

# datto

## Rooting out Ransomware: Westfield Braces Keeps Data Safe with Datto



### “Do everything you can to protect your data.”

That's Dr. Thomas Burns' guidance for orthodontists everywhere, after his practice [Westfield Braces](#) was the target of a ransomware attack. His experience is part of a growing trend: research shows that the number of ransomware attacks more than doubled in 2021, growing 105% compared to the year prior.<sup>1</sup>

Staffed by two orthodontists and nine full-time employees, the busy New Jersey-based office depends on its IT infrastructure to enable operations and keep private data secure. Imagery from digital X-rays and intraoral scanners, complete patient records, scheduling, and more are maintained by their on-site servers.

Westfield Braces doesn't have to go it alone in optimizing and safeguarding their IT. They have a longtime ally in [KCI Technology Solutions](#), a central New Jersey services provider specializing in dental and small business.

“Dental practices need more than just basic IT support,” says Kerry Armus, Founder of KCI. “They have a unique infrastructure that requires experience in integrating their equipment, medical billing system, data storage, and more.”

For Armus and KCI Partner Michael Cheslow, effective backup and restore capabilities have become a critically important technology for dentists and other medical professionals. Ransomware attacks against U.S. healthcare providers have led to more than \$157 million in losses since 2016.<sup>2</sup> “It's a changing world — there are a lot of vicious people trying to hack into doctors' offices,” Armus says. “These attacks on small businesses don't make the headlines like they do when airports, schools, or hospitals are targeted, but they hurt hardworking people.”

### Downtime can be devastating

Knowing that downtime due to ransomware and malware attacks can be devastating to an orthodontist practice, KCI recommended Datto SIRIS to Dr. Burns. An all-in-one solution for backup, recovery, and business continuity, SIRIS

more than paid for itself when one of the two servers at Westfield Braces became infected with ransomware — less than a month after their SIRIS had been activated.

The malware was detected by KCI, which immediately alerted Westfield Braces and took action to defend their systems. KCI switched the orthodontist offices over to a virtualized, uninfected snapshot of their server that SIRIS had backed up to Datto's secure cloud. Meanwhile, KCI deleted the infected files from the onsite server and restored it to full operation, all while continuing to back up new files as patient visits moved forward on schedule.

### KCI's foresight and expertise prevented malware's impact

Without integrating SIRIS, the inability to access patient records would have led to extreme inconvenience in scheduling and treating patients, as well as significant financial losses.

All these setbacks add up: A survey of IT professionals showed that the average cost of downtime in 2020 was 94% greater than in 2019 - costs that were nearly 50% greater than the ransom requested in 2020. Fortunately, 91% of these IT pros report that clients with backup and recovery solutions in place are less likely to experience significant downtime during a ransomware attack.<sup>3</sup> With KCI's foresight and expertise on hand, malware couldn't make an impact on Westfield Braces.



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— KERRY ARMUS  
FOUNDER, KCI TECHNOLOGY SOLUTIONS

<sup>1</sup><https://venturebeat.com/2022/02/22/22-very-bad-stats-on-the-growth-of-phishing-ransomware/>

<sup>2</sup><https://www.afcea.org/content/sponsored-81-ransomware-statistics-data-trends-and-facts-2021>

<sup>3</sup>Datto 2020 State of the Ransomware Report.