



*Validic Recognized as the*

**2021**

**Company of the Year**

North American Remote  
Patient Monitoring Industry  
*Excellence in Best Practices*

## 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 company. Validic excels in many of the criteria in the remote patient monitoring space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### *Validic: Patient-centric, Holistic, Real-world Data Platform*

Validic recognizes the United States (US) aging population is increasing. According to the Administration on Aging, more than 54 million Americans were aged 65 or older in 2019<sup>1</sup>, and studies suggest at least

*“Validic’s advanced platform goes beyond the traditional care models, allowing physicians to view patient-captured data in real-time. Furthermore, the platform applies analytics to orchestrate intelligent health interactions across care teams and strategies, including clinical workflows, care pathways, and consumer engagement.”*

*- Kaustubh Savant, Senior Industry Analyst*

80% of this age cohort are living with multiple chronic conditions<sup>2</sup>. Chronic condition and mental health care management lead to an estimated \$3.8 trillion spent annually.<sup>3</sup> Furthermore, the US is facing a healthcare workforce shortage. To further magnify the strain on care teams, 76% of healthcare workers are experiencing burnout, leading to rapid turnover, medical

<sup>1</sup> “2020 Profile of Older Americans.” Acl.gov, Administration for Community Living, 2021, [acl.gov/sites/default/files/Aging%20and%20Disability%20in%20America/2020ProfileOlderAmericans.Final.pdf](https://acl.gov/sites/default/files/Aging%20and%20Disability%20in%20America/2020ProfileOlderAmericans.Final.pdf).

<sup>2</sup> Gerteis, MPH, Jessie, et. al.. “Multiple Chronic Conditions Chartbook.” [www.ahrq.gov/sites/default/files/wysiwyg/professionals/prevention-chronic-care/decision/mcc/mccchartbook.pdf](https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/prevention-chronic-care/decision/mcc/mccchartbook.pdf).

<sup>3</sup> “Health and Economic Costs of Chronic Diseases.” Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 23 June 2021, [www.cdc.gov/chronicdisease/about/costs/index.htm](https://www.cdc.gov/chronicdisease/about/costs/index.htm).

errors, and poor patient care.<sup>4</sup>

Physicians need more efficient methods to manage patient populations with chronic conditions, eliminating redundant processes and providing a complete view of patients' health. The US has seen a transition to value-based care that aligns with lowering costs and improving health outcomes. However, most chronic care management is provided through traditional episodic care, which is often inadequate in heading off new exacerbations before they become acute issues, leading to lower life quality, avoidable inpatient admissions, and increased costs.

Physicians struggle to prevent avoidable acute events without access to daily and routine patient data to discern changes in health status early. Validic's advanced platform goes beyond traditional care models, allowing physicians to view patient-generated data in real-time. Furthermore, the platform applies analytics to orchestrate intelligent health interactions across care teams and between clinicians and patients. Validic's best-in-class strategy is supported by its deep integration into clinical workflows and care pathways and simple application design for consumer engagement. Validic can integrate directly with other databases, virtual care, and home health solutions to provide access to actionable patient data in real-time. As the company has scaled, it has also released fully standalone, end-to-end solutions that can operate outside of the workflows, as needed. The multitude of deployment options for remote patient monitoring is why Validic stands out in a crowded market of RPM solutions with Validic Impact.

### ***First-of-Kind***

Validic created the first clinical workflow integration and intelligent healthcare orchestration platform for personal health data. It addresses the unmet needs of remote patient and care event monitoring by creating a single entry point platform for different stakeholders like providers, insurers and employers to access important patient data. Validic Impact: Rapid Deployment requires no technology integration and provides a comprehensive standalone solution for providers to quickly launch the RPM programs. The company supports hundreds of premier home-use medical devices, wearable devices, and health apps, giving physicians access to physiological and lifestyle data from more than 530 disparate health sources via a single platform. Validic's remote patient monitoring solution offers the ability to manage by exception using near real-time analytics and alerting to sort signal from noise. As a result, providers gain the insights from a complete view of a patient's health without the need to sort through mountains of data, empowering strategic care decisions and improved long-term care.

Validic Impact drives more proactive, targeted interventions using real-time data to flag critical patient readings and trends — helping care teams avoid unnecessary ED visits, exacerbations, and readmissions. As part of COVID-19 program using a version of the RPM solution, trends in blood oxygenation helped the virtual care team identify patients with a declining status early, and to develop stronger guidelines and guardrails for intervening with patients. The trend analysis of the data over time, allowed them to provide a higher quality of care to their patients. The findings suggest that patients enrolled in the program had fewer urgent care visits, emergency room visits, and hospital admissions than those not

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<sup>4</sup> "The Mental Health of Healthcare Workers IN COVID-19." Mental Health America, 2020. <https://mhanational.org/mental-health-healthcare-workers-covid-19>.

enrolled (20.4% for those enrolled, 22.9% for those not enrolled). The study also suggests that enrollees had a lower mortality rate, 1.33%, than patients not enrolled in the program, 2.35%.<sup>5</sup>

The solution allows program administrators to easily stand up remote monitoring programs across a variety of conditions, clinical use cases, and levels of acuity (e.g. CHF, diabetes, COPD, hypertension, pre-diabetes, COVID-19, weight management, respiratory conditions, etc.). The solution passively collects all of the patient's device readings, interprets the data through Validic's analytics engine, and alerts care managers and patients when actions need to be taken. Easy-to-interpret dashboards can be integrated into the existing workflow, such as the electronic health record (EHR), to help clinicians quickly understand how well a patient is managing their health, adhering to their program, or tracking towards health goals. Validic's solutions allow these data and dashboards to also be integrated into the health system or health plan's existing patient or member application. As mentioned, Validic's market-leading approach to scaling RPM programs beyond pilots or small deployments lies in its ability to integrate functionality seamlessly into existing clinical workflow, especially electronic health records and care management solutions where the majority of healthcare documentation and monitoring is conducted today. Uniquely, recognizing not all organizations are ready to scale up their deployments on day one, Validic's suite of end-to-end solutions includes a standalone deployment option, called Validic Impact: Rapid Deployment, and a consumer application, HealthBridge, to facilitate a quick startup with no integration requirements, which can be easily graduated to an integrated deployment in a later phase.

Beyond the ability to launch multiple deployment models, Validic is best equipped to enable a flexible, hybrid device model that allows organizations to launch 100% Bring-Your-Own-Device (BYOD) programs, complete managed device kit models, or a mix-and-match deployment model in between. This full-spectrum approach allows health systems and plans to address the varying needs of different patient populations and use cases, even within the same program. For example, patients can leverage their existing smartphones, tablets, and medical devices to participate in programs, using devices they already own and are familiar with — while less tech-savvy patients can receive a pre-provisioned device kit with Bluetooth devices arriving pre-paired to the program tablet, where the only setup instructions are “plug in the tablet power cable.”. Using Validic Impact, a clinician can select from different options for device kits within the Impact enrollment workflow. The solution offers the flexibility to provide a kit at discharge or in the clinic, as well as ship kits to the patient's home.

Overall, Validic's flexible RPM approach provides the broad device connectivity, optionality for deployment, easily customizable program design, deep EHR workflow integration, and robust device logistics to deliver a successful and scalable RPM strategy across the enterprise.

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<sup>5</sup> Shaw, James G., et al. “A Novel Large Scale INTEGRATED Telemonitoring Program FOR COVID-19.” *Telemedicine and e-Health*, 2021, doi:10.1089/tmj.2020.0384. Online ahead of print. <https://www.liebertpub.com/doi/10.1089/tmj.2020.0384>

### **Precision and Personalized Medicine Practices**

Validic® Inform and Impact are the first and market leading streaming solutions for personalized health data. The platform-first approach uniquely empowers physicians to manage their entire patient

*“The company’s solutions reduce the need for physicians to analyze data and eliminate inefficient and redundant manual tasks within care management. Its proprietary data standardization process is highly scalable and customizable. It allows seamless integration into any system, thus, expanding to millions of connected users and processing hundreds of billions of data transactions per month.”*

**- Kaustubh Savant, Senior Industry Analyst**

population health data from a single location, providing the right insights to support proper care actions in real-time. Its advanced streaming capabilities provide efficient means to continuously integrate personal health data, such as activity, heart rate, and blood glucose levels, from health devices in near real-time.

The company leverages an enhanced, practical data model to simplify data context, metrics, and reporting features. Validic’s

standardized endpoints ensure the data is actionable and meaningful, driving personalized, timely, and relevant interventions. The standardization process safeguards data integrity and security in storage and transit. Moreover, the platform’s configurable rules and settings allow physicians to set data alerts based on the most emergent information for each patient, triggering immediate interventions based on each patient’s care plan. Additionally, it allows physicians to control data display and analysis and manage alerts, ensuring higher quality care based on their patient population’s needs while simultaneously eliminating constant monitoring requirements by staff members.

Furthermore, the company’s platform empowers true device and platform agnosticism. Physicians can leverage data across multiple devices and solutions to receive a complete care view of each patient. The solution integrates into existing workflows and electronic health record (EHR) systems, enabling seamless functionality and data flow across workflows and solutions.

Validic’s Impact platform uniquely supports multiple deployment models, from a completely integrated experience to a Rapid Deployment protocol. Deployed in just hours, Rapid Deployment easily allows new users (physicians and patients) to leverage the platform quickly and efficiently.

The company’s solutions reduce the need for physicians to analyze data and eliminate inefficient and redundant manual tasks within care management. Its proprietary data standardization process is highly scalable and customizable. Validic Impact uniquely provides program configuration at the administrator and physician levels with the ability to personalize patient experiences, clinical goals, measurement types, and clinician notifications. The solution allows organizations to flip the traditional healthcare model from episodic, in-person visits to continuous, remote care management by exception. With access to synthesized real-time data, health interventions can occur before problems worsen.

### *High Customer Value*

Validic's advanced platform provides high value to physicians and patients alike, enabling proactive and prioritized care interventions to reduce readmissions, thereby improving operational efficiency and clinical outcomes. Patients experience better care, live healthier, happier lives, and have greater satisfaction and, thus, adhere better to their chronic management plans, reducing care costs and subsequent visits to physicians' offices. As a result of its high-value platform, the company provides solutions for healthcare organizations globally, including Kaiser Permanente, Partners Healthcare, Cleveland Clinic, Humana, and NTT Docomo.

Kaiser Permanente recently conducted a study of their Validic-powered patient monitoring program, one of the largest in the US, which has enrolled more than 175,000 members to date and is supported by 5,000 physicians. Since implementing the advanced solutions, Kaiser Permanente streamlined provider response processes, decreasing clinician call time by 63% from 15 minutes to 5.5 minutes. Additionally, 92% of providers report delivering better care, and 88% indicate saving time. Patients also experience increased care satisfaction; 75% of patients said that their care team provided care, 58% felt more accountable for their care. Finally, health outcomes improved in more than half of the patient population, including an overall reduction average of 1.2 A1C in 90 days for type II diabetes and a 12% systolic blood pressure (SBP) drop in 45 days for patients with hypertension (HTN), lowering them from stage 2 to normal range.<sup>6</sup>

### *Intuitive, User-friendly*

Validic recognized the need for its platform to be easy to use and accessible, and designed its patient onboarding process with this in mind. Care managers first identify patients who best fit the company's program, focusing on patients struggling to manage their condition and with declining health or at risk for comorbidities.

Validic invites patients to join the program either remotely or in-person via a link with instructions walking them through enrollment, including onboarding, process explanation, and consent to share data. The company also provides IT support and secure continuous data integration to guarantee that patients receive the best care possible from the multiple data points collected.

Additionally, Validic launched HealthBridge™ Express to simplify the onboarding process for in-home care delivery. Under this program, the company provides everything needed for patient participation and engagement from their home. Each customized kit includes a cellular-enabled tablet and pre-connected home-use devices specific to each patient's monitoring needs, none requiring a WiFi connection, account set-up, or Bluetooth pairing. Users only need to input their unique pin to activate their account to start the data flow, inducing users to enter the data into Validic's platform. With heightened patient engagement physicians can better monitor patients' conditions remotely.

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<sup>6</sup>Chew YC, Swiernik M, McCormick T, Stevens A. Understanding the Effects of Participation in a Large-scale Remote Diabetes Monitoring Program: A Qualitative Survey and Retrospective Analysis Study. JMIR Preprints. 09/02/2021:27851

The company also ensures that onboarding is easy for physicians. The platform directly integrates patients' remote device data, trends, alerts, and charts into the clinical workflow. Moreover, data visualizations allow quick trends and exceptions identification, thereby enhancing quality care. Kaiser Permanente experienced an average number of enrolled users increasing by 950 patients per week, and 76% of these members record readings at least two times a day after 90 days in the program, highlighting Validic's simplicity from onboarding to daily use.<sup>7</sup>

Validic's breadth of clinical workflow options range from fully-integrated in clinical applications to fully stand-alone, and patient onboarding include options from fully bring-your-own-device (BYOD) to a managed cellular kit leveraging Validic's extensive ecosystem of supported device and connectivity options. Validic's unique approach to enabling rapid protocol configurations earns them this prestigious award.

### ***Commitment to Customer Satisfaction***

Validic empowers providers to prioritize data based on their patient populations' needs and customize their alerts. Consequently, physicians have higher visibility of the necessary information. They can more quickly identify lapses in care or outliers in patients' data to spot emergency events. The company also provides technical support to clinicians, ensuring that physicians can integrate data from any device and minimize data integration downtime. Moreover, physicians are not limited to a single vendor or a budget for multiple implementations and service integrations, allowing physicians to manage monthly costs more efficiently. As a result, Validic has amassed an industry-leading reputation for superior, seamless technology and best-in-class support.

The company commits to providing higher value to physicians and patients, continuously innovating to enhance its offerings. Currently, Validic is developing new tools that allow for event-triggered, artificial intelligence (AI)-enabled chatbot conversations, social determinants of health, home environment data, and passive home sensor monitoring. The AI chatbots can also hand off to physician staff to schedule or provide referrals. The company plans on future development, creating predictive algorithms to prevent adverse health events, AI-driven nudges for engagement, intelligent connected care plans, and collaboration ecosystems for caregivers, health coaches, home health, social services, and providers.

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<sup>7</sup> Ibid

## Conclusion

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Since 2010, Validic has helped healthcare organizations access and operationalize personal health data for virtual engagement and remote monitoring programs. Its scalable, secure solutions help improve operational efficiencies and health outcomes by seamlessly delivering data from hundreds of home health devices into existing clinical workflows, such as the electronic health records and patient applications.

The company ensures its solutions provide continuous high value akin to the industry's technological advances, with over 530 disparate health source integrations, proprietary data standardization, and unmatched scalability. Finally, with flexible settings allowing physicians to customize alerts and views to prioritize data specific to their patient populations, Validic empowers increased data visibility and faster physician response times, heightening care quality. As a result of its flexibility and ease of use, 92% of Kaiser Permanente's providers report providing improved care, and 88% state the platform saves time. More importantly, Kaiser Permanente's patients report higher satisfaction with the care received, and 58% indicate more accountability for their care, empowering patient engagement and thereby effective remote patient monitoring. With its strong overall performance, Validic earns Frost & Sullivan's 2021 North American Company of the Year Award in the remote patient monitoring industry.



## What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

#### **Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

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

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)



### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

## The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

