

CEOCFO Magazine - The Most Powerful Name In Corporate News and Information

**Bringing to Market Their Acute Data Collection and Management Framework™,
AcuteNet is proving a Seamless Workflow, User-Friendly Technology
In an Intuitive Framework for the Healthcare Industry**

**Healthcare
Technology Solutions**

AcuteNet
80 Tiverton Court, Suite 203
Markham, ON, L3R 0G4 Canada
647-478-9166
www.acutenet.com



Stan Yazhensky
CEO

BIO:

Mr. Yazhensky is a seasoned senior executive with deep experience architecting, designing, developing, and managing enterprise technology solutions for the Government, healthcare, financial and security industries, where he served as VP, Information Technology at Circle of Care, Manager, IT Infrastructure Development & Support at Legal Aid Ontario, CTO & Partner at Data Centurion, Managing Partner at GuinPIN Consulting, Security Researcher at V-Secure Technologies, and Founder of the Secure Web Application Taskforce. Mr. Yazhensky

has military and law enforcement background.

About AcuteNet:

AcuteNet is focused on developing intelligent user-friendly technology solutions for the Healthcare industry – instruments that make work simpler, while working with your existing workflows and procedures. AcuteNet’s Acute Data Collection and Management Framework™ allows the creation of secure and robust intelligent systems for the collection, retention, real-time analysis and manipulation of “Acute” (sensitive) data. AcuteNet’s intuitive drag and drop technology let our customers quickly and transparently align their information systems with their desired workflow, creating solutions that retrieve data from disparate systems, enabling a single access point to distributed data sources, and populate relevant information back into existing systems, achieving seamless interoperability.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Yazhensky, would you tell us the concept at AcuteNet?

Mr. Yazhensky: AcuteNet, basically is developing the intelligent data repositories primarily for health care sector.

CEOCFO: Who are you working with and what are you providing for them?

Mr. Yazhensky: We do not have any limitations to who we offer our solutions. We offer services to a wide range of corporations, government agencies, hospitals and even community services as well. We do not want to mark our solutions as specific solu-

tions. We have a framework. What differentiates our framework from the rest of the industry is that without knowing programming, without knowing any algorithms, you can build almost any solution that you need. Basically, we can match the full working flow and process of our clients to our systems and visa versa.

CEOCFO: What have you figured out that others have not, to allow that ease of use?

Mr. Yazhensky: I have been in the industry for more than twenty years. I was always annoyed when a vendor would come in and say, “This is my solution, this is how you need to work.” I would say, “Sorry, you are a vendor. You cannot tell me how to do my work. I know my business. I need to be able to do my work the way I need, not the way you want me to do it.” This is originally how the idea was formed. Therefore, we built the core of the system, the intelligence repository. The data is coming in at real time and being a neural network, our system knows exactly what data came in, when it came in and what should be done with this data. On top of that we built very user friendly interfaces that allow you to create your interface to interact with that data. The problem with big data is that sometimes there is too much data. The user can be overwhelmed with the amount of data flowing into the system and in most cases it is not relevant. Therefore, the only smart way to do that is to present data as needed with easy access to the history. Another thing that we came up with is that we do not want our customers to change their infrastructure and to change the way people are doing their work. Therefore,

our systems are client agnostic, so if they like to work on a PC or tablet or cell phone, it is the same user interface, it is the same look and feel and it is easily adjustable. If they need to add new questions to forms or if they need to implement a new work flow, even on a temporary basis, they can do it right away and once they do not need it any more they can remove it. Our neural network in the background will know where data is staged and the data will never be lost. Another big issue is security. We are dealing very sensitive information, so we are actually going overboard. Each patient's record is encrypted using AES-256 encryption with a unique key. Each patient has a unique encryption key, therefore, even our administrators and our technical staff cannot access patient data.

CEOCFO: Why do think that has not been adopted throughout the industry and throughout most industries?

Mr. Yazhensky: Unfortunately, because most of the systems built to day were built a long, long time ago. They were built on very static concepts. They did not implement any new technologies. It was done using relational data base model where the program code actually mimics the tables structure and in order to change any user interface you need to change your data base structure. The more data you have the more risky it is to do changes on the back end. That is one thing. Another thing is the concept. It started from big players, really large names that actually think that they can dictate to the industry how to do work. They consider themselves the experts. First of all, I do not like the word "expert". I do not believe in the word "expert". There is no such thing. However, my people in my company are very good professionals. Each one knows their field very well, but their field only. We do not want to impose our knowledge on our customers and vice versa. We want work in collaboration with the customer. Actually, our systems are built by customers. Therefore, do not tell me how to do my work and I will not tell you how to do your work. Let us work together to find out the best match and to find out how we can improve the systems.

CEOCFO: How do you reach potential customers?

Mr. Yazhensky: Mostly through trade shows and word of mouth. We do not go crazy on advertising. We do not believe in it, especially that most of the time when we explain what we do people do not believe it. Therefore, we just show it. We do many presentations and a lot of education. We work with the universities. We employ many young people. Actually, I am the oldest guy in the company. The average age in my company is around thirty. We do work with the large universities. We try to pick young people and we provide many free samples and free solutions for researchers. Our system is so flexible that we just create one solution and they can deal with their data collection framework for their research. Once the research is done we do not ask anything back in return, but they were so comfortable using the solution that they keep using it. No matter when they go out to the univer-

**"Technology should be a friend, not an obstacle."
- Stan Yazhensky**

sity they just introduce us. It is mostly word of mouth.

CEOCFO: When you talk with someone are they skeptical? Do they believe that you really can make it as simple as it is?

Mr. Yazhensky: They do if I have no computer to show. Our normal first meeting is done in pairs - one is the presenter and one is the listener. There are always a pair of our people in the room. Once we start talking about the customer's problem and they start showing us what they have the listener starts building the solution while in the meeting. In most cases during the one hour meeting we have the answer to show them, "Here is how your system will look." That is how we convert them to the believers on the first meeting.

CEOCFO: You are converting me just talking to you! It sounds so intuitive and perfect; the world should be beating a path to your door!

Mr. Yazhensky: We are very well funded. We are a group of companies.

We have almost 700 people around the world. We want to make things right. We do not want to rush things. Therefore, the money is not the ultimate goal. We know that if we do things right it will come, therefore we take our time. To me the most important thing is to make it right.

CEOCFO: What have you learned in past ventures that is most applicable for you here?

Mr. Yazhensky: The customer is the king. That is the rule. Listen to the customer. Listen to the people. Do not try to impose anything on the people. People are not stupid. Even if they have no choice and they will go with you, the first moment that they find a better solution they will move away. That is the most valuable lesson that I learned. Basically, be a partner, do not be a vendor.

CEOCFO: Why should investors and people in the business community pay attention to AcuteNet?

Mr. Yazhensky: If you want a real partner that will make things easier, that is why. If they do not want to pay for every "bell and whistle", if they want a framework that will allow them to do whatever they want without any extra charges, they should look at us. They want to open the door to the future, and I do believe that we are trying to open the door to the future. We do develop an artificial intelligence. It is very rudimentary right now, as is any artificial intelligence in the world. However, it can actually save lives. We do have cases where our system can actually make decisions, where human intervention is not available, and it will save lives. It is not just AcuteNet. There are a couple of companies like us. However, we are innovators. We are looking forward into the future. We are not trying to rely on the past. That is my message. I am a believer. I want most of the people that I talk to, to become believers as well. Technology is our friend, not our enemy. Unfortunately, in most cases they way colleagues in the vendor community present themselves, they become an enemy. They become an obstacle. Technology should be a friend, not an obstacle.