

How the Senior Care Industry Can Leverage Lessons from

THE PAST TO WEATHER THE COVID-19 STORM

The Senior Care industry as a whole, are facing an unprecedented challenge - how to weather the COVID-19 storm, regain trust, and protect our residents in the future. The best way to meet this challenge is to leverage the lessons we have learned from the past in order to move our senior care community from the implicit-trust model, which resulted in such an uncontrolled harm, to a proven-trust model.



The Lesson of September 11th

On Sep 11, 2001, Al-Qaeda terrorists changed the prevalent paradigm in commercial aviation security, forcing a move from an implicit-trust security model to a proven-trust model.

Prior to the attack that changed the face of our nation, we could walk directly to the aircraft boarding gates to see off friends who were traveling or receive them at the gate. Before the advent of automatic baggage scans, our checked baggage was simply lined up next to the aircraft staircase and we would identify our suitcase before boarding.

The implicit assumption was that no passenger would carry a bomb – an assumption that was shattered by the suicide terrorists.

Since then, air travel around the world has never been the same. Proven-trust protocols have been implemented. These protocols are safer but also dramatically more painful, expensive to implement. They significantly change the infrastructure architecture and operational procedures we once knew – a fact that is evidenced by the hardship experienced by travelers when dealing with the TSA. Yet globally, we have accepted the pain and expense because the assets we wish to protect (our own lives) are priceless.

From Cyber-Security and e-Commerce

In another domain, up until a few years ago, all enterprises had their own private, on-premise data centers. IT-security protocols were based on a notion of a ‘castle and moat’ – a strong perimeter defense called firewall(s).

This notion relied on the idea that what is outside the firewall is bad and whatever is inside the firewall is good, thus resulting in “whatever is inside can be trusted”. This

meant that software applications inside the enterprise could easily communicate with each other inside the trusted firewall ring.

The advent of public clouds changed this.

The paradigm switched from implicit-trust based IT-security to proven-trust, which once again led to pain for the security and network professionals within the enterprise. To transition to public clouds, proven-trust protocols had to be implemented.

We have relied on examples of Silicon Valley pioneers (Google, Amazon, Netflix, etc.) to communicate the need for proven-trust protocols to clients. New approaches used by these pioneers in this domain are called Containerization, Zero-trust networking, Micro-services and Micro-segmentation architectures that employ ‘zero trust’ as their core. Once again, while these protocols are safer, they are also significantly more painful and expensive to implement and substantially change the infrastructure architecture and operational procedures. Yet globally, we have accepted the pain and expense because the assets we wish to protect (our enterprise data) are priceless.

Finally, in the late nineties, the internet led to the birth of e-commerce, a new channel for shopping. However, almost as soon as it took off, many publicized episodes of bankcard fraud had a crippling effect on the trust new consumers had on this channel.

Banks and e-commerce websites (eBay, Amazon, etc.) had to diligently invent identity verification protocols to ensure the innovation did not die prematurely, moving to a zero-trust model. Today, multi-factor authentication protocols (MFA) are the norm in this industry. Globally, we have accepted the pain and expense because the assets we wish to protect (our personal and financial data) are priceless.

Putting These Lessons to Work to Improve Safety

The InfeXBloc™ architecture was created based on these historical lessons in order to move senior care communities from the implicit trust model that made our facilities ground-zero for the pandemic to a proven-trust model to protect our seniors and rebuild the eroded trust.

When adopted, not only will InfeXBloc™ help Senior Care facilities resist further pandemic waves, but also improve the care our facilities can offer to our residents.



To learn more about how the InfeXBloc™ architecture can help your RCFE regain trust after the COVID-19 storm, by leveraging lessons from the past, 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

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

