FROST & SULLIVAN

BRIGHTINSIGHT, INC. RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the global healthcare internet of things solutions industry

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. BrightInsight, Inc. excels in many of the criteria in the healthcare Internet of Things solutions space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
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

The Healthcare Internet of Things Market Snapshot

The biopharmaceutical (biopharma) industry faces challenges such as pricing pressures, high drug development costs, and crowded therapy areas. As patients continue to expect personalized digital support tools for their therapy, biopharma and medtech companies are developing Software as a Medical Device (SaMD) and patient-facing apps. Customized to address specific patient pain points and brand challenges, apps can increase first-fill rates, adherence and persistence, and garner more brand loyalty. Biopharma companies must use innovative digital therapies to stay competitive. Similarly, MedTech and diagnostic companies are behind the digitization curve and investing in device connectivity. The life science industry's lag in digitizing is no surprise, as these companies must navigate complex security, privacy, and regulatory requirements, all while sourcing partners for application (app) development and maintenance, cloud storage, device management, analytics, laboratory workflows, and middleware.

BrightInsight, Inc. (BrightInsight) uniquely leverages its technology to meet market and customer needs. It is well-positioned to capitalize on new growth opportunities, cementing its position in the healthcare Internet of Things (IoT) solutions space.

A Leader's Path

Founded in 2017 and headquartered in California, the United States (US), BrightInsight is a software-as-a-service provider accelerating regulated digital health innovation. In 2020, Frost & Sullivan recognized the company for its customer-centric solutions and unprecedented value and remains impressed with its

continuous innovation and sustained leadership.

Currently available healthcare IoT solutions require customers to use multiple vendors or expensive in-house options, making them difficult to maintain, upgrade, and secure. A healthcare IoT company must offer revolutionary capabilities to meet the industry's needs, enabling organizations to streamline processes by providing a unified solution.

Industry-Leading Digital Health Solutions

BrightInsight's core solution is the BrightInsight™ Platform, a globally available SaaS platform that assists biopharma and MedTech companies in rapidly developing, scaling, and maintaining compliant patient companion apps, Software as a Medical Device (SaMD), algorithms, and analytics dashboards that enhance patient outcomes. The reusable and extensible platform with pre-built microservices accelerates customer solution development, configuration, and scale. In addition to the main infrastructure, the platform also consists of a robust mobile platform and a web-based portal, providing an easy way to customize apps and portals to deliver personalized experiences for patients and clinicians.

The mobile platform exponentially speeds up the development time for patient-facing digital health use cases, such as companion apps and Software as a Medical Device (SaMD) and enables its biopharma customers to easily develop and scale multiple apps tailored to their brands or therapy areas. Its web-based portal makes deploying clinician web portals and integration with electronic health records (EHR) simpler and more straightforward. Built from the ground up with compliance and scalability at the forefront, BrightInsight's SaaS infrastructure provides its biopharma and medtech customers with an efficient and de-risked way to iterate, launch and expand their patient app offerings over time. *BrightInsight™* also simplifies General Data Protection Regulation compliance by eliminating businesses needing to design, audit, and maintain ongoing compliance.

The company invests heavily in research and development (R&D), allocating more than 40 cents of every dollar to R&D.[1] Many of these investment dollars have gone into building and launching its Disease Management Solution, Mobile Platform and Admin Portal, which sit on top of the compliant BrightInsight Platform.

Built primarily to meet the needs of biopharma digital and commercial/brand executives, the configurable Disease Management Solution speeds time to market through pre-built apps that meet biopharma's core needs out of the box, enabling BrightInsight customers to build and scale drug companion apps around the world quickly with the ultimate goal of differentiating therapies, improving treatment selection, and improving the patient's overall disease management journey.

The Connected Diagnostics Platform transforms device management by leveraging real-time data to streamline workflows, accelerate revenue growth and drive portfolio innovation. It enables BrightInsight's diagnostic customers to offer consistent clinical workflows, reduce costs, and improve device utilization and customer experience visibility. The platform captures real-time data that powers actionable insights about users, devices, workflows, and clinical decision-making to optimize device performance and drive revenue.

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[1] Interview with BrightInsight, Inc., 14th February 2023.

BrightInsight has worked with six top 10 global biopharma companies and two top in vitro diagnostic companies, including Sanofi, Roche/Genentech, Novo Nordisk, CSL Behring, and bioMérieux. The company has also completed 18 software-as-a-medical device (SaMD) projects across diverse therapy areas, including a recent CE-mark approval for its top 20 biopharma customers' patient app. The platform's pre-built software modules and track record assist clients in accelerating their time to market and ensuring compliance with global security, privacy, and regulatory requirements. The company collaborates with various healthcare systems to implement its digital solutions into the workflow.

Best-in-Class Regulatory Security and Privacy Compliance

BrightInsight's Quality Management Systems (QMS) and privacy and security protocols are foundational to the digital solutions that it builds. Platform compliance is of the utmost concern for BrightInsight's customers, especially as they develop their SaMD and drug companion apps on top of the BrightInsight infrastructure.

> *"BrightInsight's modular platform and configurable Disease Management Solution enable customers to get an app to market quickly and expand over time as they see results. This ability to scale creates cost efficiencies for biopharma companies."*
>
> *- Ojaswi Rana,*
> *Best Practices Research Analyst*

BrightInsight regularly undergoes independent verification of its security, privacy, and compliance controls, earning certifications against global standards. For example, the company has had its QMS International Organization for Standardization 13485:2016 certified for several years and recently obtained a multiyear renewal. Likewise, its Medical Device Single Audit Program and Hébergeur de Données de Santé certifications were recently renewed for several additional years. In addition, the company is Health Information Trust Alliance-approved for regulatory compliance and risk management, and the US Food and Drug Administration (FDA) has accepted its Master File.

BrightInsight's team has over 340 years of combined SaMD experience. Its Compliance Team comprises industry experts who advise on risk reduction and regulatory compliance strategies. The company has completed over 45 regulatory audits and has invested more than 500 hours per audit to ensure the highest regulatory expectations are met for each customer.

Additionally, Frost & Sullivan's research analysts find that BrightInsight's company culture supports employee satisfaction, and fulfilled employees translate to satisfied customers, facilitating customer loyalty and revenue growth.

A Client-centric Approach Maximizes Customer Value

BrightInsight's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Since its establishment, the company has earned a sterling reputation supporting customers' path to launching compliant SaMD or companion apps at speed.

With its customer-centric corporate philosophy, the company operates on the central tenet that its success depends on customer satisfaction. With an industry-leading Net Promoter Score (more than

double the industry average),[2] the company continuously improves through 360-degree feedback. BrightInsight's Professional Services team ensures projects exceed customer expectations, proactively removing barriers and solving customer pain points to ensure a smooth go-to-market process. Additionally, the company's approach involves supporting customers post-launch to ensure success in the long term.

Biopharma and MedTech companies trust BrightInsight because it future-proofs compliance and offers scalability. Many biopharma companies want to develop a companion app for a certain therapy and then, over time, expand to other therapy areas or regions with their digital offerings. BrightInsight's modular platform and configurable Disease Management Solution enable customers to get an app to market quickly and expand over time as they see results. This ability to scale creates cost efficiencies for biopharma companies.

Case Study

BrightInsight launched a rare disease patient app, Hizentra®, for CSL Behring's flagship product, in less than six months. The app addresses specific pain points for the target population: administering at-home infusions, which can cause fear and anxiety among patients, symptom tracking over time, and injection site tracking. BrightInsight digitized this experience through the Hizentra app, which includes automatic logging of infusion timing and sites, enables symptom journaling to enhance patient/provider appointments, educational content and more. As a result, CSL witnessed an impressive 20% adoption of the app and a phenomenal app retention rate between 90 days and 12 months of 89%, compared to a 45% industry average.[3] Due to strong US adoption and retention, CSL Behring has expanded its Hizentra app to Japan. Following the swift and successful launch of the Hizentra app, BrightInsight is helping CSL Behring build, launch, and maintain companion apps for its other rare disease therapies. Their expanded partnership includes plans for additional apps and geographic expansion. BrightInsight will also serve as the legal manufacturer of record.

BrightInsight's customized apps have changed senior executives' views on digital solutions, with real-world adoption and clinical impact driving business results. For instance, a major pharma company's Chief Commercial Officer was initially indifferent to the app but became enthusiastic about digital solutions and their potential to drive business results after realizing the depth of real-world data and insights generated. One app generated over 800,000 electronic patient-reported outcomes and recorded over 160,000 infusions of their drug,[4] invaluable data that biopharma companies have never had access to earlier. Frost & Sullivan applauds the company's customer-centric solutions that revolutionize the healthcare IoT space.

A Promising Outlook for 2023 and Beyond

Since its inception, BrightInsight's sterling reputation and customer-centric framework have led to its coveted preferred partner status. It has over 870 combined years of biopharma and MedTech experience and 220 employees. The company has invested over $100 million to build a scalable and robust infrastructure ready for deployment in 64 countries.[5] Its clients include top global biopharma, MedTech,

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[2] Interview with BrightInsight, Inc., 14th February 2023.
[3] BrightInsight Presentation, 14th February 2023.
[4] Interview with BrightInsight, Inc., 14th February 2023.
[5] Interview with BrightInsight, Inc., 14th February 2023.

and diagnostics firms.

BrightInsight engages in thought leadership activities, such as publishing white papers and case studies and attending industry conferences, webinars, and podcasts. Chief Executive Officer and Co-Founder Kal Patel, MD, writes for Forbes' Technology Council column and hosts C-suite discussions and dinners with industry leaders. The company's executives participate in industry working groups and have been requested by regulatory authorities, such as the FDA, to provide their perspective on digital health development best practices. Additionally, BrightInsight helps companies navigate the real-world challenges of successful implementation and scaling.

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The company's fiduciary responsibility of minimizing burn rate and maximizing runway drives revenue growth. In 2022, it experienced almost 50% revenue growth compared to the previous year.[6] R&D and top talent have allowed the company to improve *BrightInsight™*'s core capabilities. In 2023 and beyond, the company will add new logos to its referenceable accounts and expand its global footprint.

BrightInsight partners with companies to help them scale and adopt digital solutions. Through data insights provided by the BrightInsight Platform, biopharma companies optimize digital health solutions, therapy matching, and patient access and adoption. With backing from some of the world's most prestigious investors, the company will continue focusing on measuring clinical outcomes, patient experience, and business impact by disease area and country.

Frost & Sullivan believes BrightInsight is well-positioned to drive the healthcare IoT solutions space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Healthcare Internet of Things (IoT) solutions on the market require customers to use multiple vendors or expensive in-house options, making them difficult to maintain, upgrade, and ensure security. Overall, BrightInsight, Inc. (BrightInsight) addresses this unmet need with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practices in implementation. It provides a proven unified solution, *the BrightInsight™* Platform, that ensures speed, compliance, and scalability. BrightInsight remains a trusted partner, earning a reputation for offering the overall best in the healthcare IoT market.

With its strong overall performance, BrightInsight earns Frost & Sullivan's 2023 global Company of the Year Award in the healthcare IoT solutions industry.

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[6] Ibid.

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 ongoing 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 6 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)**