

**2006 Frost & Sullivan Product and Services  
Differentiation Innovation Award**

**Award Recipient: Medic4all**

2006

FROST &amp; SULLIVAN

Product and Services  
Differentiation Innovation Award

#### AWARD DESCRIPTION

The Frost & Sullivan Award for Product and Services Differentiation Innovation is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. This Award recognises the company's successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

#### RESEARCH METHODOLOGY

Before considering the recipient of this Award, the analyst team tracks competing market participants' product differentiation strategies through ongoing research. This research consists of market participant interviews, end-user surveys, and extensive secondary research. The data compiled through this research is analysed based upon specific measurement criteria for this award. Participants are then ranked with respect to the measurement criteria. The Award recipient is ranked number one in the industry.

#### MEASUREMENT CRITERIA

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

- Degree of differentiation innovation compared to other market participants
- Positive impact on sales directly related to product differentiation
- Time to market improvement based upon product differentiation strategy
- Benefit to end-users due to product differentiation
- Effect of product differentiation on ease of adaptability for new end-user applications
- Effect of product differentiation on market maturation



Medic4all has been awarded the 2006 Frost & Sullivan Product and Services Differentiation Innovation Award for the European Region. This Award is given to the company that is able to improvise on a product and incorporate features and other advantages that are not offered by its competitors.

#### MEDIC4ALL: COMPANY OVERVIEW:

Medic4all is a global company with several subsidiaries focused on providing pioneering and user - friendly telemedicine technology and services. The group is headquartered at Switzerland under the parent company Medic4all Holding AG. It has offices in Italy and Israel. The company has a research and development Medic4all subsidiary that has been awarded the best Product and Services Differentiation Innovation Award for engineering innovative products along with service centres that offers added value telemedicine services to insurance companies, financial institutes, credit card companies, consumer clubs, etc. It also has exclusive teams for analyzing the technology trends, service planning and marketing among other operations.

Medic4all provides home and office care for a diverse range of user groups such as chronically ill patients, elderly people, pregnant women and other special case groups. They also specialize in offering preventive telemedicine services. Medic4all Services International maintains and improves healthcare among travellers, homebound and office patients through advanced telemedicine solutions offered to organizations with large numbers of customers or members.

Medic4all Italia is offering a wide range of loyalty-building healthcare services complemented by comprehensive telemedicine technology platform.

Having different specialized subsidiaries under the parent group has enabled Medic4all to not only create the technology, develop the product but also offer services to the people. Ensuring quality products has obtained the Medic4all group several international certificates such as ISO 9001, EN 46001, CE0483 for medical products and FDA approval (510k) amongst many others.

#### UNIQUE PRODUCT FEATURES:

Medic4all products are a one stop solution for a client's complete and total monitoring problems at home and at work and also a complete range of preventive telemedicine products. Far-reaching and intense research and analysis with doctors has greatly facilitated the standards to be maintained and the parameters to be observed.

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Medic4all is one of the first company's to produce devices that can measure the breathing rate or the respiratory rate of patients and transfer it to the service center. The respiratory rate is a direct indicator of cardiac functioning and a very important parameter to monitor. Their devices can also measure and monitor a wide range of vital signs parameters such as blood pressure, weight and electrocardiogram. These confirm to global medical standards and interfaces to external medical systems.

Monitoring systems tend to be bulky and complicated and difficult to wear without help. These devices also have many keys or buttons that have to be pushed for performing various functions like taking the reading, connecting to a gateway and transmission."

Medic4all has simplified this entire process of taking and transmitting parameters with the introduction of straightforward and trouble free devices that have only one single button.

Their products are simple and convenient to use devices with just one, single key. Easy to wear and use, the patient can use the device without any external help. Being cable free and electrodes free, they are easy to strap on the arm or the wrist. The products were designed bearing in mind that often the key end user groups are elderly people or patients who may live alone. The patient presses the button on the device and it automatically measures the parameter and simultaneously transmits it to the service centre where it is stored against the patient's medical file. The patient can speak to the customer service representative and get their questions answered. The customer is hereby aware that the company provides a solution that encompasses the entire range of manufacturing the device to providing the services for the same.

Preventive telemedicine is another where Medic4all is providing service. Data accumulated by the constant monitoring of a patient is regularly analyzed to check for early diagnosis or general worsening of the patient's health. This service permits preventive action to be taken, thereby saving the patient from

trauma that is uncalled for. Further expenditure incurred by admitting the patient in a hospital for an emergency can thus be reduced. This information can be obtained by telephone or fax.

The information transferred to the service centre is saved against the patient's file that is electronically stored in a central server. The patient, to know their values, can access this information. The information is available in twenty different languages. It enables the patient to pull up their medical records to show to a doctor while travelling or under emergencies. In addition to this, it can be translated to the language of choice, to help the doctor in a remote location read and understand the patient record. All this can be done using a simple internet explorer browser.

#### **CONCLUSION:**

Medic4all provides a solution for the future that is undemanding and easy to use, two important features for effortless adaptation, furthermore these products are strategically designed to be customer oriented and adapted to support multiple communication protocol (PSTN, IP, Cellular, Satellite and Cables). They also provide training to both medical staff and technical staff of various hospitals. Certification is given to the trained doctors and technical staff after the training period. A pilot trial is offered to new customers for a period of about six months to a year. Leaders in providing sophisticated, yet simple solutions, Medic4all is awarded the 2006 Frost & Sullivan Product and Services Differentiation Innovation Award for the European Region.