

Avatar EBS Helps Healthcare Companies Keep Data Organized

Story by Deborah Welky • Photos by Abner Pedraza

If you were CEO of a multi-billion-dollar health organization growing by leaps and bounds, what would you do to keep that organization's mountain of accumulated data organized and accessible without tying up your limited staff?

You would do what many companies in that situation have done — call Sanjay Pudupakkam of Wellington-based Avatar EBS.

Pudupakkam's story is fascinating. With an undergraduate degree in biology and a master's degree in information systems, he had been accepted into medical school but, two weeks before his start date, decided that he didn't want to be a physician. He still had a passion for improving healthcare; he just didn't know in what capacity.

Fast forward 20 years to 2002, and Pudupakkam was working as the vice president of information management practices for a subsidiary of United Health Group. He formed his own company on the side, Avatar Enterprise Business Solutions, because he had seen a huge need for the particular skill set he had to offer.

The sole purpose of Avatar EBS is to help huge medical and non-medical corporations collect and analyze decades' worth of information that they have gathered from various sources. Many times, the data is stored in various computer formats. Often, a lot of it is still on paper — typed, copied or even handwritten. Avatar gets it sorted it out, then shows the corporation's own employees how to keep it that way.

By 2009, the demand for Avatar's expertise had grown to the point where Pudupakkam quit his day job in order to keep up.

Now, he has 40 employees located all over the country and a partner with an offshore capability. His smallest client is a \$2 billion organization.

"My business all comes from word-of-mouth," Pudupakkam said. "We get strong referrals from our customers."

Those businesses are mostly in the healthcare industry.

"Our concentration is primarily in healthcare — hospitals and insurance companies," said Pudupakkam's wife, Diane Harryper-saud, who serves as operations manager and accounts manager. "Anything that involves data, we set up consistent ways of collecting, analyzing and measuring it." ▶

Sanjay Pudupakkam of Avatar EBS.

