for the Kidz. What a wonderful way to celebrate the holiday season!

We look forward to our continued partnership and wish you a Happy New Year!

