Syapse Recognized for

2021

Technology Innovation Leadership

Global Oncology Data-sharing
Software Platform Industry
Excellence in Best Practices

FROST *&* SULLIVAN

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. Syapse excels in many of the criteria in the oncology data-sharing software platform space.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Real-world Care in Action

Headquartered in San Francisco, California, the United States (US), Syapse leverages over a decade of profound experience to ensure patient-centric quality care by transforming real-world evidence (RWE) into actionable insights, positively impacting cancer patients' care and outcomes.

The company's leading position in the market is the result of aligning its clinical, business, and technology expert teams, advanced technologies, and its remarkable Syapse Learning Health Network.

> *"With its remarkable performance, the company provides the complete service cycle: starting from creating data, identifying unmet needs and opportunities, generating insights, and then applying those insights to achieve unique outcomes. Frost & Sullivan recognizes that Syapse distinctly differentiates in the space by gathering comprehensive data and driving actions that impact care."*
>
> *- Pavel Zhebrouski,*
> *Best Practices Research Analyst*

Leveraging its innovative mindset, Syapse advances real-world care which is the transformation of patient data into patient experience and requires assembling the most relevant real-world data, generating purposeful real-world evidence, and applying insights to improve patient care and experience.

Syapse's Real-world Care Solutions orients real-world data to derive meaningful insights to address gaps in care. Across their Learning Health Network, Syapse identifies, assesses and

addresses these gaps, and monitors for improved outcomes. The solutions are designed to empower Syapse-facilitated collaborations across the Learning Health Network to transform patients' lives.

Data Intelligence: The company brings structured and unstructured real-world data from its community health system views. Artificial intelligence (AI), along with deep learning algorithms and different data science and data knowledge types, generates meaningful RWE, impacting outcomes and helping build a comprehensive patient journey.

Insight Analytics: Syapse harnesses real-world data (RWD) and RWE to feed its analytics platform. It finds the right solutions and delivers out-of-the-box insights for end-users, crafting comprehensive patient journeys while providing a unique window into community health systems testing patterns.

Applied Experience: In partnership with health systems, the company's Learning Health Network incorporates strategic collaborations between healthcare organizations, life sciences companies, molecular laboratories, and regulators to accelerate precision medicine delivery. As one of the world's largest organizations, the Syapse Learning Health Network ensures all cancer patients have access to the care quality needed.

Leveraging this 3-pronged approach, the company identifies and addresses care gaps while researchers keep up-to-date and learn from real-world clinical, molecular, treatment, and outcome data. The network further integrates anonymized electronic health records, laboratory reports, and DNA sequencing data. Moreover, collaborations through the Learning Health Network comply with all applicable federal and state data privacy protection regulations.[1]

Additionally, Syapse offers a set of expert services to drive needed answers for customers. Specifically, the company provides rapid point-and-click insights through its Dynamic Product Suite. It helps users easily explore patient populations, understand molecular testing, and compare clinical outcomes. Also, the company offers the sandbox approach, where customers can customize their codes by bringing their analytics to Syapse's comprehensive RWE dataset, tailoring their analysis and insights. The company's professionals can also support a customer team in collaborative research products.[2]

With its remarkable performance, the company provides the complete service cycle: starting from creating data, identifying unmet needs and opportunities, generating insights, and then applying those insights to achieve unique outcomes. Frost & Sullivan recognizes that Syapse distinctly differentiates in the space by gathering comprehensive data and driving actions that impact care, unlike most competitors concentrating only on creating insights. Also, the company focuses on extensive, complex health systems, providing a uniquely comprehensive patient view, which is another key competitive differentiator.

Promoting Awareness and a Collaborative Approach

Today, RWD/RWE brings a massive amount of opportunities. The life sciences industry is starting to realize its power from new data sources and analytics capabilities. Nevertheless, the lack of industry

---

[1] *Syapse Showcases Real-World Mortality Data in American Society of Clinical Oncology's JCO-CCI,* https://syapse.com/news/press-releases/syapse-showcases-real-world-mortality-data-in-american-society-of-clinical-oncologys-jco-cci, accessed June 2021

[2] https://syapse.com/solutions, accessed June 2021

stakeholders' and regulators' understanding of RWD improving care outcomes is still challenging. Therefore, to create awareness, build value behind RWD/RWE, and strengthen its reputable brand, Syapse focuses on strategic communications with partners and customers, actively participating in leading market initiatives to become an essential industry voice. Indeed, the Syapse Learning Health Network facilitates health systems, life sciences companies, and regulators to exchange their collective experiences and explore opportunities to use RWE to improve cancer patient outcomes. The network gains wide recognition from its customers, e.g., AdventHealth, Ascension, Henry Ford Health System and Advocate Aurora Health. Also, the company partners with the US Food and Drug Administration Oncology Center of Excellence on the use of RWD to support clinical and regulatory decision-making. In 2020, the parties expanded the research collaboration to address critical public health challenges, including a rapid understanding of COVID-19.[3]

An industry thought leader, Syapse recently announced its foundational role in the Real-World Evidence Alliance, influencing industry stakeholders and regulators on RWE benefits and application areas. The company collaborates with other industry players while participating in the leading industry events and presenting scientific publications. In July 2020, it highlighted the importance of rapidly-generated RWD

> *"While an industry thought leader, Syapse recently announced its foundational role in the Real-World Evidence Alliance, influencing industry stakeholders and regulators on RWE benefits and application areas."*
>
> **- Pavel Zhebrouski,**
> **Best Practices Research Analyst**

from the Syapse Learning Health Network to support clinical decision-making related to COVID-19 and cancer at the AACR Virtual Meeting.[4] It also recently released a study published in JCO Clinical Cancer Informatics, an American Society of Clinical Oncology (ASCO) Journal. The peer-reviewed research validates the platform's accuracy, assessing oncology mortality rates with its Composite Mortality Score methodology and overcoming disparities driven by social determinants of health in capturing mortality in real-world settings.[5]

The company continues its robust growth stemming from its branding strategy and solutions delivery, making it the partner of choice for industry leaders. It successfully adds new large health systems to its global customer portfolio while becoming a meaningful and dominant player in the space. Syapse nurtures close relationships with its customers to understand their evolving demands to provide solutions responding to actual unmet needs. Frost & Sullivan believes that a company responsive to both the industry and customer challenges has the strong potential to achieve market leadership. With high-quality solutions and a commitment to innovation, Syapse retains its RWE leadership.

---

[3] *Syapse and FDA Expand Existing Research Collaboration to Rapidly Generate Real-World Evidence Related to COVID-19 and Cancer*, https://syapse.com/news/press-releases/syapse-and-fda-expand-existing-research-collaboration-to-rapidly-generate-real-world-evidence-related-to-covid-19-and-cancer, accessed June 2021

[4] *Syapse Highlights Real-World Evidence Related to COVID-19 and Cancer at AACR Virtual Meeting*, https://syapse.com/news/press-releases/syapse-highlights-real-world-evidence-related-to-covid-19-and-cancer-at-aacr-virtual-meeting, accessed June 2021

[5] *Syapse Showcases Real-World Mortality Data in American Society of Clinical Oncology's JCO-CCI*, https://syapse.com/news/press-releases/syapse-showcases-real-world-mortality-data-in-american-society-of-clinical-oncologys-jco-cci, accessed June 2021

Conclusion

Today, the massive amount of healthcare data generated and its fragmentation preclude a complete view of cancer patient's journey across the care continuum, leading to suboptimal outcomes. There is a growing need to transform data in real-world evidence (RWE) and RWE into insights that can directly impact patient care, making it more precise. Syapse, a leading RWE company, accelerates precision medicine delivery, improving the care quality for cancer patients. Leveraging its Data Intelligence, Insight Analytics, and Applied Experience solutions, the company provides the complete service spectrum: from creating data to generating and applying insights to achieve unique outcomes. Its unrivaled Syapse Learning Health Network platform allows healthcare providers worldwide to improve cancer care by sharing real-world data to support clinical decisions and foster collaborations among industry stakeholders. Deep expertise and exemplary customer and partner relations further strengthen Syapse's pledge to continuous development. With its innovative mindset and strong overall performance, Syapse earns Frost & Sullivan's 2021 Global Technology Innovation Leadership Award in the oncology data-sharing software platform space.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

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

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

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

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)