

Just for the health of it

\$67.51

median hourly wage of a family or general practitioner in the Sacramento area; by comparison, the median hourly wage in the Mother Lode region is \$55.12.

25 BEDS

filled Saint Joseph's Medical Center when it opened in 1899. Now the largest regional medical center in San Joaquin County, the hospital has nearly 300 beds, more than 400 physicians and more than 2,400 employees.

\$40.3 BILLION

Kaiser Permanente's operating budget for 2008. The nation's largest nonprofit health plan had 3,285,068 members in Northern California as of year's end.

4

wireless telemedicine robots are being programmed to connect local stroke patients to neurologists in regional Mercy hospitals. Doctors control a remote presence robot that enables them to examine and talk directly to patients, consult with other physicians and interact directly with the family. The robots cost roughly \$125,000 each, including hardware and software.

86 YEARS

average age of a person admitted into a nursing facility in California. The typical patient is also female, requires multiple medications, needs assistance bathing and dressing, and requires an average of 3.2 hours of nursing care daily.

74.2 YEARS

average life expectancy in Yuba County, the second-lowest of all California's counties. By comparison, the life expectancy in Nevada County is 79.4 years, and in Placer County it's 80.3 years.

SOURCES: CALIFORNIA EMPLOYEE DEVELOPMENT DEPARTMENT; ST. JOSEPH'S MEDICAL CENTER; KAISER PERMANENTE; CATHOLIC HEALTHCARE (WEST CALIFORNIA) HEALTHCARE FOUNDATION AND AMERICAN HUMAN DEVELOPMENT PROJECT

HOW TO

Secure Customer Credit Card Data

Is your small business in compliance with Visa's data security rules? If you suffer a data breach and you're not in compliance, your bank could fine you up to \$25,000 per month. Visa reports that 80 percent of data breaches originate in small businesses, and data breaches in all sectors were up 50 percent in 2008 over the previous year, according to the San Diego-based Identity Theft Resource Center. What are the most important steps a small business can take to protect itself?

Delete: Your most valuable information may be your customer credit card numbers. The best way to avoid a data breach is to delete these numbers as soon as the money clears your account. Keep only the authorization numbers.

Shred: Network hackers get a lot of publicity because they sound so sophisticated. But many criminals find their jackpots in dumpsters on account statements and credit card receipts. Make a habit of routinely shredding them.

Encrypt: If you need to store or transmit sensitive data, encrypt it into your computer with technology such as McAfee's SafeBoot; use encrypted flash drives such as the IronKey; encrypt files with WinZip; encrypt email with software such as ZixMail; and for sending especially large files, use secure file-transfer methods such as the service offered by Egnyte. If you collect customer information on your website, make sure Web pages are encrypted with the SSL protocol, and encrypt your wireless router with the WPA protocol.

Block: Hackers are routinely developing programs called malware to penetrate your website, network and databases. Block attacks by installing a firewall between the Internet and your local network and a personal firewall and antivirus software on your business computers and laptops.

Track: If you are breached, you'll need as much information as possible to stop the breach and learn how bad it was. Each person that uses your company computers should have a unique user ID and password, and you should become familiar with the system logs. If you have a building, install a video camera at the entrances and where credit cards are handled.

Watch: Every week, review your bank statements for unusual activity or unbalanced amounts. Every month, perform a spot check of your computer logs for unusual activity. And if your gut tells you something is out of place, trust it.

Jay Cline is president of Minnesota Privacy Consultants and author of "Take Charge: Protecting Your Customers' Credit Card Data," a book published by the California Chamber of Commerce. He can be reached at cline@minnesotaprivacy.com.