

AMD Global Telemedicine Recognized for

2021

Product Leadership

North American

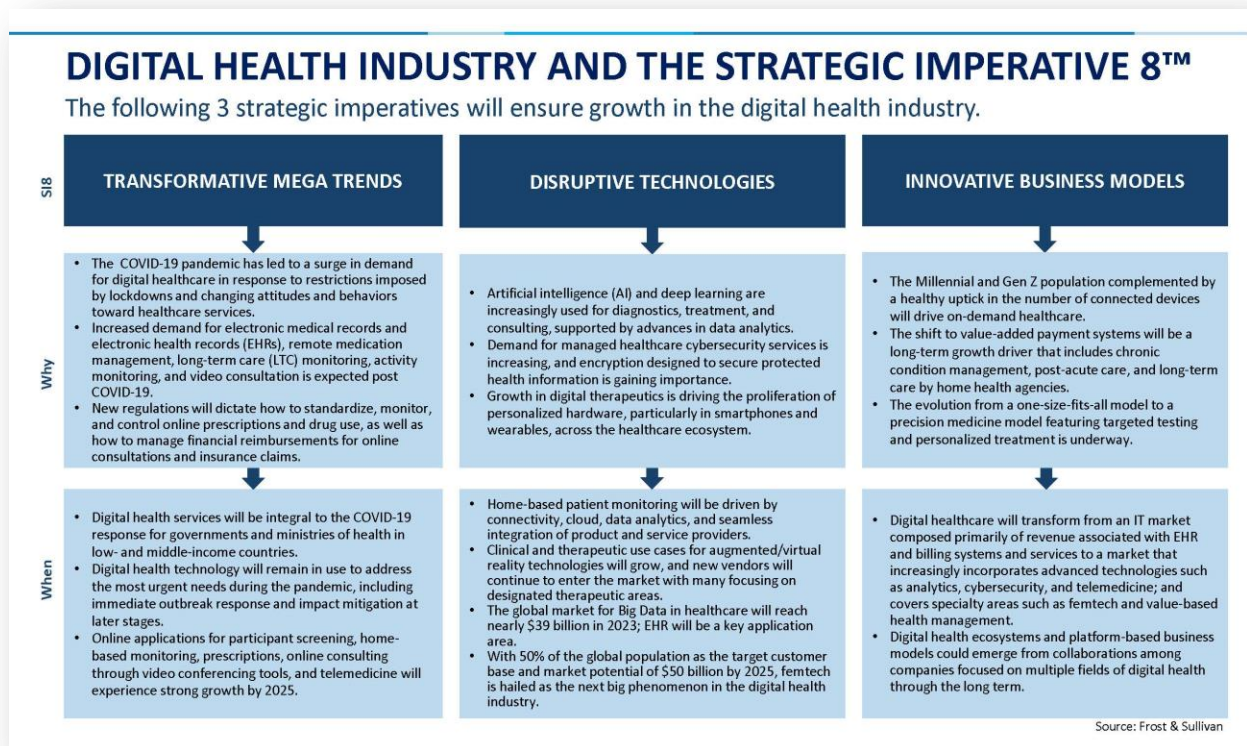
Virtual Care Industry

Excellence in Best Practices



Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the digital health industry: transformative Mega Trends, disruptive technologies, and innovative business models. Every company that is competing in the digital health space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of AMD Global Telemedicine is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. AMD Global Telemedicine excels in many of the criteria in the virtual care space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Match to Needs

Virtual care has evolved to become the next-generation framework for the delivery of healthcare. Virtual care enables providers to interact with patients, either in a real-time or asynchronous manner. Although some companies consider virtual care to be mainly a way to manage virtual visits, the more forward-thinking companies see it as the way to manage a mix of telemedicine, telehealth, business, and clinical processes within a framework that extends to all aspects of the patient experience. For example,

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- Victor Camlek, Principal Analyst

AMD Global Telemedicine has extended beyond its telemedicine imprint and emerged as a leading proponent of virtual care as evidenced by its extensive array of products that match to the needs of all segments of the healthcare industry.

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The AMD unified virtual care framework is called Engage. The solution includes modules that support three major healthcare models based on the level of care required. All of AMD’s solutions begin by ensuring that there is a platform for clients to effectively have a virtual encounter with patients. Software is at the core of almost all of AMD’s telemedicine and telehealth solutions because when properly matched to the customer’s needs it will connect the resources that will enable a high-quality virtual experience. Medical devices can capture the diagnostic data, but it is the software that powers

the real-time examination and exchange of information. AMD's AGNES Connect is a collaborative patient assessment tool for enterprise-wide telehealth applications. AGNES Connect is a secure and encrypted cloud-based telemedicine platform that enables remote clinical healthcare providers to capture and share data from medical devices, exchange documents and medical images in real time, and participate in a live video conference. Where major competitors are focused on their core products, AMD has demonstrated product leadership by creating a virtual care product line that has expanded beyond its core functionality and is matched to the needs of the healthcare workflow.

Positioning

As a result of the COVID-19 global pandemic, telehealth has transitioned from a nice-to-have to a must-have service. Health systems large and small have begun to move out of the initial response phase of their COVID-19 adoption needs and are beginning the process of redefining their overall care delivery

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model. As this occurs, AMD is well positioned to provide a scalable virtual care delivery platform to serve the huge demand that currently exists among healthcare providers.

AMD enjoys a strong position as a global business that can offer solutions or point products ranging from basic virtual visit applications to patient

assessment tools, clinical care applications, and direct-to-consumer applications. While competitors can offer solutions in these areas, it would be difficult for them to offer excellent solutions across all aspects of virtual care, as AMD does.

Product/Service Value

AMD scales across the healthcare enterprise and easily adapts to different needs regarding the relevant setting of care. From asynchronous via digital access to a full synchronous video encounter that can support the use of more than 40 different medical devices, AMD is able to offer the products and solutions that create value in measurable ways. For example, Adventist Health is a not-for-profit healthcare organization with operating facilities in California, Hawaii, Oregon, and Washington state and a prime mission to serve underserved poor, elderly, and rural populations. To achieve this goal, Adventist Health began partnering with AMD in 2013 to roll out its telehealth program. The partnership enabled Adventist Health to reduce wait times for services and increase access to care for those in need. Of specific interest: the provider reported that 86% of its outpatient services involved behavioral health; the telemedicine platform based on AMD's solution resulted in improvements in its outpatient clinical situation with behavioral health for psychology, psychiatry, addiction management, and therapy services.

Adventist Health also reported that AMD technology has played a vital role in helping it grow its telemedicine consultation volume by more than 200% in 3 years. The technology is used throughout its network of clinics to help provide virtual care for patients in need of additional specialists. AMD also partnered with Adventist to create a seamless integration between telemedicine encounters and a patient's healthcare record. This involved integrating the AMD AGNES patient assessment solution with

the Cerner EMR, which has simplified the data capture and documentation workflow integral to the Adventist full-scale virtual care program.¹

Growth Potential

AMD is a private company that is not required to publicly disclose its financial performance in the United States. However, based on a review of AMD's software, platforms, products, and solutions coupled with the opportunities for growth in the evolving virtual care market, it is safe to forecast that AMD has a tremendous opportunity that will attract many new customers. Indeed, AMD will continue to benefit from its ability to help other companies grow within their areas of specialization.

One visible example of this potential is a partnership with TeleHealth Solution, a provider of acute care to skilled nursing facilities, assisted living facilities, continuing care retirement communities, and acute care hospitals. TeleHealth Solution's partnership with AMD involves leveraging reliable telemedicine technology to provide "telehospitalist" services that treat more patients in place so they can avoid unnecessary transfers and reduce hospital readmission rates."² TeleHealth Solution has stated that AMD is not limited to focusing on hardware, rather focusing on ensuring access to vital patient information with a user-friendly approach.³

AMD offers a wide-ranging virtual care solution that will continue to grow as a variety of telemedicine solutions become must-haves during and beyond the COVID-19 pandemic.

Design

AMD's unified virtual care *Engage NTM* framework is customizable to the needs of the client and respective served population. AMD will adjust to a client's workflow and avoids the practice of its competitors to move clients into a definitive model. For example, the AMD Unified Framework offers virtual care options needed to support patient needs by acuity level.

- The low-acuity solution options are designed to include basic telehealth video visits. They also include store and forward data and messaging, async or synchronous communications, online access to educational materials, provider scheduling, secure messaging and notifications, and personal health records. AMD's platform supports clients with a customizable protocol design tool, along with a growing list of Bluetooth device integration.
- The high-acuity virtual care solutions build on the video visit capability by extending a virtual visit encounter to include clinical assessment examination, medical device integration, network scalability, simplified workflow, and EHR integration.
- The call center solution includes digital front door patient assessment, virtual waiting room, audio and/or video engagement, clinical operator triage, transfer and escalation capabilities, data sharing and file transfer, geo-location capabilities, and call center reporting. The platform can be cloud-based or hosted on premises.

¹ <https://amdtelemedicine.com/adventist-health/>

² <https://amdtelemedicine.com/telehealth-solution/>

³ *ibid*

Where competitors have focused on core products or services, AMD has developed a unified engagement model that covers the wide array of technology needs that the full-scale delivery of virtual care requires.

Customer Acquisition

AMD has a diverse customer list. Notable customers include Adventist Health, the University of Miami, Eastern Oklahoma Medical Center, Saber Healthcare Group, CentraCare, Atrium Health, and Evergreen Treatment Services. In some cases, AMD cannot reveal details about a customer's identity due to white-label marketing agreements. The generic view of customers includes several integrated delivery networks as well as a significant reach into community health centers/hospitals, educational facilities, corrections, and long-term and post-acute care or skilled nursing facilities.

AMD supports its customers according to their needs within a unified community of care. AMD builds its value proposition to customers around the Engage N' Unified Framework that connects:

- Interoperable electronic health records from leading suppliers including Epic, Cerner, MEDITECH Allscripts, PointClickCare, eClinical Works, athenahealth, NextGen, and more;;
- Medical devices that include a variety of specialty cameras, scopes, ECGs, vital sign monitors, and networking equipment; and
- Various engagement modalities from asynchronous to synchronous encounters and scalable from video only to clinical assisted encounters.

Frost & Sullivan believes that AMD is a gold standard provider of inclusive systems while its competitors in the virtual care space are more likely to offer a value proposition that creates IT silos rather than unified systems.

Conclusion

Frost & Sullivan has recognized a visible demand for virtual care services among all healthcare stakeholders, and the COVID-19 pandemic has only intensified it. "Although there are numerous vendors that provide products for telehealth, they tend to focus on specific applications. AMD's robust solutions cover all market segments and meet multiple engagement modalities of care," commented Victor Camlek, Principal Analyst at Frost & Sullivan "AMD's solution is modular so that healthcare providers can leverage what they need while allowing them to scale at their pace and prevent a rip-and-replace scenario in the future. This is a direct match to the needs of companies seeking to build or grow their virtual care solutions," added Camlek.

AMD works closely with its customer base across a wide range of healthcare establishments, including hospitals, schools, and correctional facilities. AMD can adjust its offerings to a specific need rather than forcing clients into a definitive and inflexible model. AMD enjoys a strong position as a global business that can offer solutions or point products ranging from basic virtual visit and clinical care applications to direct-to-consumer applications. AMD's forward-looking product has achieved impressive results based on its match to customer needs, design, and value proposition. With its strong overall performance, AMD Global Telemedicine has earned Frost & Sullivan's 2021 Product Leadership Award.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

