



THE *INTEGRATED* AXIS TECH CHRONICLE

What's New

FREE Executive Webinar

Five Steps to Improve Your Cybersecurity Posture

Webinar Details: LIVE Wednesday,
April 5th, 2023

Start Time: 10:30 - 11:30 a.m. Arizona
Time

With Presenters:

Paz Terry

Michael Lazar



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What Compliance Standards Does Your Business Need To Maintain?

Understanding HIPAA, NIST And CMMC

CARE²

**Customer Focus
Accountability**

Respect

Excellence & Empathy

Compliance standards are some of the most important things a business needs to maintain to be profitable and well-respected while staying out of legal trouble. Failure to meet these standards will make your business susceptible to fines and legal action. You'll also take a hit on your reputation as customers, vendors and competitors may find your business to be untrustworthy. By enforcing compliance, you're working to promote ethical behavior while protecting the rights of your employees, customers and other stakeholders.

But it's not always obvious which compliance standards apply to your industry or specific business. While most businesses need to ensure they're following Occupational Safety and Health Administration standards for workplace safety, they must also meet Environmental Protection Agency regulations for protecting the environment. There are also

compliance requirements that have to do with the information you store and share. Here are three other compliance standards that you should know about if you're a business owner or leader.

Health Insurance Portability And Accountability Act (HIPAA)

You probably already know about HIPAA if you've been to any doctor's appointment in the past two decades. This law was enacted in 1996 to protect the privacy of individuals' personal health information and to ensure the security of that information. HIPAA only applies to "covered entities," which include health care providers, health plans and health care clearinghouses. These entities must comply with the rules set forth by HIPAA when handling protected health information. They must have the necessary administrative, technical and physical safeguards in place to ensure the confidentiality, integrity and availability of the information.

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There's been confusion in the past relating to HIPAA, especially during the Covid-19 pandemic. When employers requested vaccination status from their employees, many claimed that this violated HIPAA, which is false. HIPAA only applies to covered entities. It's essential that you know the ins and outs of HIPAA if you work in the health care industry. Noncompliance can lead to fines, legal trouble and, in some cases, the loss of your license to practice medicine.

National Institute Of Standards And Technology (NIST)

The NIST is a nonregulatory agency of the United States Department of Commerce that develops and promotes standards, guidelines and best practices for ensuring the security and privacy of information systems. NIST compliance is vital for any organization that handles sensitive information, such as personal data, financial information or intellectual property. It becomes even more important for heavily regulated industries like health care, finance and government. NIST compliance can help organizations protect against cyberthreats, data breaches and other security incidents. It also helps organizations meet regulatory requirements set by HIPAA.

“By enforcing compliance, you're working to promote ethical behavior while protecting the rights of your employees, customers and other stakeholders.”

When you adhere to NIST standards, you'll easily identify vulnerabilities, improve incident response plans and prioritize security measures. The NIST has created a helpful framework and various publications that provide guidelines for various systems and scenarios. If you're looking for a specific publication or are interested in other NIST resources, head to their website, NIST.gov, for more information.

Cybersecurity Maturity Model Certification (CMMC)

The CMMC is a framework developed by the U.S. Department of Defense to assess and certify the cyber security practices of organizations that work with the DoD. This framework includes a set of controls and processes that organizations must implement to protect sensitive information and systems from cyberthreats. The CMMC framework applies to all organizations that work with the DoD and handle Controlled Unclassified Information. This often includes defense contractors, suppliers, subcontractors and organizations that provide services to the DoD, such as IT, logistics and engineering. Businesses that support the defense supply chain, including manufacturers, technology firms and professional service providers, also need to adhere to CMMC guidelines. Failure to achieve CMMC certification can result in being unable to bid on or win DoD contracts.

Compliance is something every business needs to be aware of, regardless of industry. Start by investigating HIPAA, NIST, and CMMC to see if their rules and regulations are applicable to your business, then look to other organizations. Doing so will help set your business up for success.

Password Management

A password management system is a crucial tool for individuals and organizations to protect sensitive information and maintain the security of their systems. Here are some reasons why your organization should consider using a password management system:

- **Improved Security:** Password management systems store passwords securely using encryption, making them less vulnerable to hacking or unauthorized access.
- **Easier Password Management:** A password management system allows employees to access all their accounts with a single master password, making it easier to manage their passwords and improving overall efficiency.
- **Compliance:** Many industries have strict regulations around password management and data protection. A password management system can help organizations comply with these regulations.
- **Centralized Management:** A password management system allows administrators to manage and monitor employee passwords centrally, making it easier to enforce password policies and detect potential security breaches.
- **Enhanced Collaboration:** By sharing passwords securely within a password management system, teams can collaborate more effectively and securely, without having to share login credentials.



Overall, a password management system can improve security, increase efficiency, and enhance collaboration for teams, making it an essential tool for modern businesses.

Client Spotlight: Tucson Children's

This April 22nd from 9am-1pm, Tucson Children's Museum will be celebrating Earth Day 2023 with free admission and activities focused on making the world a healthier and greener place to live! Joined by several community partners, the Earth Day Celebrations will feature activities and presentations for all ages about recycling, gardening, and sustainability. There will also be exhibits on nature in your backyard!

Founded in 1986, Tucson Children's Museum is a local non-profit focused on the education and development of children



throughout Southern Arizona. Since their founding, they have found a welcome home in Tucson. Expanding from their original space on Pennington Ave to the downtown YMCA, and now to their current location in the historic Carnegie Library. The museum features ten exhibits and an outdoor courtyard with components and rooms that encourages kids to build, create, imagine, and discover. Tucson Children's Museum also has a location at Tohono Chul Park in Oro Valley that is open Tuesday – Sunday 9am – 1pm. This location features daily activities and events that integrate with the natural beauty of the park, focused on the culture, animals, and plants of the Sonoran Desert. Stop in for Storytime every day at 9:30am!

If you can't make this year's Earth Day celebrations, the Tucson Children's Museum regularly hosts events for other holidays and is open throughout the year. Mark your calendar for an opportunity to visit, play, and learn!

<https://childrensmuseumtucson.org/>

Impress Any CEO In 3 Easy Steps

You have a meeting scheduled with a CEO. Your goal is to convince them to either spend \$1 million on your product or service, hire you or invest in your idea. What's your strategy?

Many people "show up and throw up" and push a lot of information at the CEO, either verbally or by PowerPoint. A CEO will not hire you simply because you show that you know what you're talking about. Another flawed approach is to phrase your request as a "we ought to." CEOs don't decide to do things just because other people say they should do something. Worse yet is when people only talk about why they want something to happen, ignoring the CEO's wishes, concerns and perspective.

So, how do you successfully convince a CEO?

1. Seek first to understand the CEO's perspective. That is Stephen Covey's advice. It needs no further explanation. Your first step in discussing a topic with a CEO is to put all your energy into asking probing questions, listening and learning what the CEO thinks about a topic and why. Forget about your agenda or your needs for a moment.

2. Reflect the CEO's perspective to their satisfaction. This step is tricky. Most people cannot objectively reflect or restate another person's perspective about a topic without putting their own slant on it. I first learned this step during my psychology



Ph.D. training during a class on conflict resolution. At this step, you must restate the CEO's perspective on the topic, simply and without putting words in their mouth or trying to spin it in your favor. You know you have succeeded once the CEO says the magic word, "exactly." This means that the CEO believes you understand their perspective. Then, and only then, have you earned permission to move to the final step.

3. Propose your idea as a way to help the CEO achieve their goals. The mindset for this step is not that you are about to trick or fool a CEO into doing something that's not good for them. Your mindset is that you are about to convince a CEO to do something that is good for them. (And by the way, if what you are about to propose is not in the CEO's best interests, then don't propose it!) A simple way to present your idea is to say, "Your goals are X, your concerns are Y, so I propose you do Z."

Contrary to popular belief, great ideas don't sell themselves. It takes a skillful leader to successfully convince a CEO, and now you have the tools to do so.



Guest article provided by:

Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.



Mark Your Calendars! Upcoming Events Around Town



April 5th

CLS Webinar: Cyber Disaster Recovery Planning

Missed any of the previous webinars? Catch up at IA's YouTube channel

<https://www.youtube.com/@integratedaxis750>

April 8th – 9th Easter ExtravanganZOO at the Reid Park Zoo



*April 22nd Celebrate Earth Day
Free admission to the Tucson
Children's Museum 9am-1pm*



*April 27th – April 30th Agave Heritage Festival Hosted by Hotel Congress
Eat, drink, and be merry at the various tastings and events!*

