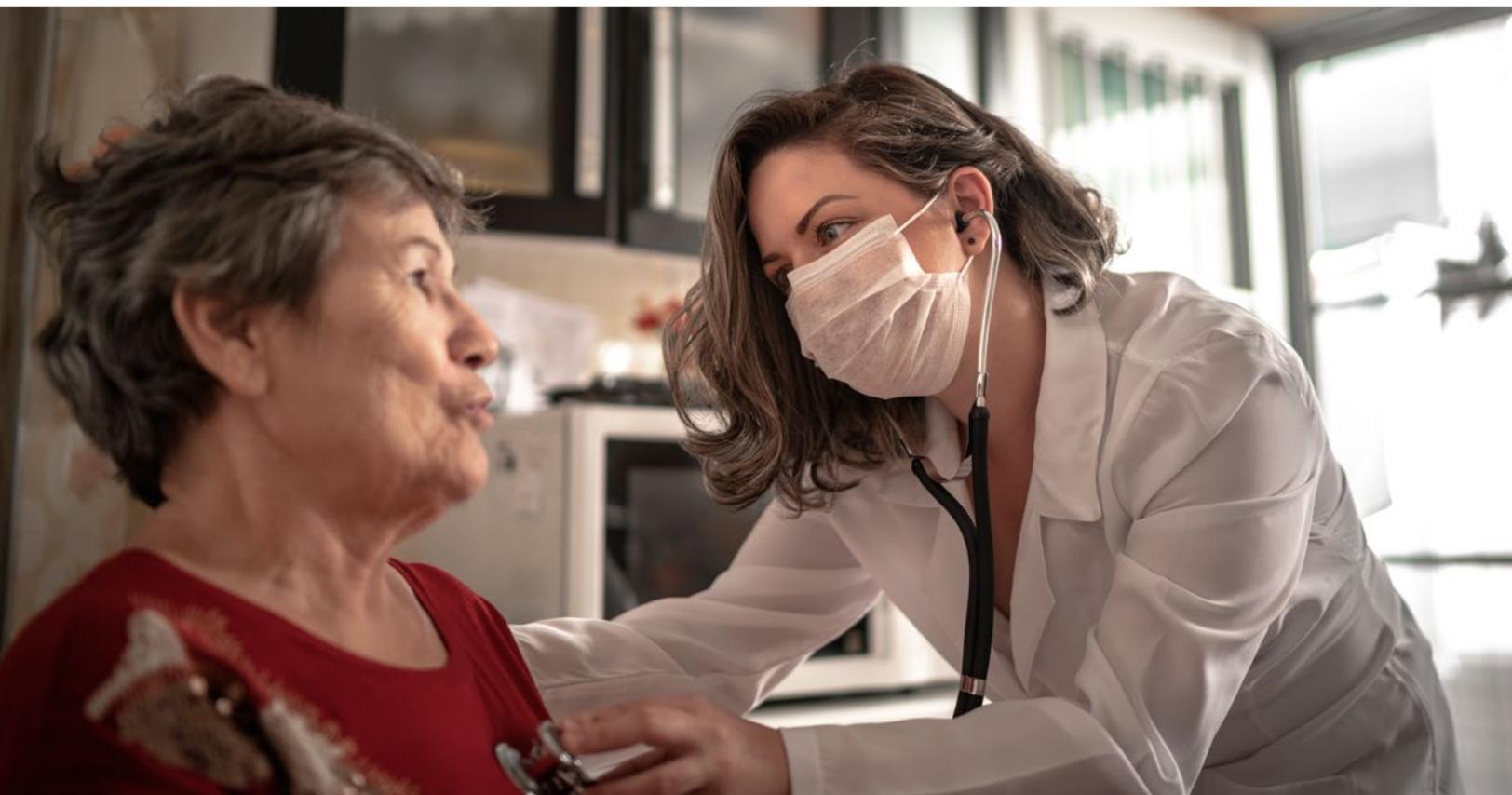


How Senior Care Can Win the War Against the Pandemic

AND REGAIN TRUST AFTER THE COVID-19 STORM

Senior Care Facilities are currently facing the most difficult challenge in the history of the industry. With the toll coronavirus has taken on our communities, we must now find a way to not only win the war against the pandemic but also regain the trust we have lost. Our way to do this is to differentiate between goals, strategy, tactics and tools in order to embrace what works and fix the long-term issues which led to the heavy death toll in our facilities.



Goals vs Strategy vs Tactics vs Tools

Goals are the overarching objectives in a war. A strategy is an approach to of achieving those overarching objectives. Tactics are battlefield maneuvers to be employed on a day-to-day basis, while tools are the equipment or systems with which we implement a strategy.

Generally, all the recommendations coming from CDC are in the tools category (e.g. face masks, sneeze shields, disinfectants, etc.). The state oversight organizations (e.g. CDSS in California) are making the tools (recommended by CDC) available and are giving tactical guidelines and best practice recommendations. There are very few iron clad 'must-do-else-get-cited' mandates.

What is missing until now, as of September 2020, is strategic thinking.

The reason why that is so important is that the perspective is different. The perspective of government institutions such as the CDC, as well as state oversight and licensing bodies is population care, whereas the perspective of the owner/operator/investor of a Senior Care Facility is that of a pilot with many passengers who must land safely the plane in the middle of a storm.

While those government institutions can embrace strategies like 'flatten the curve' or tactics like 'shelter-in-place', we recognize this as reactive. It is incumbent upon us to think as the captains of our passenger jets in whom the passengers, their families and the community as a whole have vested trust in.

We must go beyond the reactive and instead aim to neutralize the damaging effects of Coronavirus and other contagious diseases. By adopting an effective strategy, we can move into a proactive posture. We can come out of our bunkers and take the fight to this pandemic.

A New Way of Thinking

On June 8, McKinsey pointed out¹:

“The pandemic has forced the adoption of new ways of working. Organizations must reimagine their work and the role of offices in creating safe, productive, and enjoyable jobs and lives for employees.”

In the same way as offices and organization are now required to adapt, we must now focus on what the Senior Care industry can do, without waiting for a long regulatory route to take shape, a choice that would leave our residents at risk².

1. McKinsey report <https://www.mckinsey.com/business-functions/organization/our-insights/reimagining-the-office-and-work-life-after-covid-19>

2. The long regulatory road!! <https://www.forbes.com/sites/howardgleckman/2020/06/09/how-to-redesign-long-term-care-for-older-adults-after-covid-19/#2dd0f21a5d85>

Instead, we must focus immediately on strengthening the resistance of Senior Care Homes against the spread of all types of infections, such as MRSA, C-Diff, Influenza, Coronavirus, and the next virus that makes itself known.

The InfeXBloc™ Architecture

That is why the “InfeXBloc™” architecture was developed.

Modeled after architectures that have already seen successful implementation in other industries, like commercial aviation and Information Technology data centers, InfeXBloc™ moves the Senior Care industry from the ‘implicit-trust’ approach to a ‘proven-trust’ (or ‘zero-trust’) infection security model.

In the implicit-trust model, everyone is ‘safe’ unless they exhibit ‘unsafe’ symptoms. Sadly, this is a model that led to the sweeping death toll of Coronavirus for our residents.

On the other hand, in the proven-trust model, everyone is ‘unsafe’ unless they establish their safe credentials using an objective and repeatable process.

InfeXBloc™ is the difference between new strategies and old tactics that senior care community needs to rebuild trust and thrive in a post-pandemic world.



To learn more about how the InfeXBloc™ architecture can help your Senior Care facility regain trust after the COVID-19 storm, check out www.infexbloc.com.

INFEXBLOC™ PILOT SITE

Golden Springs Ranch





About Ashish Warudkar

Ashish has worked in the software industry for 30+ years including 19+ years in the healthcare sector. He also has been an entrepreneur for over two decades and provides consultation to “Golden Springs Ranch” which is an upcoming InfeXBloc™ home in Palmdale, California which will introduce the innovations discussed in this paper to provide its precious residents with a safe happy home and their families with peace of mind.

Ashish Warudkar is trained at:

IIT Bombay	Mechanical Engineering
UCI	Predictive Analytics (7/8)
Harvard	Disruptive Innovation Strategy with Clayton Christensen
MIT	Advanced Certificate for Executives in Management, Innovation & Technology Architecture & Systems Engineering of Complex Systems Platform Strategy - Building & Thriving A Vibrant Ecosystem Business Dynamics - Diagnosing and Solving Complex Business Problems Executive Certificate in Strategy and Innovation
Product School	Product Management
BWW	Network Marketing
Oren Klaff	Pitch Mastery

Web: www.InfeXBloc.com

Email: ashish@InfeXBloc.com; ashish.warudkar@sloan.mit.edu

Twitter: [@infeXBloc](https://twitter.com/infeXBloc)

Facebook: [InfeXBloc](https://www.facebook.com/InfeXBloc)

Instagram: [InfeXBloc](https://www.instagram.com/InfeXBloc)

Meetup: Monthly meeting (first Sunday 6pm CA time) of Senior Care Accountability Network
<https://www.meetup.com/Senior-Care-Accountability-Network-SCAN/>

