

Simtrak™ News



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TOPICS IN THIS ISSUE

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- Tech Talk
- E-Mail Not Secure
- Cost of Data Breach
- Medical ID Theft
- Data Breaches – Hackers

TECH TALK

SMS and “Merry Christmas”

In conversation, most people know it as “text messaging”. The technical name is SMS, for Short Message Service. SMS was developed in concept in the late 1980’s in the European scientific community. It finally came to practical fruition in England on December 3, 1992, when the first text message was sent successfully, from a PC computer to a mobile phone. It took seven more years, until the year 2000, for SMS to become popular with the public. Now, just 10 years later, the Wireless Association (CTIA) reports 5 billion text messages per day in the U.S. alone. If averaged, that’s equal to 15 per day per person of any age. Samuel Morse in 1844 sent the first telegraph message. It was, “What hath God wrought?” When Alexander Graham Bell made his first telephone call in 1876, it was “Mr. Watson, come here, I want to see you.” Neil Papworth’s first text message in 1992 was “Merry Christmas”.

Using the Same Log-ins?

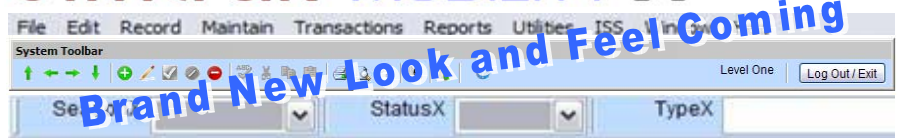
A recent check by Trusteer, a leading security company serving many mainline banks, found that about three-fourths of individuals use their online banking account password for at least one other web site log-in. Moreover, two-thirds had used the same ID elsewhere, and around one-half had used both ID and password. To simplify remembering log-ins, people are just using the same ones over and over, and that’s not good. John E. Dunn, PC World writer, recommends having at least three log-ins (user ID and password combinations), as a minimum. One for financial sites, one for other sites with sensitive data, and one for sites that do not have private data you care about. (PC World magazine, April 2010, p. 20)

Passwords. Easy as 1-2-3.

A recent analysis of 32 million passwords hacked from a single database showed the most popular password was “123456”. After that, the most used were 12345, 123456789, password, iloveyou, 1234567, 12345678, and abc123. About 20% of the passwords were the same 5000 ones. Using those 5000, a good hacker could obtain one new hacked account per second. Some NASA recommendations for passwords are: use at least eight characters in your password, use four different character types, don’t include names, slang words, dictionary words, or parts of names or email addresses. (Processor.com, Mar. 26, 2010, p 32)

ACADEMIC VERSION for Athletic Training and Sports Physiotherapy Educational Use World-wide.

Simtrak™ MOBILITY X



DEVELOPMENT CONTINUES. Simtrak™ Mobility X will begin shipping in late summer. Some features will be added later as released.

In the last newsletter, you read our first announcement about new features in Simtrak™ Mobility X. You read about the **Patient/Student Data Entry**, a self-entry of information.

A second new feature in this next version is **Referral Reporting**. A simple report selection produces a summary of the referrals for which you’ve been responsible, with dollar value tracking capability.

The new **Insurance Card** will make it simple to quickly produce the hard copy insurance information when you need it.

In addition, now you will be able to produce **Productivity Reporting** to show your workload and your efforts to meet it.

Player Check-In/Out is a new concept. It enables copying a player or players (such as an entire team) from the information system, and working with them remotely (like when traveling with the team), and then checking them back in upon return.

If you wish to operate on the Internet, Simtrak™ Mobility X will be offered as an **Internet or PC** software.

A new **Dashboard** is being planned to provide you the latest concepts in first-view when logging into the software.

Throughout the software, it is easy to discover **New Graphics** everywhere, enhancing the software’s visually attractive interface and making for the best in eye-enjoyable software operations.

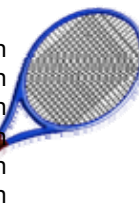
Prior users: You may have noticed at the top of this write-up the Menu/Toolbar display with the prior **File / User Settings** fields now visible live as you work with the software. They are no longer under File on the menu. The season, sport, and other criteria now will be readily displayed in front of you while you work.

Finally, there is a new Simtrak™ coming out that is yet un-named. It will be aimed at those users who require a **basic and low-priced** software. Watch for news when this is unwrapped.

SPORT TRIVIA

The shortest and longest pro tennis matches were:

- a) 10 min / 7 hrs 00 min
- b) 20 min / 6 hrs 30 min
- c) 30 min / 6 hrs 00 min
- d) 40 min / 5 hrs 30 min
- e) 50 min / 5 hrs 00 min
- f) 60 min / 4 hrs 30 min



ANSWER: 2nd choice. One of the longest for 6 hrs 33 minutes. One of the shortest was Santoro/Clement at the 2004 French Open in 1999 at Wimbledon: Trutt/Bandy 20 minutes.

TACKLE THIS TERM

N _ _ A
_ E _ _ MM _ _ S
P _ SS _ _ _ S
_ I _ H 8 OR _ _ RE
CH _ R _ _ TE _ S



ANSWER: NASA RECOMMENDS PASSWORDS WITH MORE THAN 8 CHARACTERS

SIMTRAK™ MOBILITY on SERVER POOL



SIMTRAK™ MOBILITY on LOCAL NETWORK



SIMTRAK™ MOBILITY on LAPTOP



SIMTRAK™ MOBILITY on PEN USB DRIVE



with laser pointer

SIMTRAK™ MOBILITY on NETBOOK with Solid State Drive



10.3" x 6.6" x 1.2", 2.35 lbs, 10.1" display

SIMTRAK™ MOBILITY on USB FLASH DRIVE



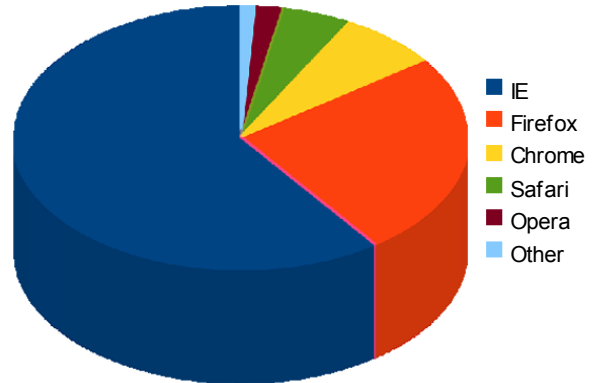
SOFTWARE PRE-INSTALLED
including all data folders

with encryption

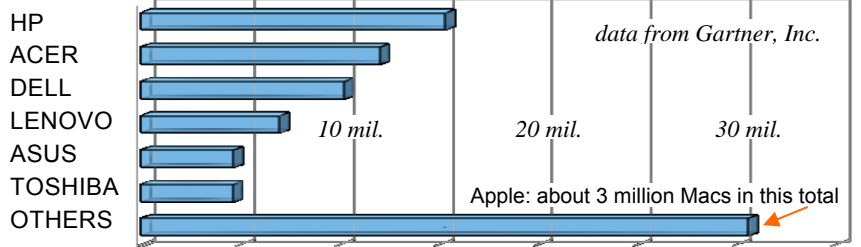
BROWSER FANS, Here Are the Latest Stats

PCWorld magazine (May 4, 2010) reports that Microsoft's Internet Explorer has been edged to under 60% of browser usage for the first time in 10 years according to NetApplications-supplied data, down from 80% as recently as in mid-2008. Firefox fans smile as they enjoy 25%. And, Chrome's cheering base is coming up real fast, from 0% in 2009 to 7% now. In comparison, data by Starcounter shows Chrome is almost at one-third, Microsoft under 60%. A report by Neilson favors IE with a high of 70% for Microsoft and about only 20% for Firefox.

BROWSER POPULARITY



Getting A New Computer? Here's What Others Are Buying (by manufacturer, 1st qtr 2010, desktops and all mobiles)



Data Breach – Just a Note of Caution, A Reminder

According to a report in Processor.com (12Mar10, p. 36), the annual "U.S. Cost of a Data Breach" study says the average cost of a data breach event in 2009 was \$6.75 million, ranging from \$750,000 to \$31 million each time, or \$202 per customer record. This cost includes detection, notification, response, legal, and reputation management expenses. These numbers are for large databases such as data warehouses or very large companies or government departments where a data breach is a major sized event. In some cases, small breach events such as in small sports organizations do not have to be reported, but they do need to be taken care of. It is good to do everything you can to guard the privacy of your athletic training records, and ensure there are regular back-ups stored safely.

THIRD PARTY PROVIDER PROGRAM

- HOSPITALS
- CLINICS
- OUTREACH

Standardize documentation at each outreach location with Simtrak™ Mobility X.

Maintain a master database of all locations consolidated at your main office.

Track and report referrals.

Log and produce activity and workload reports.

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