



Interview with the CEO: Mike Sheehan

What does IntelliCentrics do?

IntelliCentrics is a company that, it's the only security company that is designed to let people in. Now we think that is really important because, for the past 20 thousand years, every security system has been designed to keep everybody out. You can go back as far back as China, and everything was all about keeping everybody out. Those dynasties were built at the top of the mountains. The Great Wall of China keeps people out. Moats around the large castles and throughout Europe and filled with alligators and the draw bridges. If you've ever visited a castle, the interior is designed to make it harder, and harder, and harder to get into and access the most important areas. And, it occurred to me that doesn't work anymore. That our business, on a worldwide basis, a global basis has evolved into relying on and trusting third parties. So, IntelliCentrics is a word that we created, defined as intelligent concentric circles. IntelliCentrics is a community of professionals, patients, their families, and facilities, working together to achieve a safe and SEC³URE healthcare experience.

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Mike Sheehan
Global CEO

And what we do, is we have designed security service and technologies that will eliminate or prevent, reduce the risks and vulnerabilities of essential third parties and entrusted, invited guests. If you think about that in a hospital context, everybody there is vulnerable. You don't have to be the patient. You can be visiting the patient, and you're vulnerable because you may not know what is expected of you in certain circumstances while you're visiting. So, we look at that, and we operationalize that and service that for our customers.

How does SEC³URE tie in with IntelliCentrics?

IntelliCentrics is the name of the company and SEC³URE is the name of the service. We've branded the service. In fact, SEC³URE was bigger than and will probably be with us forever, but the actual name of the company is IntelliCentrics, and it provides the SEC³URE service. We are in the business of creating a safe and SEC³URE healthcare experience.

How do the 5 Rings work?

5 Rings is a celebration of the best in class, and as a result, we've recognized both the customers. We actually have a multi-party environment. We sit between the visitors and the host institution. See, we can go beyond healthcare because we take a security approach, but it works perfectly for healthcare. So what we do is establish the regulatory requirements. Additionally, the policies and procedures that the institution needs for its visitors to know, understand and comply with. Then, we administrate and bring the two parties together.

5 Rings is a celebration and recognition of the best in class, those that do it best. Because in regulatory environments, the compliances of paramount concern. It actually creates a safer environment, at interestingly enough, a significantly lower cost. So by celebrating those that do it best, we're actually saying they do it best and therefore have created the safest possible environment for the lowest possible cost. And that's what that program is about and why we're really excited about it.

How would I know if the hospital has SEC³URE installed? Is there anything as a patient or visitor that would be different in that facility?

You just touched on a really important theme as we go forward. We ensure people remain safe and SEC³URE when entering healthcare facilities by informing them of the unique requirements of the location prior to their arrival. We are going to be expanding that and on behalf of those that are contributing to the safety of that organization, we're going to be delivering that message broader so that you for example, a visitor of that institution or otherwise interested institution, will know about the great things that they're doing. So, we have started that. It's going to begin with signage. It will begin with the additional promotion because we believe that in due course. We believe that we can serve you at your home. See, you're the host in that situation, and you have your own family policies, procedures, and expectations of your visitors. And, we can provide that service for you just the way we can provide it for the largest hospital in the country.



So it's a way to expand what you're doing and getting more people to understand what IntelliCentrics and SEC³URE is all about?

Our vision is to make the world a safer place. It's not to just make hospitals safer, but everywhere. So we don't see limitations on where this goes. It's only bound by those that want to make the world a safer place.

What would you suggest for someone that wants to become an entrepreneur?

I think the keys for that are you got to have a dream. We can call it a vision but for an entrepreneur, it's far more personal, it's much more of a dream. I've been on this dream for 10 years. When I transitioned from Honeywell to this company, my dream hasn't changed. I've pursued it. Ten years is both short time and a long time, and you need fuel to get through that, and that fuel's got to be passion. I am deeply passionate about making the world a safer place. It matters to me; it matters to our employees. It defines how we go forward. We don't have a focus on revenue; we have a focus on value and improvements for the customers and how they interact with our system. How we make it better and we look back once in a while on revenues for obvious reasons, but they are not what drives our decisions. It's the passion that leads us. And then from a small technique stand point, when your passionate and got a dream and you're pursuing it and looking out in the future there's competition for our time. And the one thing we have to work hard on every day is making sure that we're focused on the significant few most important issues to realize that dream, not the important many. And we've got that down to and have agreed as a management team that the maximum that we can have is two most important issues, everything else has to support us.

Safety

Education

C³ommunication, Compliance, & Consistency

Understanding

Results

Engagement

