



Avaya Recognized for

2021

Competitive Strategy Leadership

Asia-Pacific

Healthcare Technology 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. Avaya excels in many of the criteria in the healthcare technology space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Asia-Pacific Healthcare Providers: Unified Communication and Engagement

The dependency on technology increases in Asia-Pacific’s (APAC) healthcare industry as more diverse

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**- Azza Fazar,
Best Practices Research Associate**

business and patient need emerge. Healthcare practitioners constantly find ways to improve their practice for a better diagnosis and refined patient care. Moreover, the COVID-19 pandemic leaves most healthcare providers (HCPs) without a choice but to provide more contactless services for their patients, such as telehealth services. Considering the pandemic’s impact, certain governments of APAC countries, such as India, prioritize improving the country’s healthcare system with a budget allocation

of ₹2,23,846 crore for healthcare in 2021/2022.

Avaya, an American multinational technology company with its head office located in Mumbai, India, contributes to industry growth through its innovative solutions, from the quality of patient care to the efficiency of HCP’s management. Its patient-centric Health Insurance Portability and Accountability Act-compliant solutions create better patient care access. HCPs guarantee that patients are given the best service before stepping into the healthcare facility or getting a consultation.

Avaya's OneCloud portfolio of Enterprise Communications Solutions enables organizations to provide their customers with a Total Experience, empowering employees to meet ever changing demands. Avaya OneCloud is built on the principles of Composability, allowing organizations to create the outcome they need in the moment, and is underpinned by OneCloud Communications Platform as a Service (CPaaS), constant cloud-based innovation, and the Avaya Experience Builders ecosystem of partners, developers, and customers.

Avaya Spaces Video Consultation enables patients to connect with their healthcare providers easily and instantly. The solution offers web browser-based video calls on any device using any internet connection and transforms the classic scheduled or walk-up appointment at a GP surgery or hospital into an intuitive virtual experience. It includes automated scheduling, invitation notification, virtual waiting rooms and a visual cherry-picking feature that allows doctors and nurses to select who to see next, allowing consultations to go on for as long as necessary without interrupting other scheduled calls. It is a lightweight, platform-agnostic service designed to minimize set-up and roll-out; it provides simplicity, while still maintaining a secure place for a healthcare video call.

The 'off-the-shelf' version has no need for any passcodes or pin-codes for patients to remember and is priced very competitively for such a rich feature set. Compared to other web-based video calling tools, Avaya Spaces Video Consultation delivers much more value by going beyond just the meeting and thanks to its composable architecture; it's possible to custom-design alternative workflows if needed.

"Its solutions enable customers to collaborate internally and externally and, along with device integrations, deliver more significant savings than competitors."

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This composability allows the application to be customized to fit any use-case and, as the last year has shown, unforeseen circumstances can suddenly arise. To meet rapid changes in demand and need, a communications solution should be built on an adaptable technology platform, which can assemble and combine different apps and capabilities to achieve the outcomes required in any scenario. In this way it can be extended

and customized quickly for whatever challenges arise. What's more, Spaces is integration orientated – meaning it's automatically compatible with a healthcare practice's processes and procedures. As virtual care becomes a standard feature of care delivery, Avaya Spaces can improve and work with existing processes instead of creating new ones.

With Avaya OneCloud CPaaS, used to build Avaya Spaces, HCP can combine collaboration components and integrate them with third-party solutions to compose unique, seamless workflows and vertical apps. Include AI, chatbots, IoT and more. HCPs also streamline background systems to organize data and information efficiently.

The Avaya Spaces Solution stack digitally handles patient scheduling, referrals, and transfers; it automatically sends reminders for upcoming appointments and scheduled check-ups. This capability paves the way for HCPs in APAC to guide patients to the most suitable and efficient care and improve patient outcomes.

Continuous HCP Communication and Collaboration: Improved Outcomes, Long-term Gains

Avaya Spaces, a cloud-based team collaboration and meeting app allows HCPs' team members to effortlessly communicate to ensure accessibility to each other and patients, thus optimizing patient outcomes. This way, all members are ready to service anytime, anywhere, collaborate, provide patient support, and respond to emergencies. This service Integrates in real time with other HIMS solution which also ensures that HCPs' electronic health records are up to date, so doctors and nurses can proactively check on patients based on accurate information using Avaya solutions as the interface.

The company's OneCloud solution also replaces manual processes with updated, automated workflows that seamlessly integrate into automated communication tools. A click-to-find feature gives HCP team members the convenience to find team members while ensuring that all communications are closed loop. Automated solutions allow HCP team members to prioritize and focus on patient care and attention rather than on procedural delays and rework.

Avaya OneCloud UCaaS: Accelerates Seamless Integration

Avaya successfully with its OneCloud Unified communications as a service or UCaaS platform takes an application programming interface (API) first stance in platform development. Although many see collaboration as an internal process within a certain HCP, it cooperates with the HCPs and their patients. HCPs use their development teams with the APIs through small customization requirements to externally collaborate with Avaya's media services, most recently video. This method results in the highest video quality in the industry. High-quality video conferencing impacts the telehealth space directly, where HCPs within APAC deliver high-quality videos on low bandwidth mobile devices, tablets, and desktops. The solution also ensures high-quality data. To date, Avaya Spaces® solutions receive continuous positive feedback on both fronts; its ability to deliver fast integrations into HCPs' environments for external collaboration and the quality of its telehealth video conferencing services.

The video integration in telehealth capabilities of HCPs in APAC makes patient care plan efficiencies possible. Through Avaya's OneCloud solution, HCPs provide patients with the most specific, convenient, and cost-effective care regardless of location via its telehealth video and proactive outreach, essential for large countries like India. Rural HCPs offer remote specialty care to attract more patients, increase revenue, and improve the overall care quality. This solution allows HCPs to monitor preventative, chronic, and home care patients.

Multi-stakeholder Streamlined Healthcare Ecosystem: Dynamic, Secure Services

APAC HCPs increasingly prefer assimilating the Avaya ecosystem into their workflow. The company makes its solutions' consumption model seamless; thus, customers move forward in the ecosystem. Its solutions enable customers to collaborate internally and externally and, along with device integrations, deliver more significant savings than competitors. Avaya's offerings evolve, enabling more cost-efficient solutions, including contact centers, CPaaS for proactive patient contact, and automated notifications for patient reminders. As a result, the company sees a significant leap in services adoption among HCPs all over the country.

Avaya states that because of the increase in its services' adoption, these HCPs become more vocal in

talking to the company about their seamless care delivery and outcomes in use cases. This feedback pushes Avaya to constantly upgrading its technologies that cater to customer needs. For example, cyber-crimes have become prominent in the information technology space and are customers' primary concern; thus, it strengthened patient data security and identity validation to address that specific matter. Frost & Sullivan commends Avaya's initiatives in expanding its ecosystem and abilities based on customer feedback, thus providing best-in-class services to APAC HCPs.

Conclusion

Avaya is a visionary technology company with robust solutions that have made their mark in healthcare technology. As the need for more advanced patient care and management services grows in Asia-Pacific, healthcare providers (HCPs) become more aware of the increasing demand and must evolve to meet it. Avaya's patient-centric Health Insurance Portability and Accountability Act-compliant solutions give patients better care even before stepping into HCP premises. The company enables a more organized and unified communication experience for HCPs and patients through its primary offerings: OneCloud Communications Platform-as-a-Service and Unified Communications and Collaborations-as-a-Service and Contact center-as-a-Service.

Avaya's Spaces[®], with an application programming interface, further enables smooth external collaboration between HCP and patients through media channels (such as video). It seamlessly integrates video capabilities into HCPs tele-consultation solutions in high-quality video with low bandwidth, more essential than ever, specifically since the pandemic overcame the region. The company's customer-first stance in its business model and innovative approach to cover the country's vast, diversified geographies provide a market-leading competitive advantage.

For its strong overall performance, Avaya is recognized with Frost & Sullivan's Asia-Pacific 2021 Competitive Strategy Leadership Award in the healthcare technology market.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

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

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

