

THE NEW FACE OF SAFETY FOR EMPLOYEES



David McDonald
Owner

Account Medical LLC

Interview conducted by:
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CEOCFO Magazine

CEOCFO: *Mr. McDonald, what is the overall vision for Account Medical?*

Mr. McDonald: When you say medical record, it scares the daylights out of people. The overall vision is to provide every person in this earth with some type of personal medical information system. Accidents can happen anytime and anywhere so what we are doing is providing a QR code which stands for Quick Response and what that does is go into a profile that you build that we have provided and it is just a service.

CEOCFO: *How do you get the information behind the code?*

Mr. McDonald: What happens is somebody will logon to Accountmedical.com. We have a monthly plan and then we have an annual plan. Once you sign up, our software assigns and generates a QR code to your account. You will get a dashboard in your email immediately and it will show you what the QR code is. From your dashboard you begin editing your profile, you also have a private locker where you want private information stored and only you have access to, and then you have some other cool features in the dashboard.

When you open up and edit your medical information you will see a profile and, in that profile, you can put your picture and twenty items. You can put your blood type, your medical alerts, conditions, prescriptions, list of emergency contacts, and so on. There are over twenty items that you can list, and then you click save. We send you twenty ½ inch by ½ inch stickers which say Account Medical and there is a medical caduceus on there. What we do is suggest that you put these in places such as your driver license, passport, key fobs and other areas so in case you cannot talk, somebody can scan that QR code and it takes you right to that profile to show what you want them to know if you are unable to talk.

CEOCFO: *Are people ready to do this?*

Mr. McDonald: Twenty years ago, I would say absolutely not. Now QR codes are even on television, you can scan a QR code to buy something, you can scan a QR code right off your computer system. Even my seven-year-old granddaughter knows how to scan a QR code. I think people are ready, and with technology right now there is absolutely no reason why we shouldn't have an emergency profile for their own protection on Account Medical.

CEOCFO: *Pasting a QR code sticker on your driver's license is a great idea. Does the government allow this?*

Mr. McDonald: Over the past couple of years, I have been focused on reaching out to the DOTs across the country. Out of the 48 states, there are sadly two states that offer some type of emergency notification. You can sign up with the state, it is free. They will notify you in case of an accident if you are on that list. Let's say you are driving down in Arizona

and you live in Chicago, well how are those people going to know other than your driver license who to contact, so your driver license does not have your information but if you are signed up in one of these states, and I think it is Florida and Illinois, they can run your driver license and just from that information you are signed on with this emergency contact info and they will call whoever that is. That might be within a couple of minutes to a couple of hours. I have heard of people being contacted the next day. This DOT system has been around for years so it is antiquated technology.

Even the states have to be updated so that is what we are doing with Account Medical too. I would like to get in every DoT and make this offer where they have their QR code printed right on their driver license as they make up their account because if you have an emergency, it is usually first responders or police that have access to your driver license. They eventually have to find out what is going on with you and who you are, so once they do that, they can scan that, they can get into their national system.

CEOFCO: *How are you reaching out to get on the forefront for people who should understand - individuals, companies and government agencies?*

Mr. McDonald: I am a veteran so I have gone through it. It has taken a couple of years to get setup with S.A.M. and VIP which is a veteran's network to get setup with the government. Once you go through those classes and you are authorized to sell to the government, which takes some time.

"On Demand is the "new" face of safety for employees." David McDonald

Right now, I am reaching out with our new On Demand system. I call it the new face of safety for employees. What I am doing with this system is reaching out through press releases such as the one that we sent out the other day. I have a company down in Florida, Five Channels which is doing all of our marketing for us. We are just tackling right now B2B meaning manufacturing companies and people with employees. We can reach out to schools eventually. We are looking at reaching out to the construction field, we are reaching out to adult and senior nursing homes and the list goes on. Eventually we will reach out to hospitals and EMS avenues.

CEOFCO: *Why do you think it has not been done before, was the technology not there yet?*

Mr. McDonald: QR codes have been around for 25 or 30 years but one thing we did not have back then was everybody having a cell phone, I mean everybody has a cell phone now. If you go to Europe; we are already registered as Account Medical Ltd. I have an office over there, and when we are ready and as soon as we start with the United States we are going to reach over to the UK with the same marketing package. That group over there has taken to technology like this and it is not uncommon to have QR codes and kiosks. Account Medical will soon be there too.

CEOFCO: *What is your new On Demand program?*

Mr. McDonald: I love this. On Demand is the new face for safety concerning employees. When we take the average manufacturing company. They have emergency routes in case we have a chemical spill or a gas leak, there are routes to go and people in place that take charge of directing employee traffic. When you have a fire, there are always these routes you have to go, but except 911, there has never been an emergency route for employees when something happens. What happens under normal circumstances is somebody gets injured on the job and what they will do is contact their admins or their boss and he will end up calling 911. And there maybe is somebody that has been assigned either by a medical team or has first-aid training. They are going to rush over and see if they can administer any kind of treatment and that is what this world is right now.

I have seen too many cases over my years of somebody just lying there and all you can do is sit there and pump until first responders arrive. With On Demand, it can eliminate any questions. Once a company signs up, we give them an On Demand app and the admins after dialing 911, simply tap on the app on their phone, view a list of company employees and QR codes next to their names. Tap on that QR code and that employee profile is instantly viewed. So now, the profile shows the medical alerts or conditions, they can look at the prescriptions if any. It is a sounding board for that person that cannot talk. They can even contact emergency contacts right on the spot. Most importantly they can also take this information and forward that to oncoming EMTs. On Demand is the "new" face of safety for employees.

CEOFCO: *How are you reaching out?*

Mr. McDonald: Right now, I have 22 salespeople across the country and growing. There are a couple of them that are working together that are focused on manufacturing, a few are focused on the schools, the senior and adult care centers, so they are reaching out to various industries. On our website I have a sign-in for these sales guys and allows them to have all these brochures and information right in their hands.

CEOFCO: *With so much possibility how do you stay focused?*

Mr. McDonald: I wear about twelve different hats everyday but I love it. It is not rocket science I mean once you get past the programming and everything else it is pretty fluid. Once the company gets on and they register it is all automatic. Once a Company registers; they get a welcome email. They get access and get their own custom web link page and then their employees can begin signing up on the spot and added automatically.

CEOFCO: *What about health insurance providers as well as liability insurance companies that could tell their customers if they want us to cover you, they should be doing this?*

CEOFCO: That is huge. It is documented that medical records gathering the data in the background is a multimillion-dollar debt some of these insurance companies pay each year. This is going to be very welcome by these guys too because you are staying HIPAA compliant and saving so much time collecting data.

The other good thing is that I was talking with someone the other day about manufacturing because they got about three hundred employees and he asked about language barriers because he has a lot of people that speak different languages, you can also instantly translate these profiles to any language which is the other cool thing. Think about that for a second, turn this whole profile into any language.

CEOFCO: *How do you deal with the frustration of knowing you have something that is so meaningful and yet it takes a while to get everyone onboard?*

Mr. McDonald: If it was easy everybody would be doing it. My wife is my sounding board and my right-hand man and I love her to death. I could not have gone this far without her. I know most people would have thrown their hands up in the air long time ago, if they are not making a dollar or two dollars within the first week, they are done. It takes tenacity. It is a wonderful product and I know that it will benefit anyone who takes advantage of it anywhere in the world and that is what I look forward to.

CEOFCO: *I know you are a veteran; what did you learn in the service that helped you through the years and is helping you in what you are doing today?*

Mr. McDonald: Just because you have a website does not mean a hospital is going to hold your hand and want to do business with you. I look at procurement officers in the government almost the same way; I understand what they are going through and that kind of helps when you are talking to them. Being patient never hurts.

CEOFCO: *Are you seeking funding, partnerships, investments as you move forward?*

Mr. McDonald: It is kind of funny you mentioned that, I have had my door knocked on a couple of times and it is impressive when they start talking about, "Hey we would like to come over and talk with you about this, but right now I am self-funded." After I hang up with this interview, I have an interview with a company that wants to talk about franchising. I want to keep it personal; franchising is good and don't get me wrong, it is a way to get out there, but we have 22 sales people across the country and that means 22 families.

CEOFCO: *Why is Account Medical an important company?*

Mr. McDonald: Because it saves lives. With a quick scan of your displayed QR Code from your driver license or from the back of your cell phone, you can view medical alerts, conditions, prescriptions, blood types, insurance primary and emergency services, emergency contacts to name a few.....that is security. Look at it not only from a person's point of view but how about a child's point of view if something happens when the parents are not around and the school has the On Demand system at their school..... that is real peace of mind.