



GenieMD Recognized for

2021

Technology Innovation Leadership

North American

Virtual Care 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. GenieMD excels in many of the criteria in the virtual care space.

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

Need for Telehealth Solutions to Sustain a Continuous Care Model

Frost & Sullivan analysts observe how the global healthcare industry is transforming with an increased focus on improving the outcomes and value of care delivered. Several factors create an urgent need for virtual care solutions and services, such as the rising senior population, pressing need to expand healthcare access, growing chronic disease prevalence, and increasing physician shortages. Furthermore, as the COVID-19 pandemic intensified cost and resource constraints, the need to shift certain types of care from hospitals to homes is even greater. Additionally, Frost & Sullivan points out that the prevalence of behavioral health issues worsened due to the pandemic. As a result, the potential of virtual care to manage these issues became even more visible to all healthcare stakeholders.

Virtual care solutions involve communication platforms and devices in the care continuum using information technology to ensure an unhindered connection between patients and the other healthcare stakeholders, who will play a central role in the shift to value-based care. Virtual care encompasses telehealth products and services. It includes virtual visits, telemedicine solutions such as teleradiology, remote patient monitoring (RPM), patient portals, scheduling, and electronic health record systems interface. Virtual care revenue in the United States (US) alone is forecast to grow at a compound annual growth rate of 40.4% from \$28.63 billion in 2019 to \$218.99 billion in 2025, emerging as the next

significant growth opportunity across the healthcare space.¹

However, Frost & Sullivan's ongoing research maintains that the virtual care market faces several concerns. Privacy and security of patient-generated health data and garnering long-term reimbursement for virtual care services and solution use are vital challenges.

Another issue is the inability to extend reimbursable medical-grade services to a broader patient population (with less-severe conditions). In addition, there is a need for unified platforms to support patients' unique needs and enable continuous care beyond the hospital premises by supporting best-in-class medical device integration coupled with RPM. In this scenario, Frost & Sullivan concludes that vendors extending the potential for virtual point-of-service engagements to a platform of virtual solutions managing a patient's journey will emerge as market leaders over the long term.

End-to-end Telehealth Solution Democratizes Healthcare across the Care Community

Founded in 2012 and headquartered in California, GenieMD leverages its mission to democratize healthcare globally to speedy patient recovery. The company provides virtual care solutions and services, including telehealth, remote patient monitoring, remote therapeutic monitoring, chronic care management and call center triage coupled with access to medical experts around the clock. GenieMD's solutions flexibly scale across the care community - ranging from hospitals, health networks, large group practices, commercial insurance carriers, education, correctional institutions and self-insured employers. The company's platform helps extend the scope of care beyond the provider's office and hospital premises to include schools, the workplace, long-term and post-acute care (skilled nursing facility), correctional centers, homes, and even rural centers.

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- Supriya Lala Kundu, Best Practices Research Analyst

GenieMD's globally deployed virtual care platform, CONTINUUM, is an end-to-end virtual care platform powered by cloud computing, Big data, artificial intelligence, and mobile technologies. The single unified platform facilitates end-to-end care digitalization; its functional scalability supports extensive clinical conditions, e.g., hypertension, diabetes, chronic obstructive pulmonary disease, cardiac disease, and comorbidities.

Frost & Sullivan recognizes how CONTINUUM truly transforms healthcare delivery by enabling a seamless care model per patients' unique needs. Hosted on Amazon Web Services with a platform-agnostic design, the highly scalable platform is available for patients and providers on the iPhone Operating System, Android, and desktop browsers. The company provides an integrated care delivery model from an infrastructure perspective, including electronic medical record integration, multi-participant video, and conferencing. CONTINUUM's other primary features include automated follow-ups, secure text messaging, end-user customization, and payment processing.

¹ COVID-19 Pandemic Ignites Enthusiasm for Virtual Care (Frost & Sullivan, February 2021)

The solution enables patients to report their symptoms through evidence-based algorithmic guidelines, which notifies health system physicians, assigning the first responder to the patient. CONTINUUM then allows physicians to choose the most optimal engagement modality from the convenience of their mobile device from any location, at any time. Treatment modalities range from asynchronous video visits to synchronized video engagement and high acuity virtual encounters. In the case of video visits, CONTINUUM facilitates video consultation coupled with appointment scheduling, waiting room, and call-back capabilities with a pre-visit patient interview, allowing more efficient video encounters. CONTINUUM also supports e-Prescribing as well as integration with labs and EHRs.

Simultaneously, the platform provides a robust device integration strategy. It combines multiple devices and aggregates the data into a clinical repository, creating a longitudinal patient view for providers. Ultimately, the platform grants extended support through RPM services 24/7/365, chronic care management (CCM), and potentially remote therapeutic monitoring (RTM).

Continuous Care Improves Patient's Wellness Journey and Costs

CONTINUUM enables delivering continuous care to patients regardless of care setting. GenieMD eliminates lengthy patient wait times and cumbersome commutes to the doctor's office or urgent care by

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connecting patients and providers globally for continued virtual care management through its convenient, cost-effective, easily accessible platform. The video and digital connections between a patient and a care team engage patients at every step of their care journey. The company's call center triage platform improves access to care. It facilitates health systems and payers to provide services that eliminate unnecessary emergency department and urgent care visits by speaking to a registered nurse for timely assistance. By enabling continuous care, GenieMD

improves patients' awareness of wellness and outcomes and overall experience. Simultaneously, it helps physicians achieve their value-based care metrics and supports health systems and payers to lower readmissions and associated costs.

CONTINUUM™

GenieMD's commitment to supplying high-quality digital health solutions and services is the cornerstone of receiving outstanding customer appreciation, further driving its innovation-centric focus. The recently introduced virtual care platform, CONTINUUM™, underscores GenieMD's commitment to providing continuous care for episodic and remote monitoring services. The platform integrates telehealth and several engagement modalities with RPM, RTM, and CCM, allowing providers to extend care from the hospital's brick-and-mortar setting to the patient's home.

CONTINUUM integrates more than 400 Food and Drug Administration-cleared 510(K) medical devices and consumer devices to capture patients' physiologic and non-physiologic information. The solution supports

multiple languages allowing the providers to ePrescribe (interfaces with Surescript), place lab orders, receive results, and record subjective, objective, assessment, and plan notes in the language-of-choice.

Frost & Sullivan's analysts conclude that GenieMD delivers many value propositions, including continuous care and monitoring of a patient's health, a unique and personalized patient experience, video-based education, and messaging, empowering patients to adhere to their clinician's care pathways from home.

Strategic Partnerships Enhance Value Proposition Offerings

GenieMD forges several strategic partnerships to improve its solution's value proposition and support healthcare megatrends. For example, as part of RTM, GenieMD propels prescription management (supported by CMS, beginning 2022) to ensure patients are therapy-compliant. To that end, it collaborates with Vytal (a healthcare technology company) to combine Vytal's prescription management platform, VytalOS, with CONTINUUM.

The collaboration permits patients to:

- Access prescription and over-the-counter medications, medical devices, and diagnostics
- Make purchases
- Receive the order at their homes

Alternatively, Vytal connects patients with a doctor via GenieMD, transfers prescriptions, and enables automatic refill for continuous medication delivery at the doorstep without requiring effort.

Through strategic partnerships, GenieMD builds new programs on top of its integration with other solutions, nicely enhancing its platform adoption and utilization. For example, the company couples AliveCor's KardiaMobile device and services with CONTINUUM, democratizing the most clinically validated personal electrocardiogram solution globally. It also integrates with medical device manufacturers such as Omron. GenieMD combines MTech Mobility's logistics, support, and management service portfolio with its patient monitoring and management platform to advance its RPM capability and enhance support. GenieMD partnered with IntellaTriage to boost the timeliness and efficacy of IntellaTriage's services connecting nurses with patients 24X7. Such partnerships improve patient care outcomes, close treatment gaps, and prevent readmissions.

Frost & Sullivan believes that the company experiences exceptional growth due to its remarkable can-do attitude. GenieMD positions well for the upcoming trends in the telehealth market, facing even the most pressing challenges while providing custom-tailored solutions in compliance with the existing standards. Health Insurance Portability and Accountability Act (HIPAA)-compliant and LegitScript-approved, the company abides by the industry benchmarks for legality, safety, and transparency.

GenieMD aims to further expand and grow globally. Its enterprise customers spread throughout the US and in Europe, Asia, and South America. Already deployed in Singapore and Australia, the company plans to launch CONTINUUM in Central America and Puerto Rico. Widespread deployment speaks volumes about the platform's agility and robustness in supporting global geographies efficiently while creating best-in-class customer value, thus positioning GenieMD as a strong player in the virtual care market.

Conclusion

GenieMD offers end-to-end virtual care solutions and services, including telehealth, remote patient and therapeutic monitoring, and chronic care management across the entire care community. Services include call center triage and on-demand access to medical experts. The globally deployed CONTINUUM platform connects patients and providers, supports several clinical conditions, and leverages cloud computing, artificial intelligence, and mobile technologies for integrated care delivery per each patient's unique needs.

The platform delivers a continuous care model beyond the healthcare system's premises, extending care across all possible settings such as home, office, and schools. Notably, the newly launched CONTINUUM™ ensures care continuity for episodic and remote monitoring services, bolstering the patient experience. The company's market-differentiating virtual care model eliminates lengthy patient wait times and commutes and engages patients throughout their care journey to improve wellness and outcomes, thus lowering readmission, emergency department revisits, and associated costs.

With its strong overall performance, GenieMD earns the 2021 Frost & Sullivan Technology Innovation Leadership Award in the virtual care industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership 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

