

**2004 Customer Value Enhancement Award
Remote Patient Monitoring
Award Recipient: iMetrikus**

Written By: Seemeen Mirza

Award Description

The Customer Value Enhancement (CVE) Award is presented each year to the company that has best demonstrated the ability to expand the customer base, while maintaining the existing install base, with more innovative value creation and enhancement strategies than competing vendors. This award recognizes the company's successful sales entry, customer acquisition and service strategies and the degree to which those strategies have met customer stated needs and requirements. Such innovation is expected to significantly improve customer interaction and contribute to customer satisfaction.

Research Methodology

In order to select the award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked and those exhibiting significant growth are noted. Company install base and revenues are compared year to year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and among its install base, it is a candidate for the Customer Value Enhancement Award.

Measurement and Judging Criteria

In addition to the methodology described above, there are specific criteria used to determine the final award rankings in this industry. The recipient of this award has excelled based on one or more of the following criteria:

- Expansion of install base
- Ability to grow in a saturated or maturing market
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product (or products) to offer a "one-stop shop" in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new venues (such as online services) for an established product
- Strategic mergers, acquisitions or joint ventures to provide additional benefits to the customer

2004 Customer Value Enhancement Award
Patient Monitoring Industry
Award Recipient: iMetrikus

The 2004 Frost & Sullivan Customer Value Enhancement Award is presented to iMetrikus for their valuable contribution to chronic disease management and remote patient monitoring. An entrepreneurial player, iMetrikus, has achieved strong telehealth brand awareness and recognition in a short span of 5 years since the company's inception. Additionally, iMetrikus continues to build up its customer base through the execution of sophisticated telehealth programs and a firm pulse on customers' needs.

At iMetrikus, the programs are designed to address the needs of patients across a very wide spectrum of chronic diseases such as diabetes, asthma, hypertension, congestive heart failure (CHF) and chronic obstructive pulmonary disease (COPD). The programs offered by iMetrikus include MediCompass®, MediCompass® Mobile, MetrikLink and AirWatch®. These programs are designed to lower the costs associated with chronic disease management by enabling patients to play an active role in caring for their chronic illnesses. Continuous monitoring of the relevant vital parameters also enhances the quality and timeliness of care delivered to patients.

MediCompass®, the company's leading health management system enables patients and healthcare consumers to record daily activities, medications, self-testing results, and healthcare visits. MediCompass Mobile supports flexible communications options across a wide range of PDAs, pagers and Internet-enabled phones. AirWatch collects measures of personal respiratory status (FEV-1, PEF), and tracks a patient's progress with respect to their recommended treatment plan, and transmits test data to authorized members of the healthcare team using a standard telephone line.

iMetrikus has forged a strong relationship with its customers by developing a system that is simple to use, allowing them to track progress, share personal health information with authorized caregivers and communicate with care providers. The programs allow patients to develop a portable personal health record.

iMetrikus continues to fortify its position through a series of important collaborations. Most recently, iMetrikus partnered with Yahoo! Health, creating the first pure consumer plays in the telehealth market.

In recognition for its contributions to the telehealth market and for meeting the challenges of remote patient monitoring of chronic diseases, Frost & Sullivan is pleased to present iMetrikus, one of the industry's most innovative players, with the 2004 Customer Value Enhancement Award.