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2020 BEST PRACTICES AWARD

jvion

**2020 NORTH AMERICAN PRESCRIPTIVE ANALYTICS
TECHNOLOGY INNOVATION LEADERSHIP AWARD**

Contents

Background and Company Performance Industry Challenges	3
<i>Industry Challenges</i>	3
<i>Technology Leverage and Business Impact</i>	4
<i>Conclusion</i>	11
Significance of Technology Innovation Leadership	12
<i>Key Benchmarking Criteria</i>	12
Best Practices Award Analysis for Jvion	13
<i>Decision Support Scorecard</i>	13
<i>Technology Leverage</i>	14
<i>Business Impact</i>	14
<i>Decision Support Matrix</i>	15
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices	16
The Intersection between 360-Degree Research and Best Practices Awards.....	17
<i>Research Methodology</i>	17
About Frost & Sullivan	17

Background and Company Performance

Industry Challenges

Avoidable costs and utilization cost the healthcare industry billions every year. For example, hospital readmission, the term used to describe when a patient returns to the hospital following discharge, constitutes a major financial and resource burden for healthcare providers. Under the US Affordable Care Act, readmission rates have become transparent, and over the past two years, more than 1,500 hospitals have faced penalties due to higher than mandated target readmission rates. Consequently, many hospitals are under financial stress for having excessive readmission rates. However, most readmission instances are avoidable if timely intervention is practiced through a personalized approach to each patient's health status.

Digital healthcare solutions are best suited to deal with the many challenges impacting healthcare providers and populations.¹ In fact, the digital healthcare market is poised to accelerate as progress in value-based reimbursement models advance the ability to support healthcare systems' current focus on chronic conditions, post-acute care, and long-term care management.² With healthcare systems worldwide moving towards value-based care and embracing emerging concepts such as population health management, care coordination, and patient engagement, digital healthcare tools, including health coaching, will play a vibrant role in data-driven environments that support value-based reimbursement models.

Frost & Sullivan estimates that the digital healthcare market will continue to grow at a robust rate, from a global total of \$147 billion in 2019 to more than \$220 billion in 2023.³ Digital health solutions offer great promise for new care delivery models, expanded access, and improved outcomes and efficiency. Ultimately, all stakeholders will realize the value as they wrestle with problems that are common to all regions of the world: an aging population, rising prevalence of chronic diseases, anticipated medical staff shortages, long wait times (for appointments and in crowded offices), quality-of-care concerns, and the need for a common technology platform. Indeed, successful digital health vendors provide both medical experts and patients a simple, out-of-the-box solution; platforms must support bring your own device (BYOD) setups, a pre-packaged pathway, and customized systems as well as business models that enhance return on investment. Early-to-market companies providing virtual care models based on a personalized approach to medicine are gaining significant attention and a distinct competitive edge.

Frost & Sullivan emphasizes the pivotal role of artificial intelligence (AI) in the development of digital health solutions. For example, AI-enhanced data transmission is significantly more efficient than a conventional data stream at automating provider tracking and notification. Notably, AI-enabled solutions can assess whether the baseline for an individual patient is improving, analysis which is a significant clinical benefit to providers. Frost & Sullivan posits that in 2020, software-as-a-service (SaaS)-based AI is

¹ US Congress FUTURE of Artificial Intelligence Act of 2017

² Growth Opportunities in the US Remote Patient Monitoring Market, Forecast to 2023 (Frost & Sullivan, March 2019)

³ Global Digital Health Outlook, 2020 (Frost & Sullivan, August 2019)

mostly going to be used for diagnosis, operations management, data management, precision and personalized medicine, voice-based treatment suggestions, and revenue cycle management. On the consumer side, app-based AI software is targeted to patients, and in most cases, paid for by local providers or payers. These apps mainly promote medication adherence, post-operative medical education, data management, mental health management, remote access to doctors or virtual coaches, self-test tools, and benefit eligibility management. Frost & Sullivan foresees the next revolution in healthcare AI will begin during 2022–2025, when horizontal AI platforms will emerge to aid disease-agnostic cognitive ecosystems. Beyond providers, US health plans can unlock up to \$7 billion in operating income by enhancing six capabilities with AI.

Whereas, predictive analytics gathers past performance data from an organization and delivers analytics on that data by mining information which is diagnostic in nature from past performance data, prescriptive analytics utilizes past and present performance data in combination with predictive algorithms to predict the future. However, only prescriptive analytics clearly mines the reason a particular prediction might come true. Prescriptive analytics utilizes predictive analytics data and helps in formulating the future course of action in an organizational process⁴. This helps organizations identify opportunities and make the right decisions in real time.

In particular, prescriptive analytics actively involves day-to-day aspects of a patient's life in the process of creating a healthcare course for the patient. Use of such multifaceted systems helps in creating a comprehensive healthcare management system. The comprehensive amount of data involved helps in analysis of onset of diseases. Prescriptive analysis can integrate a patient's healthcare profiling with his gene code data, resulting in prediction of future onset of diseases.

Technology Leverage and Business Impact

The Dream Realized: Purpose Built Artificial Intelligence Serving Prescriptive Insights for Better Outcomes

Headquartered in Suwanee, Georgia, US and founded in 2011, Jvion is advancing the digital healthcare space with the timely introduction of its clinical-AI CORE™, which stands for Care Optimization and Recommendation Enhancement, for payers, providers and pharmacy benefit managers. The Jvion CORE, built on Microsoft Azure, is a secure and scalable clinical-AI intelligence repository that aggregates structured and unstructured data, augments that information with clinical, socioeconomic and experiential data on 30 million individuals and applies sophisticated algorithms to find correlations and inferences that matter. The CORE identifies health and financial risk trajectories that can be modified, delivers prioritized insights to the care teams and coordinators engaging patients, along with patient-specific prioritizations, interventions, and suggestions to change their outcome. This clinical-AI approach was envisioned almost a decade ago, inspired by the simple, albeit straightforward, aim to save more lives by identifying risk trajectories that can be modified thus improving the health of individuals and the larger community.

⁴ Impact of Prescriptive Analytics on Key Sectors, TechVision Analysis (Frost & Sullivan, 2019)

Jvion's prescriptive clinical-AI analytics solution is intended to proactively mitigate preventable harm that if left unattended could result in a patient returning to the hospital, developing a serious condition or experiencing accelerated health deterioration; therefore, it is based on the best recommended actions to improve health outcomes. Currently, healthcare organizations using Jvion's AI-driven solutions not only prevent patient harm, but also the costs originally associated with the healthcare burden. Jvion allows healthcare organizations to focus on the individuals whose risk trajectory can be course corrected and specifically what recommended interventions will yield better outcomes. Significant reductions in avoidable patient harm and cost events are realized through its prescriptive clinical-AI solution.

The Personalized Touch: Prescriptive Analytics for Activating Precision Medicine-based Recommendations

Jvion re-branded its first-in-class cognitive machine as the Jvion CORE™ AI earlier this year to emphasize that its solution goes beyond simple predictive analytics and machine learning approaches to provide real-world solutions by identifying individuals that are on the cusp of becoming high risk and the specific steps that can be taken to guide the patient to a better outcome..

Diametrically opposite to its competitors, who use traditional, general AI and predictive analytics solutions to identify high-risk patients but offer care providers and coordinators no actionable trajectory for real improvement. Jvion focuses on understanding underlying vulnerabilities and risk factors from analyzing clinical and social determinants of health data, identifying patients earlier on, those who are following a health risk course but if provided with the best-suited patient-specific recommendations can be directed down a healthier path.

By synergistically leveraging a combination of Eigen-based mathematics, data sets from over 30 million patients, and a software platform, Jvion can promptly act upon over 50 preventable clinical and cost events, which include behavioral health, hospital readmissions, sepsis, substance abuse, avoidable readmissions, hospice/ palliative care, and medication adherence among many others. Additionally, Jvion's prescriptive analytics can identify avoidable cost events like uncompensated care and help customers work with their patient population to ensure benefit coverage. Importantly, the CORE does not require the creation of new models or perfect data sets. That is the magic that Jvion punctually pictured in using prescriptive analytics, especially when applied to preventable harm scenarios.

Jvion's prescriptive analytics delivers personalized and prioritized evidence-based recommendations to enable action to reduce any prospective adverse event. The underlying AI capability considers 4,500 clinical and non-clinical risk factors for every patient and a quadrillion risk calculations. This concept is deployed through 170,000 self-learning Eigen Spheres clusters per patient in real time.

The Extra Mile: Jvion’s Unmatched Accuracy, Clinical Applicability, and Patient Verity Clinical-AI CORE

Jvion’s prescriptive analytics approach provides a comprehensive portrait of individual patient risk followed by a course of potential actions for health improvement. Its deployment is absolutely interoperable and seamless by leveraging existing electronic medical records and clinical systems to present recommendations directly into the clinical workflow.

Frost & Sullivan finds it important to underscore the balance Jvion creates between technology sophistication and health outcomes. For Jvion, focus has always been on improving health instead of on promoting a futuristic machine. Such a sense of verity has earned Jvion the confidence of major US healthcare providers, payers and pharmacy benefit managers while being recognized numerous times as the election of choice in the prescriptive analytics healthcare space.

All About Performance: Jvion’s Compelling, Easy to Consume, Actionable, and Meaningful Approach

By interacting with its clients to identify the critical attributes driving technology adoption and value recognition, Jvion designed the compelling, easy to consume, actionable, and meaningful (CEAM) approach. Compelling refers to the establishment of performance metrics during the implementation phase to concisely reveal the potential positive impact of Jvion’s prescriptive analytics approach. Easy-to-consume means that all patient-level recommendations, predictions, prioritizations, interventions, and suggestions can be introduced into virtually any interface (Exhibits 1 and 2). Actionable is associated with in-depth knowledge and comprehension of who, what, and why any intervention needs to be made to allow the CORE to effectively be implemented across diverse patient populations. And finally, meaningful constitutes the assertive identification of the exogenous factors that contribute to 60% of a patient’s health risk.

Frost & Sullivan appreciates these unique competitive advantages of the Jvion clinical-AI CORE, which are clearly articulated and well accepted in the industry.

Exhibit 1: Jvion’s Prescriptive Analytics Interface

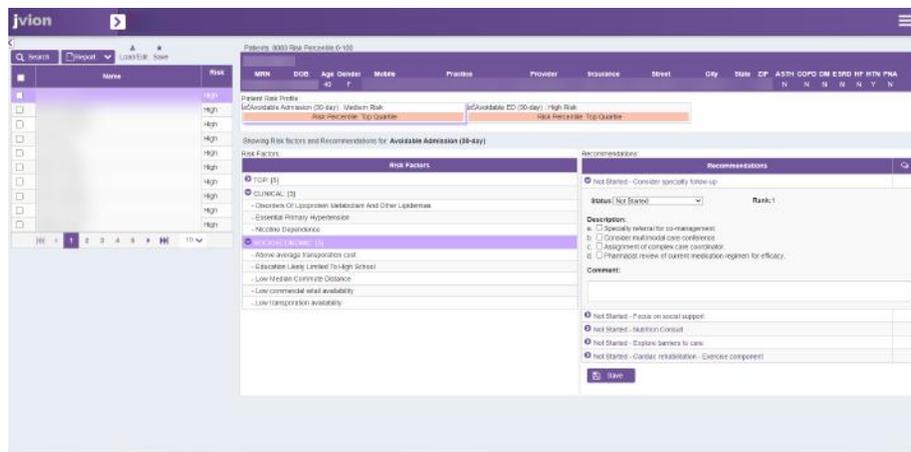


Image Source: Jvion

Exhibit 2: Jvion's Prescriptive Analytics Solution

The screenshot displays a web-based analytics dashboard. On the left, a table lists patient names and their risk levels, all marked as 'High'. The main area shows a 'Patient Risk Profile' for a specific patient, comparing 'Avoidable IP Visits' and 'Avoidable ED Visits'. Both metrics are categorized as 'High Risk' with a 'Risk Percentile: Second Quartile' and 'Engageability: Less Likely'. Below this, a section titled 'Showing Risk factors and Recommendations for: Avoidable IP Visits' is divided into two columns: 'Risk Factors' and 'Recommendations'. The 'Risk Factors' column lists various medical and social conditions such as 'Essential primary hypertension', 'Limited Education Level', and 'Lack Residential Stability'. The 'Recommendations' column lists actions like 'Avoid aspirin and other blood-thinning medications', 'Review of medication regimen', and 'Adjust drug doses for estimated GFR'. A 'Save' button is visible at the bottom right of the recommendations section.

Image Source: Jvion

Partner for Success: AI-powered Prescriptive Analytics Solutions across the United States

Use Case 1: Northwell Health, a nonprofit, large integrated health network, cares for over two million people annually in the New York metro area and beyond. Avoidable admissions and readmissions have a substantive impact on patients, providers, and facilities. Northwell Health, facing this challenge, committed its team to reducing preventable hospitalizations using advanced technology, specifically artificial intelligence (AI). Northwell Health chose to implement the Jvion CORE™ to deliver AI-enabled prescriptive analytics to assist clinicians with more precise identification of patients at risk of readmission or avoidable admission within the next 30 days. As a result of its efforts, Northwell is on track for a 20% reduction in readmissions valued at \$11,200 patient cost savings per event and 30%-50% reduction in avoidable admissions valued at \$8,100 in potential cost savings per event.

Use Case 2: Unity Point, a network of hospitals, clinics and home care services in Iowa, Illinois and Wisconsin incorporated the advanced prescriptive analytic capabilities delivered by Jvion as part of an overarching organizational strategy aimed at reaching the top performance decile for hospitals by 2020. Using Jvion's CORE enabled Avoidable Admissions product, Unity Point realized a 30% reduction in admissions including 90 avoided inpatient admissions valued at \$729,000 in avoided costs and 273 all cause readmissions valued at \$3M in avoided costs.

Use Case 3: Southeast Health, a non-profit community health system and regional referral center with 420 beds, committed to improving the health and quality of life for residents of southeast Alabama, southwest Georgia, and the Florida Panhandle, is also using Jvion's prescriptive analytics to target pressure injuries and inpatient sepsis within the inpatient population. Thanks to the implementation of Jvion's solutions, pressure injuries

per month have been reduced an average of 16.75%, which can be translated to a cost of avoidance in a range from \$81,320 to \$326,800 monthly. Sepsis has been reduced at a 25.5% average monthly, which means a cost of avoidance per month between \$442,000 and \$741,000, plus about 455 total avoided patient days each month.

"Within the first year of implementation, we went beyond our initial readmissions vector to include pressure injuries. Based on the great results and patient outcomes that we achieved, we are continuing to expand the application of the Jvion CORE to other clinical challenges including inpatient sepsis. The machine and the team behind it have become critical tools that are helping us to achieve our mission and focus on care excellence."

Lara McCall RNBSN CCM, Director Case Management, Southeast Alabama Medical Center⁵

Use Case 4: Baptist Health, a three-hospital, non-profit healthcare system helping to improve the health and life style of people living in Montgomery and the surrounding central Alabama region, has also commended Jvion's AI-powered prescriptive analytics machine. Baptist Health saved over \$13 million in two years by reducing its readmission rate by 18%.

Use Case 5: Grady Health System, one of the largest and interconnected health systems in the United States, has reduced readmission by 10%, which translates to cost of avoidance of about \$700,000 with a 500% return, in only two years after applying Jvion's solutions. The AI-driven machine was incorporated to fuel the Mobile Integrated Health (MIH) program presented by Grady, which consists of community-based treatment for patients who have been recently discharged from the hospital and are at risk of readmission.

Use Case 6: Novant Health trusted Jvion to be part of the newly launched Novant Health Institute of Innovation & Artificial Intelligence. This strategic partnership looks to reduce readmission among patients suffering from congestive heart failure, which at the moment accounts for 35% of readmission in the first year and 71% with each subsequent hospitalization. Jvion's AI-powered approach integrates clinical data sets with socioeconomic statistics, among many other external factors, giving Novant Health means to identify the most effective interventions for patients to positively respond to health recommendations.

"Partnering with innovators in analytics such as Jvion allows us to anticipate risk factors and effectively intervene through personalized treatment plans for our patients, saving time and money. The implementation of this technology will transform the way we deliver care for our patients with CHF across the Carolinas & Virginia, thereby improving their quality of life and preventing unnecessary readmissions."

Dr. Eric Eskioglu, Executive Vice President and Chief Medical Officer, Novant Health⁶

⁵ <https://jvion.com/testimonials/southeast-alabama-medical-center-enables-primary-prevention-using-jvion-s-ai>
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Use Case 7: Another partner of Jvion is the Northwest Medical Specialties (NWMS), a 6-site practice institute treating patients suffering from serious infectious diseases, cancer malignancies, and immune disorders, physically located in the area of Tacoma, WA. Impressively, NWMS has evidenced an increment in hospice referrals and palliative care referrals by 81%, depression diagnoses by 22%, and case management evaluations by 80%. Using Jvion’s prescriptive analytics approach, NWMS has reduced moderate and severe pain by 33%, depression screenings by 68%, and loss of function and activities of daily living by 30%.

Use Case 8: Mercy Medical Center (Mercy), a 476-bed hospital serving southeastern Ohio, decided to expand Jvion’s prescriptive analytics utilization to focus on additional products after a sustained reduction of 20% in readmission rates over the course of 18 months, which translated to a reduction in the cost of avoidance of \$4 million.

Frost & Sullivan emphasizes that from a customer purchase and ownership perspective, these use case examples demonstrate the incredible satisfaction Jvion partners express after implementing the optimal solution that addresses both their unique needs and their unique constraints. Indeed, these institutions have not only a positive view of Jvion’s clinical-AI CORE™ but also deep loyalty that is expressed by their enthusiastic endorsement of Jvion’s prescriptive analytics solutions among the whole healthcare ecosystem.

The Inspirational Path: Differentiated Attributes and Competitive Features

Frequently used enterprise data warehouse or data lake models, such as those provided by Jvion’s top competitors, demand large resources just to deliver a retrospective picture of the patient’s health risk. In other words, a patient’s critical healthcare outcomes have already taken place. Similarly, scoring methods such as LACE and BRADEN do not provide enough granularity and patient specificity to determine the total of real factors impacting the patient’s health condition, which results in limited value. Electronic health and medical records by themselves depend on deterministic statistical models, which demand clean, complete data, structured data sets to be moderately precise.

In consideration of the competitive landscape, Frost & Sullivan lauds Jvion’s CORE™ as a groundbreaking technology that smartly combines AI-driven capabilities with a highly personalized and human-centric approach designed to address healthcare’s greatest concerns. Among the most differentiated and competitive features of Jvion’s prescriptive analytics solutions are patient specificity, high effectiveness value (over 7-times greater than broadly accepted scoring methods), patient rendering (30, 60, 90, up to 365 day view into the future), successful use of not necessarily complete and even unstructured data sets, and the fastest speed to value; each of these is noteworthy for its contribution to delivering effective, personalized actions and by extension positive outcomes.

⁶ <https://jvion.com/news/press/novant-health-selects-prescriptive-analytics-leader-jvion-as-inaugural-partner-for-new-institute-of-innovation-artificial-intelligence>

Ready for the Challenge: Jvion’s COVID Response Suite Identifies Vulnerability to Clear the Path to Reopening

As a result of its patient-centric approach to understanding vulnerability and risk, Jvion was able to pivot quickly in April of 2020 to help the industry navigate the unknowns tied to the COVID pandemic. Jvion launched its COVID Response Suite, which powered by the Jvion CORE, delivers prioritized lists of individuals within a population who are identified as most vulnerable for experiencing a severe course of illness if infected. These insights enable proactive and targeted outreach to individuals that need to take more aggressive precautions. Social determinants of health influencing the risk of individuals are also surfaced. The data goes down to the census tract level so healthcare and other entities can identify the resources most needed to drive better health outcomes for vulnerable individuals. The suite also includes an AI enabled assessment to determine employee vulnerability and provide guidance around returning to work and to strategically inform safe and effective back-to-work plans (Exhibit 3). The Jvion CORE is HIPAA-compliant and HITRUST-certified.

The assessment has been rigorously validated by data scientists and a panel of medical experts. The Jvion COVID Response Suite added the Employer Recovery Package, an AI powered labor force vulnerability assessment tool for businesses, health systems, and government agencies on the path to reopening. Through this collection of resources, Jvion facilitates a proactive response to COVID-19, which includes the COVID Community Vulnerability Map, a publicly available tool that identifies the communities most vulnerable to severe cases during an outbreak.

Exhibit 3: Jvion Addressing COVID-19

Applying AI to the COVID Pandemic

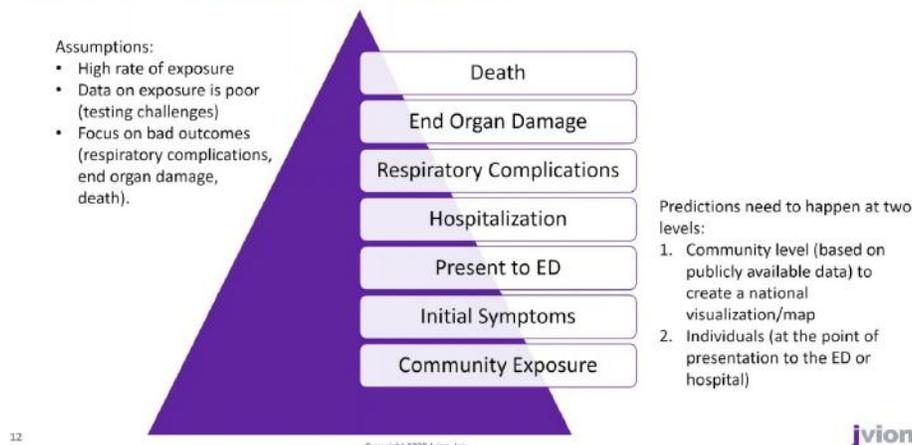


Image Source: Jvion

Conclusion

Frost & Sullivan highlights the crucial role of artificial intelligence (AI) in the development of digital health solutions. Jvion's clinical-AI CORE™, provides additional value for customers by leveraging established patient-level information to engage patients and improve health outcomes. To date, Jvion's clinical AI has helped more than 300 hospitals, payers and pharmacy benefit managers realize tangible results, , which translates to average reductions of 30% for preventable harm incidents and \$6.3 million in annual cost savings. With proven effectiveness in clinical settings for nearly a decade, Jvion has gained the trust of leading healthcare institutions across the United States.

For its strong overall performance, Jvion has earned Frost & Sullivan's 2020 Prescriptive Analytics Technology Innovation Leadership Award.

Significance of Technology Innovation Leadership

Technology-rich companies with strong commercialization strategies benefit from the demand for high-quality, technologically innovative products that help shape the brand, resulting in a strong, differentiated market position.



Understanding Technology Innovation Leadership

Technology innovation leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact it has on growing the business.

Key Benchmarking Criteria

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated 2 key factors—Technology Leverage and Business Impact—according to the criteria identified below.

Technology Leverage

- Criterion 1: Commitment to Innovation
- Criterion 2: Commitment to Creativity
- Criterion 3: Technology Incubation
- Criterion 4: Commercialization Success
- Criterion 5: Application Diversity

Business Impact

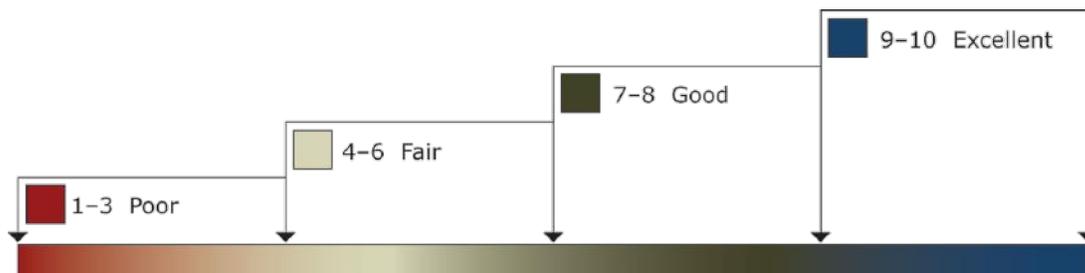
- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

Best Practices Award Analysis for Jvion

Decision Support Scorecard

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard. This tool allows research and consulting teams to objectively analyze performance according to the key benchmarking criteria listed in the previous section, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation. Ratings guidelines are illustrated below.

RATINGS GUIDELINES



The Decision Support Scorecard considers Technology Attributes and Future Business Value (i.e., the overarching categories for all 10 benchmarking criteria; the definitions for each criterion are provided beneath the scorecard). The research team confirms the veracity of this weighted scorecard through sensitivity analysis, which confirms that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

The results of this analysis are shown below. To remain unbiased and to protect the interests of all organizations reviewed, Frost & Sullivan has chosen to refer to the other key participants as Competitor 1 and Competitor 2.

<i>Measurement of 1-10 (1 = poor; 10 = excellent)</i>			
Technology Innovation Leadership	Technology Leverage	Business Impact	Average Rating
Jvion	9.7	9.9	9.8
Competitor 1	5.6	6.8	6.2
Competitor 2	4.5	4.9	4.7

Technology Leverage

Criterion 1: Commitment to Innovation

Requirement: Conscious, ongoing development of an organization’s culture that supports the pursuit of groundbreaking ideas through the leverage of technology.

Criterion 2: Commitment to Creativity

Requirement: Employees rewarded for pushing the limits of form and function by integrating the latest technologies to enhance products.

Criterion 3: Technology Incubation

Requirement: A structured process with adequate investment to incubate new technologies developed internally or through strategic partnerships.

Criterion 4: Commercialization Success

Requirement: A proven track record of commercializing new technologies by enabling new products and/or through licensing strategies.

Criterion 5: Application Diversity

Requirement: The development of technologies that serve multiple products, multiple applications, and multiple user environments.

Business Impact

Criterion 1: Financial Performance

Requirement: Overall financial performance is strong in terms of revenue, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition

Requirement: Overall technology strength enables acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential

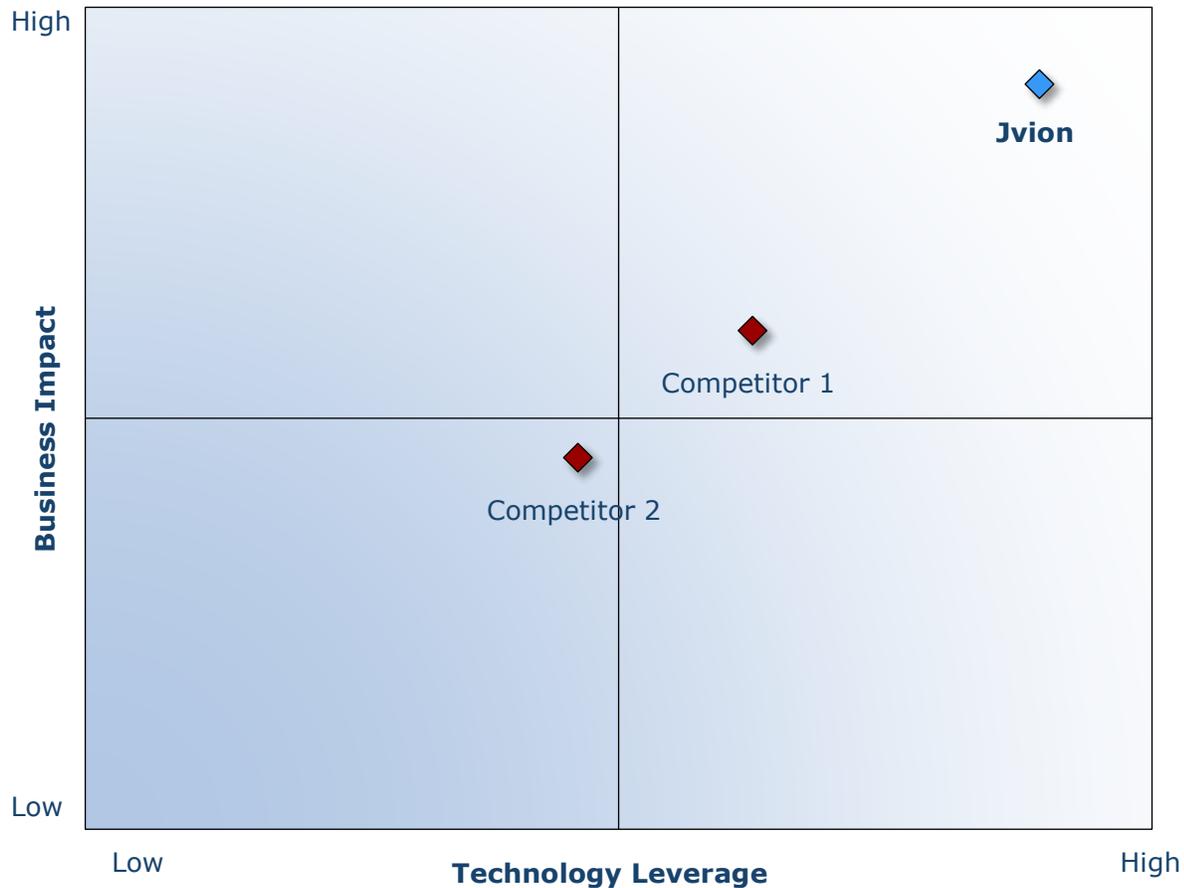
Requirements: Technology focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to customer impact through technology leverage, which enhances employee morale and retention.

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which ones are not yet operating at best-in-class levels.



Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate award candidates and assess their fit with select best practices criteria. The reputation and integrity of the awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the world	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging industries • Scan multiple regions 	Pipeline of candidates that potentially meet all best practices criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best practices criteria • Rank all candidates 	Matrix positioning all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best practices criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best practices positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized award candidates
6 Conduct global industry review	Build consensus on award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible award candidates, representing success stories worldwide
7 Perform quality check	Develop official award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best practices award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best practices criteria
9 Communicate recognition	Inform award recipient of recognition	<ul style="list-style-type: none"> • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of award and plan for how recipient can use the award to enhance the brand
10 Take strategic action	Upon licensing, company may share award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess award's role in strategic planning 	Widespread awareness of recipient's award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of the research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, resulting in errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, helps clients accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's growth team with disciplined research and best practices models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages nearly 60 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 45 offices on 6 continents. To join Frost & Sullivan's Growth Partnership, visit <http://www.frost.com>.