



**IT4EYES**  
AN STS COMPANY

# THE EYE CARE PRACTICE OWNER'S IT BUYER'S GUIDE

A Practical Guide to Choosing  
the Right IT Partner for Your  
Eye Care Practice



## PROTECT PATIENT DATA

Safeguard sensitive  
information and  
ensure compliance.



## SUPPORT YOUR PRACTICE

Minimize downtime  
and keep your team  
productive.



## PLAN FOR GROWTH

Leverage technology  
that supports your  
practice's future.



Technology should enhance patient care,  
**not get in the way of it.**

We help eye care practices stay secure,  
efficient, and ready for what's next.



# WHAT EVERY EYE CARE PRACTICE MUST KNOW BEFORE HIRING AN HONEST, COMPETENT, RESPONSIVE IT PARTNER

Choosing the right IT company can protect your practice from downtime, cyber threats, data loss, and unexpected costs — and helps your team stay focused on what matters most: **your patients.**



## THIS GUIDE WILL HELP YOU:



### AVOID HIDDEN IT COSTS

Avoid surprise bills and bad contracts that lead to budget overruns and frustration.



### SPOT RED FLAGS EARLY

Identify warning signs before signing with an IT company.



### BUILD A SMARTER TECHNOLOGY STRATEGY

Align technology with your practice goals, improve efficiency, and drive sustainable growth.



### CHOOSE A LONG-TERM IT PARTNER

Find an IT team that understands eye care practices and is invested in your success.

## IN THIS GUIDE, YOU'LL DISCOVER:

- ✓ The overlooked IT risks that can impact patient care and your practice's reputation.
- ✓ 21 revealing questions that will help you instantly spot an unethical or grossly incompetent IT support technician.
- ✓ Common misconceptions eye care practice owners have about IT services.
- ✓ How cybercriminals target healthcare practices—and how to protect your patient data.
- ✓ How the right IT partner can reduce downtime, improve efficiency, and support your growth.



*The right IT partner should help your practice grow — not create more problems."*

**JOHN SIGGARD**

Owner,

IT4Eyes



Technology changes fast.

**Your practice deserves an IT partner that stays ahead.**

# A LETTER FROM OUR OWNER

Dear Eye Care Practice Owner,

Running a successful eye care practice requires balancing exceptional patient care, efficient operations, and constantly evolving technology. When your systems are working properly, your team can stay focused on what matters most: **your patients.**

But when technology problems arise, they can quickly disrupt scheduling, imaging systems, patient flow, communication, and overall productivity.

At IT4Eyes, we understand the unique challenges eye care practices face because we work alongside practices every day. From EHR systems and diagnostic equipment to cybersecurity and workflow efficiency, our goal is to provide technology solutions that support your practice instead of slowing it down.

**The wrong IT partner can leave your practice:**

- ⊗ Vulnerable to cyber threats and ransomware
- ⊗ Frustrated by recurring downtime and slow support
- ⊗ Struggling with disconnected systems and vendor finger-pointing
- ⊗ Constantly reacting to technology problems instead of focusing on growth

The right IT partner should bring **confidence, stability, and peace of mind.**

**That's why we created this guide.**

Inside, you'll discover important questions to ask before choosing an IT provider, common warning signs to watch for, and practical insights to help your practice make smarter technology decisions.



#### OUR MISSION IS SIMPLE:

To help eye care practices stay secure, efficient, productive, and prepared for the future.

We believe technology should **support patient care**, not create obstacles to it.

Sincerely,

*John Siggard*

**John Siggard**  
Owner & Founder  
IT4Eyes

“

*Technology should support patient care, not complicate it.”*



#### 20+ YEARS OF EXPERIENCE

Delivering reliable IT solutions and strategic guidance to businesses across Southern Utah.



#### SPECIALIZED IN EYE CARE TECHNOLOGY

Supporting optometry and ophthalmology practices with industry-specific IT expertise.



#### CYBERSECURITY & HIPAA FOCUSED

Helping protect patient data, systems, and practice operations.



#### FAST, RELIABLE SUPPORT

Responsive support designed to minimize downtime and keep practices productive.



We're proud to partner with eye care practices across the region and help them **thrive through technology that works.**



Technology should enhance patient care,  
**not get in the way of it.**



# QUESTIONS ABOUT SUPPORT & RESPONSE



The quality of IT support directly impacts productivity, downtime, and employee frustration.



## HOW QUICKLY DO THEY RESPOND TO SUPPORT REQUESTS?

Fast response times minimize downtime and keep your team productive.

*Look for clear response time commitments.*



## DO THEY OFFER AFTER-HOURS OR EMERGENCY SUPPORT?

Technology problems don't always happen during business hours.

*Ensure help is available when you need it most.*



## IS THEIR HELP DESK LOCAL OR OUTSOURCED?

Local teams understand your environment, your history, and your business.

*Know who will actually be supporting you.*



## DO THEY PROVIDE PROACTIVE SUPPORT OR ONLY REACT TO PROBLEMS?

Proactive monitoring and maintenance prevent issues before they disrupt your business.

*Look for a partner focused on prevention, not just reaction.*



## WARNING SIGNS TO WATCH FOR



### NO GUARANTEED RESPONSE TIMES

Vague or no response commitments often lead to long waits.



### DIFFICULT OR CONFUSING SUPPORT PROCESS

If it's hard to get help, it will get worse when you need it.



### OUTSOURCED SUPPORT WITH NO ACCOUNT FAMILIARITY

You don't want to repeat your story every time you call.



### REACTIVE-ONLY IT SUPPORT

Waiting for problems to happen costs more over time.



### LONG UNRESOLVED TICKET TIMES

Backlogged tickets lead to frustrated employees.



## WHO HAS AN EYE ON YOUR NETWORK?

Technology problems shouldn't disrupt patient care. Our team helps eye care practices stay secure, efficient, and supported.



# QUESTIONS ABOUT CYBERSECURITY

Modern cyber threats target healthcare and eye care practices of every size. Protecting patient data and keeping your systems secure is critical to maintaining trust and operational continuity.



Eye care practices are increasingly targeted because of:

- Patient health records
- Financial information
- Insurance data
- Email systems
- Imaging archives

01



## WHAT CYBERSECURITY PROTECTIONS ARE INCLUDED?

Effective cybersecurity should include multiple layers of protection, not just antivirus software.

*Look for a comprehensive, layered security approach.*

02



## DO THEY ACTIVELY MONITOR FOR SUSPICIOUS ACTIVITY?

Cyber threats are often discovered too late without continuous monitoring and alerting.

*Real-time monitoring helps stop threats before they spread.*

03



## ARE BACKUPS TESTED REGULARLY?

Backups that are never tested may fail when your practice needs them most.

*Ask how often backups are validated and tested.*

04



## DO THEY PROVIDE SECURITY AWARENESS TRAINING?

Employees remain one of the biggest targets for phishing attacks and ransomware.

*Training your staff is a critical layer of protection.*



## COMMON CYBERSECURITY RISKS



### NO MULTI-FACTOR AUTHENTICATION

Without MFA, email accounts and patient systems are far easier for attackers to compromise.



### NO BACKUP TESTING PROCESS

Untested backups may be incomplete, corrupted, or unusable during an emergency.



### NO EMPLOYEE PHISHING TRAINING

Untrained employees are more likely to click malicious links or expose sensitive information.



### NO MONITORING FOR SUSPICIOUS BEHAVIOR

Threats can remain undetected for weeks or months without active monitoring.



### RELIANCE ON ANTIVIRUS ALONE

Modern cyber threats require layered protection beyond basic antivirus software.



## WHO HAS AN EYE ON YOUR NETWORK?

Cybersecurity should be proactive, layered, and continuously monitored to help protect your patients, data, and practice operations.



# QUESTIONS ABOUT BACKUP & DISASTER RECOVERY

Backups are only valuable if your practice can successfully recover critical systems, patient data, and operations when problems occur.



01



## HOW OFTEN ARE BACKUPS TESTED?

Untested backups may fail during ransomware attacks, hardware failures, or unexpected outages.

*Regular testing helps ensure backups are reliable, complete, and recoverable.*

02



## HOW QUICKLY CAN SYSTEMS BE RESTORED AFTER DOWNTIME?

Recovery timelines directly impact patient scheduling, imaging access, communication, and practice productivity.

*Understand their Recovery Time Objective (RTO) and Recovery Point Objective (RPO).*

03



## ARE BACKUPS PROTECTED FROM RANSOMWARE?

Modern ransomware attacks often target backup systems first to prevent recovery.

*Backups should be isolated, encrypted, and protected whenever possible.*

04



## IS THERE A DOCUMENTED DISASTER RECOVERY PLAN?

Your practice should know exactly how operations will continue after a major outage or cybersecurity incident.

*A clear recovery plan minimizes confusion, delays, and financial impact.*



## COMMON BACKUP & RECOVERY RISKS



### BACKUPS FAILING WITHOUT ANYONE KNOWING

Backup failures can go unnoticed until your practice urgently needs recovery.



### NO BACKUP TESTING PROCESS

Untested backups may be incomplete, corrupted, or unusable during an emergency.



### NO OFFSITE OR CLOUD REDUNDANCY

Local-only backups can be lost due to ransomware, fire, flooding, or theft.



### NO CLEAR RECOVERY EXPECTATIONS

Unclear recovery timelines create confusion, downtime, and operational disruption.



### NO DOCUMENTED DISASTER RECOVERY PLAN

Without a recovery strategy, staff may not know what systems to prioritize or how to restore operations efficiently.



## WHO HAS AN EYE ON YOUR NETWORK?

A strong backup and disaster recovery strategy protects your patients, your data, and your ability to continue providing care.





# QUESTIONS ABOUT PRACTICE GROWTH & TECHNOLOGY STRATEGY

Technology should support patient care, workflow efficiency, and long-term practice growth — not create limitations.



01



## DO THEY MEET WITH CLIENTS REGULARLY TO DISCUSS TECHNOLOGY PLANNING?

Technology decisions should align with your practice goals, growth plans, staffing needs, and operational workflows.

*Look for ongoing strategic conversations, not just reactive support.*

02



## CAN THEIR SOLUTIONS SUPPORT PRACTICE GROWTH?

Your technology infrastructure should support additional providers, locations, imaging systems, and expanding patient demand.

*Technology should scale with your practice, not slow it down.*

03



## DO THEY PROVIDE GUIDANCE BEYOND FIXING TECHNICAL ISSUES?

A strong IT partner helps practices make smarter long-term technology decisions proactively.

*Look for a trusted advisor, not just a repair company.*

04



## DO THEY UNDERSTAND HOW EYE CARE PRACTICES OPERATE?

Technology recommendations should support patient scheduling, exam lane efficiency, front desk workflows, imaging systems, and provider productivity.

*Operational understanding leads to better technology decisions.*



## SIGNS OF A STRATEGIC IT PARTNER



### PROACTIVE TECHNOLOGY PLANNING

They identify opportunities and help prepare your practice for future growth.



### REGULAR BUSINESS & TECHNOLOGY REVIEWS

Consistent check-ins help ensure your technology continues supporting your practice goals.



### LONG-TERM BUDGETING GUIDANCE

They help you plan smarter technology investments and avoid unnecessary costs.



### FOCUS ON OPERATIONAL EFFICIENCY

Their recommendations improve workflows, reduce downtime, and support patient care.



### TECHNOLOGY ALIGNED WITH PRACTICE GOALS

Technology decisions should support where your practice is today and where you want it to go.



## WHO HAS AN EYE ON YOUR NETWORK?

The right technology strategy helps eye care practices grow with confidence, improve efficiency, and support better patient experiences.





# COMMON IT RED FLAGS EYE CARE PRACTICES SHOULD NEVER IGNORE

The wrong IT provider can create downtime, workflow disruptions, security risks, and unnecessary frustration for your staff and patients.



## NO GUARANTEED RESPONSE TIMES

When technology problems impact patient scheduling, imaging systems, or exam lanes, delayed support creates costly disruptions.

*Clear response expectations and accountability matter.*



## REACTIVE-ONLY SUPPORT

Waiting for problems to happen before taking action often leads to downtime, lost productivity, and staff frustration.

*Proactive monitoring helps prevent issues before they interrupt patient care.*



## NO BACKUP TESTING OR RECOVERY PLANNING

Backups should be tested regularly and recovery procedures clearly documented.

*Without testing, recovery may fail when your practice needs it most.*



## VAGUE PRICING OR UNEXPECTED CHARGES

Technology support agreements should be transparent, predictable, and clearly explained.

*Clear pricing helps practices budget confidently and avoid surprises.*

## COMMON MISCONCEPTIONS ABOUT IT SERVICES

**“ANTIVIRUS ALONE KEEPS US PROTECTED.”**  
Modern cyber threats require layered security, monitoring, backups, and employee awareness training.

**“OUR BACKUPS ARE PROBABLY WORKING.”**  
Untested backups may fail during ransomware attacks or major outages.

**“WE ONLY NEED IT SUPPORT WHEN SOMETHING BREAKS.”**  
Reactive support often leads to downtime, workflow interruptions, and higher long-term costs.

**“ANY IT COMPANY CAN SUPPORT AN EYE CARE PRACTICE.”**  
Practices benefit from providers who understand imaging systems, EHR platforms, exam lane workflows, and vendor coordination.

**“CHEAPER IT ALWAYS SAVES MONEY.”**  
Low-cost support often results in hidden costs, slower response times, and operational disruption.



## WHO HAS AN EYE ON YOUR NETWORK?

The right IT partner helps prevent problems before they impact your staff, patients, and daily operations.





# WHAT GREAT IT PARTNERSHIPS LOOK LIKE

The right IT partner should help your eye care practice operate more securely, efficiently, and confidently while supporting patient care and long-term growth.



01



## TECHNOLOGY ALIGNED WITH PRACTICE GOALS

Technology decisions should support patient care, workflow efficiency, provider productivity, and long-term operational success.

*Your practice goals should drive the technology strategy.*

02



## PROACTIVE SUPPORT & MONITORING

The best IT partnerships identify and resolve issues before they interrupt patient scheduling, imaging systems, or daily operations.

*Proactive monitoring helps prevent downtime and disruption.*

03



## CLEAR COMMUNICATION & STRATEGIC GUIDANCE

Practices deserve straightforward guidance, ongoing planning, and clear communication without technical jargon.

*Technology should feel understandable and manageable.*

04



## PREDICTABLE SUPPORT & TECHNOLOGY BUDGETING

Reliable IT partnerships help practices avoid unexpected technology costs and plan confidently for future growth.

*Transparent pricing and long-term planning create stability.*

## A STRONG IT PARTNERSHIP SHOULD PROVIDE:



### FASTER ISSUE RESOLUTION

Quick response times minimize downtime and keep patient schedules moving smoothly.



### REDUCED DOWNTIME

Proactive maintenance helps prevent interruptions before they impact operations.



### BETTER CYBERSECURITY PROTECTION

Layered security strategies help protect patient data, systems, and communications.



### SCALABLE TECHNOLOGY PLANNING

Technology should support additional providers, locations, imaging systems, and future expansion.



### RELIABLE BACKUP & RECOVERY

Tested backup and recovery systems help practices continue operating during outages or emergencies.



### IMPROVED STAFF PRODUCTIVITY

Stable, efficient technology allows providers and staff to focus on patient care instead of tech issues.



### LONG-TERM PRACTICE SUPPORT

A trusted IT partner helps your practice adapt, grow, and stay prepared for the future.



## WHO HAS AN EYE ON YOUR NETWORK?

The right IT partnership helps eye care practices stay secure, efficient, productive, and prepared for growth.



SECURE



SUPPORT



OPTIMIZE



GROW



# READY TO EVALUATE YOUR PRACTICE TECHNOLOGY?

A proactive technology strategy can help reduce downtime, improve cybersecurity, support patient care, and keep your eye care practice operating efficiently.

Our team offers a

**COMPLIMENTARY EYE CARE IT ASSESSMENT** designed to help practices uncover technology risks, improve workflow efficiency, strengthen cybersecurity, and plan confidently for future growth.



## YOUR COMPLIMENTARY EYE CARE IT ASSESSMENT INCLUDES:



### SECURITY & CYBERSECURITY REVIEW

Identify vulnerabilities and evaluate your overall cybersecurity posture and HIPAA readiness.



### BACKUP & DISASTER RECOVERY EVALUATION

Ensure your backups are reliable, tested, and recoverable when your practice needs them most.



### NETWORK & INFRASTRUCTURE ANALYSIS

Assess the health, reliability, and performance of your systems and connectivity.



### TECHNOLOGY RISK IDENTIFICATION

Identify hidden risks that could lead to downtime, workflow disruptions, or data loss.



### OPERATIONAL & WORKFLOW RECOMMENDATIONS

Receive practical recommendations to improve efficiency, reliability, and long-term technology planning.

## SCHEDULE YOUR COMPLIMENTARY EYE CARE IT ASSESSMENT



Scan the QR code to schedule your complimentary consultation today.



No obligation. Just practical insights, clear guidance, and expert recommendations designed specifically for eye care practices.

## CONTACT IT4EYES



### SCHEDULE A CONSULTATION

Let's review your technology and goals.



### SPEAK WITH OUR TEAM

Talk with eye care IT specialists.



### LEARN MORE

Discover solutions built for eye care.

## - SPECIALIZED IN SUPPORTING



OPTOMETRY PRACTICES



OPHTHALMOLOGY PRACTICES



MULTI-LOCATION CLINICS



PRIVATE PRACTICES



SPECIALTY EYE CARE CLINICS

“ We understand eye care. We support your technology. So you can focus on what matters most—your patients.”



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