

**2009 North American Customer Value Leadership Award****IDEAL LIFE**

The 2009 Customer Value Leadership Award in Remote Monitoring is presented to IDEAL LIFE in recognition for its continuing focus on customer value in a market desperate for such attention. The remote monitoring space continues to be a market of exceptional opportunity faced with stiff market challenges. This market remains at the forefront of changing how we face healthcare, and one of those key changes is in how we perceive customer value within healthcare. It increasingly has been falling to industry participants to make difficult decisions on how they are going to enter this still undefined space. IDEAL LIFE has carefully analyzed and observed the industry and has developed a unique, customer oriented remote monitoring product offering.

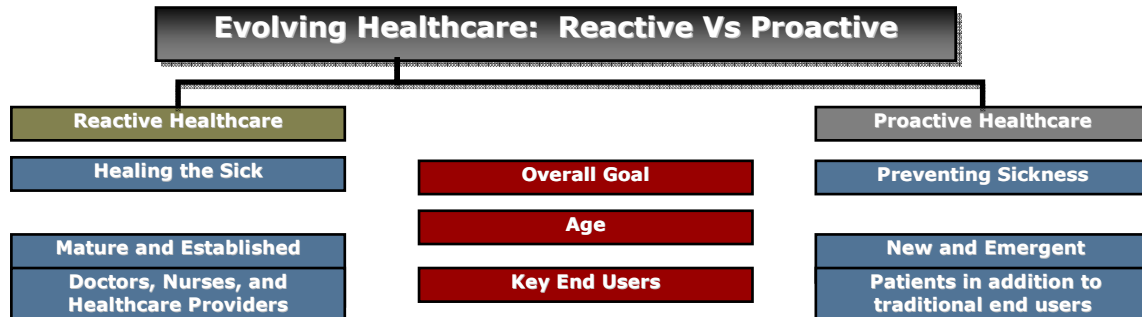
**Why Isn't Remote Monitoring Generating Billions of Dollars Yet?**

The remote monitoring space as it stands has been around for over 15 years, yet by many standards it remains a niche type market and has never grown into the full potential many had predicted for it. As healthcare expenditures continue to rise, many people see telemedicine solutions, such as remote monitoring, as a real potential solution to this growing problem. So the question is posed: why is this market still failing to reach that potential? The answer is exceptionally complicated, but stems from one key observation. Telemedicine is new and is not handled the way medicine is traditionally viewed. Many of the challenges facing this market are due the current healthcare system not set up to handle telemedicine solutions, and as anyone who has dealt with healthcare markets attest, healthcare in general is very slow and resistant to change. This is true from FDA approval methods all the way down to current payer systems. The industry is trying its best to move healthcare forward, and one critical part of this evolution is in that of customer value and client perception. The current remote monitoring market awkwardly utilizes the traditional systems and fails to meet its destined potential and customer base.

**An Evolution in Customer Value**

In most current healthcare systems patient care is reactive in nature. This is the way things have been done since the establishment of the medical community in the 1800's. When you get sick you go to the doctor and he or she makes you better. This procedure remains at the core of healthcare practice today. However, remote

monitoring by its nature begins to move away from this reactive system and into a more proactive one. Truly proactive systems are what these systems were always intended to be, and they invite a much broader customer base as the monitored patient populations move away from focusing on only the critically sick. This also means the patient becomes a much more active part of the healthcare system, and as a result has a profound impact on their customer value. IDEAL LIFE has observed and tackled these variables, and the company has carefully weighted these considerations into its product design and development. The end result is an offering both unique and innovative for the remote monitoring market, with a system that is entirely devoted to the new standards of customer value set by remote monitoring.



### IDEAL LIFE's Unique Offering

Though an emerging player in this market, IDEAL LIFE has been developing, testing, and perfecting its products for over eight years, with a good four of those years with products in its customers' hands. Rather than rushing its product offering - a common mistake in this market - IDEAL LIFE took the necessary time to refine its offering into a proper, tested solution. To this effect, IDEAL LIFE has produced supporting studies centered on congestive heart failure (CHF) and hypertension showing supporting data concerning issues like client retention, hospitalization reduction, and cost savings. Of course, the systems IDEAL LIFE offers contain the base necessities of the industry. The system and its devices are simple and flexible, utilizing such measurements as weight, blood pressure, glucose levels, and peak flow. On the backend, its software solution is customizable and intuitive to utilize, and fills out the other key component for such a system very well. What really makes IDEAL LIFE worthy of note are its differences from the industry, and those are

rooted in the fact that IDEAL LIFE is a service oriented, customer inspired company. With its front-end products and devices, IDEAL LIFE strives for as positive a customer experience as possible, whether it's allowing the patient to weigh themselves in the comfort of their own bathroom, allowing them to wash their peak flow meter in the dishwasher, or with its newest offering, weighing a patient through the ease and comfort of a chair scale. Its software is designed to provide value for the entire customer value chain from the patient, to the case worker, all the way to the healthcare management and administration. The final and most critical piece of the customer oriented puzzle lies in the simple but critical notion of affordability. That being said, IDEAL LIFE has gone to great lengths to make sure its solutions are available for the masses at a very affordable, low cost price. In the end, IDEAL LIFE has provided this market with a solution unprecedented in the space and already has begun to change the way the industry looks at customer value.

### **Closing Comments**

For its ability to truly understand this complex market and develop an offering that not only satisfies but redefines customer values in this market, Frost & Sullivan is proud to present the 2009 Customer Value Leadership Award in Remote Monitoring to IDEAL LIFE.

## **Award Description**

The Frost & Sullivan Award for Customer Value Leadership is conferred upon the company that has demonstrated excellence in customer values through its products and services that offer superior value to customers and aid them with increased profitability, and reduced life cycle costs. The recipient company has continually focused on providing value added products and services, addressing the changing customer needs across the industry, thereby enabling them to expand their customer base across verticals and horizontals. In addition, the recipient company has shown unparalleled commitment to lead on technological innovations pertaining to changing customer needs by offering products that are specific to both general and niche applications coupled with cost effectiveness.

## **Research Methodology**

To choose the recipient of this award, the analyst team tracks all the manufacturers in this domain, their products, their unique value-added services to customers, and

its ability to help customers overcome their challenges in new upcoming applications. The selection process includes rigorous discussions with market participants in this domain accompanied with extensive secondary research on market and technological trends. All the data collated from market participants is compared, analyzed, and ranked to comprehend the relative positions of these companies. Company that holds the first position is declared as the recipient.

### Measurement Criteria

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

- Responsiveness to customer needs
- Expansion of customer base
- Offer a "one-stop shop" in response to customer demands
- Providing value added services ensuring better Return on Investment(ROI )and better product life cycle cost benefits for customers
- Enhanced quality and reliability of products
- Technological innovation and leadership to address critical customer needs
- Strategic mergers and acquisitions or joint ventures to provide additional benefit to customers

#### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

#### About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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