



Rules Fest 2010

International Conference on Reasoning Technologies
October 11-14 • San Jose, CA USA

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10 Rules for Rules

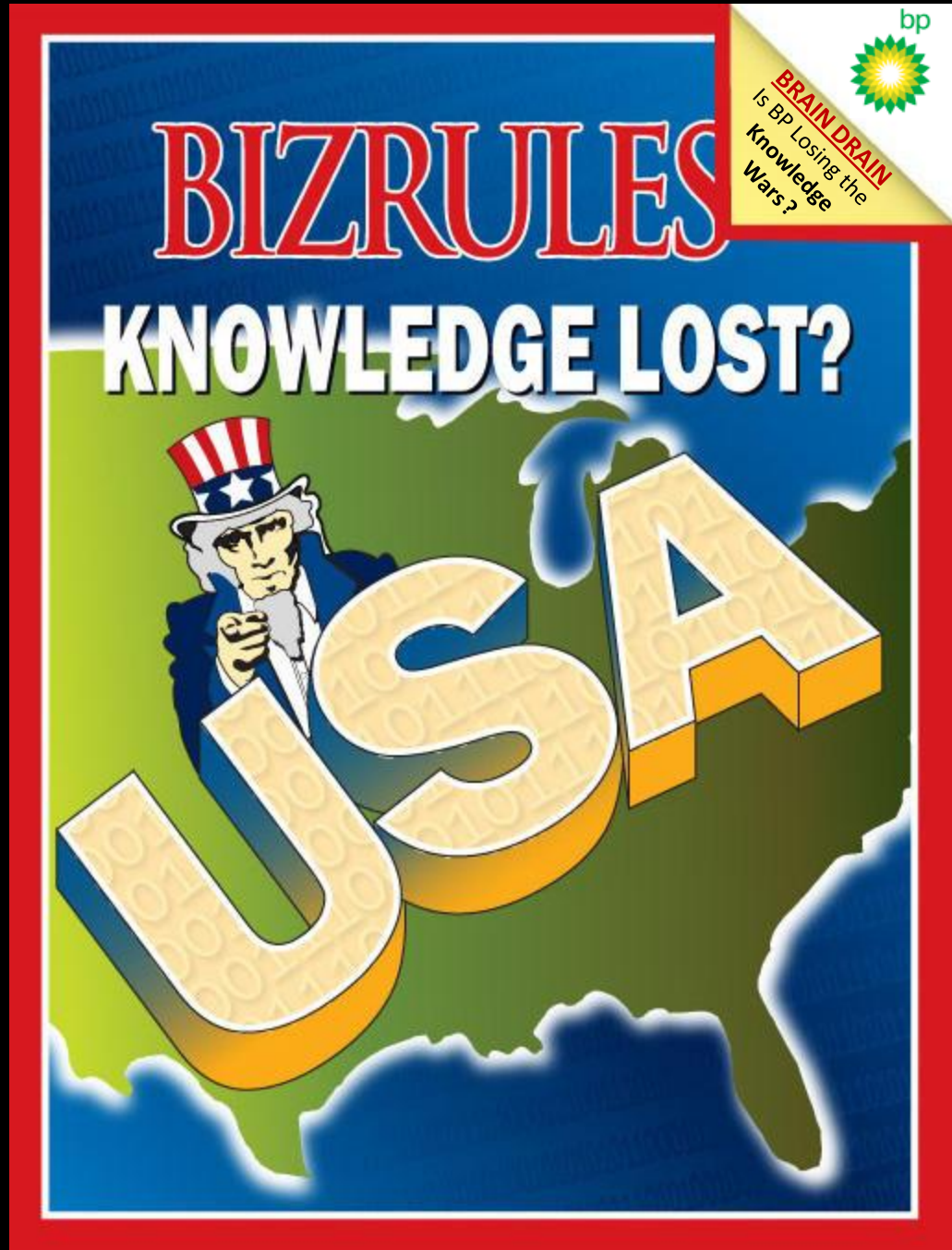
Rolando Hernandez
Founder & CEO
BIZRULES

You live in a knowledge-based world.

Knowledge capital is your most valuable asset

You are facing a knowledge deficit

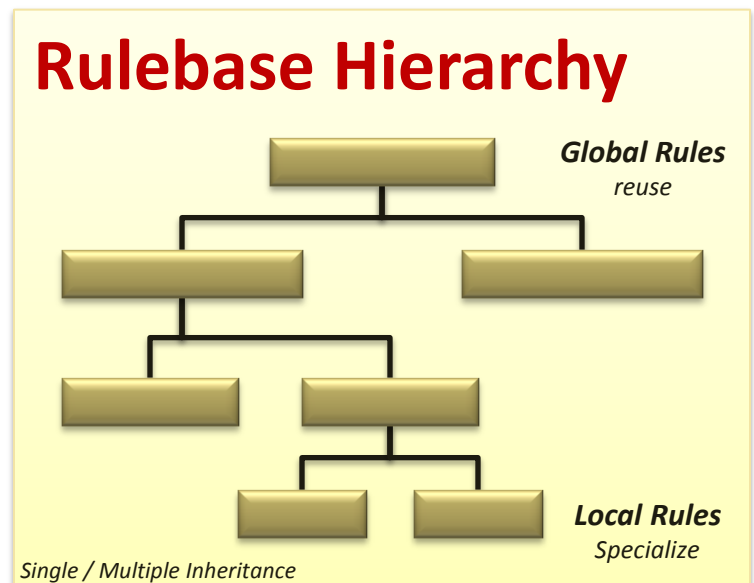
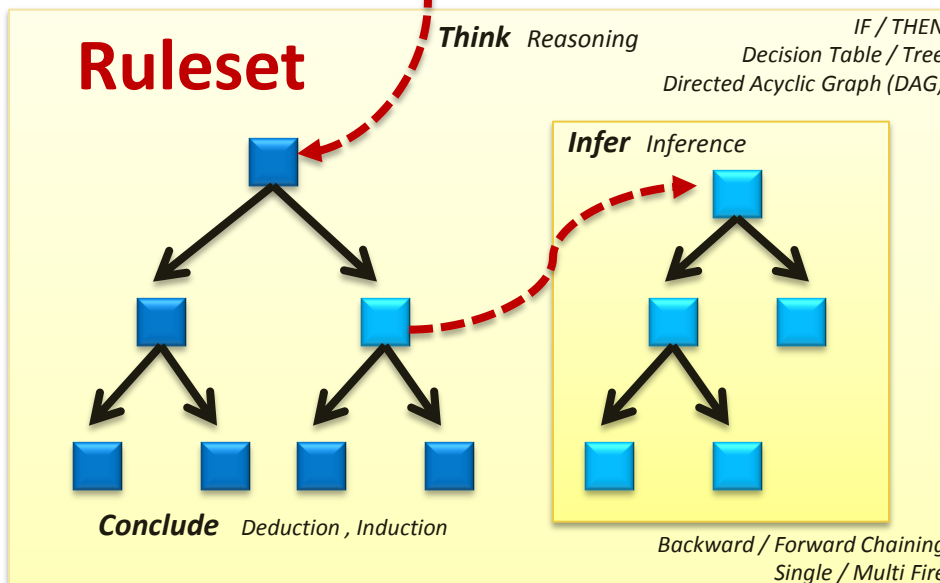
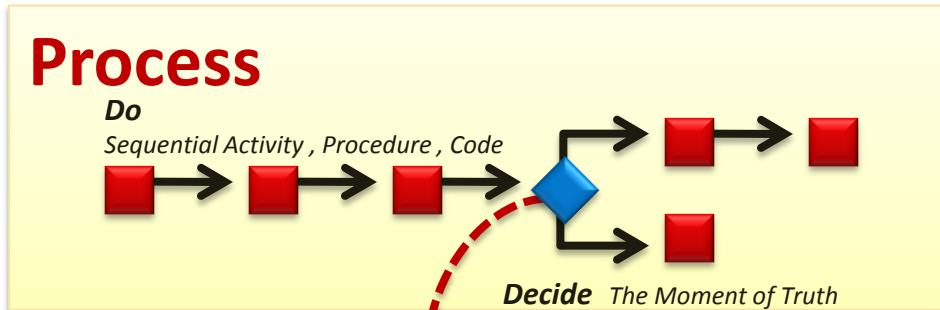
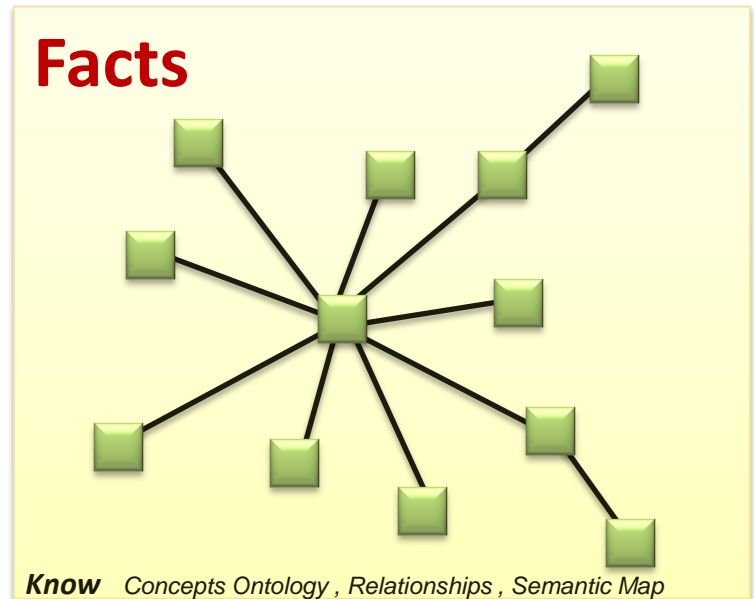
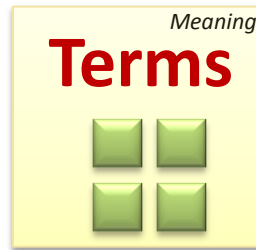
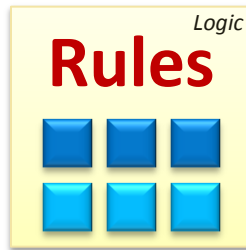
Like it or not,
**You are in the
Knowledge Wars™.**



**Imagine there's
No Architecture,
No Rules, and
No Knowledge...**

10 Rules for Rules

Clear



Clear... not Confusing



Complete

May 13, 2008: Parents board Air Canada flight,
forget 23-month-old toddler at airport

Aug. 4, 2008: Couple remember their duty free and 18
suitcases, but forget 3-year-daughter at airport

*Because they were **Lap Children** they were not
issued boarding passes, and thus airline personnel
did not notice a passenger was missing*



Correct

Current

Healthcare rules

Compliant

Internal

Policies

Practices

Procedures

Processes

Rules

External

Laws

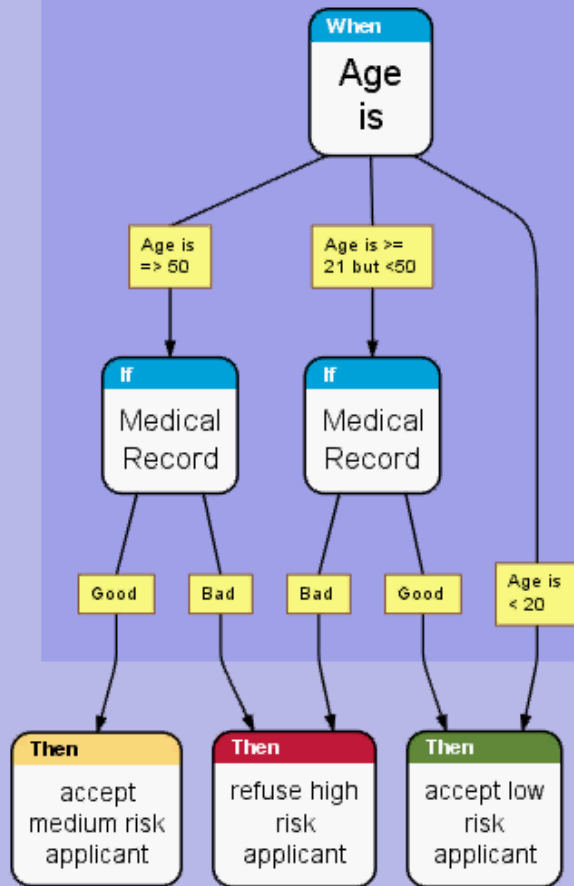
Rules

Regulations

Condensed

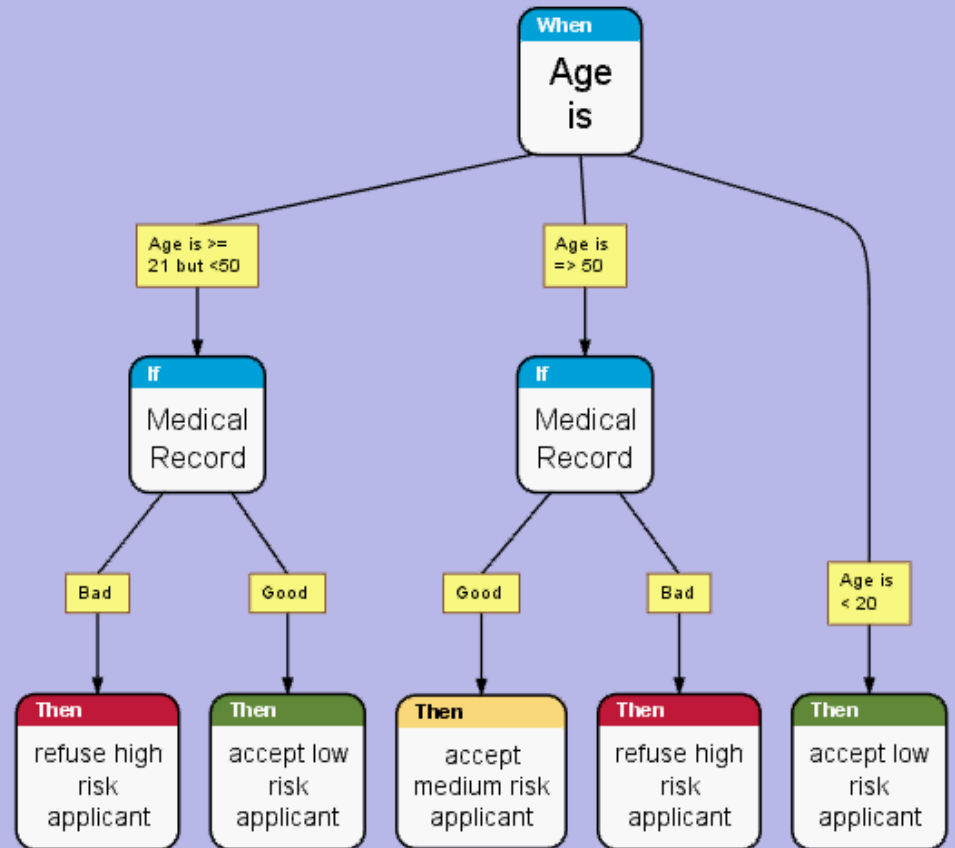
Version 4 DAG

Risk Ruleset (DIRECTED ACYCLIC GRAPH)



Version 3 - Simplify & redesign AGE condition into a DECISION TREE

Risk Ruleset (Strict DECISION TREE hierarchy)



To see a Flash video of the "Decision Tree vs. DAG RuleMap", visit www.RuleMap.com

Credible... not Incredible



- *Gene and Paulette Cranick's house burned down.*
- *Three dogs died in the fire. ☹️*
- *A small town fire dept. in Tennessee was ordered to let the house burn down because the owner had not paid the \$75 subscription fee. He forgot to pay the bill.*
- *The rule to let it burn was incredible and hard to justify.*
- *What if people were inside the home?*

Careful... not Careless



- *Anne Bartlett paid her local taxes for 41 years.*
- *In Jan. 2010 she called 911 at 1AM.*
- *DeKalb County (GA) Fire Dept. responded. They didn't see any smoke, didn't get out of the fire truck, and left 5 minutes later.*
- *6 hours later Ann's house burned down. She died.*
- *Firefighters did not follow proper procedures & rules.*
- *They were careless. Four firefighters were fired.*

Common Sense



Consistent... not Inconsistent



Thanks for your time!

Rolando Hernandez

Founder & CEO

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