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# BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD



komodohealth

**2020 NORTH AMERICAN REAL-WORLD  
EVIDENCE SOLUTIONS IN HEALTHCARE  
COMPANY OF THE YEAR AWARD**

## Contents

*Background and Company Performance* ..... 3

*Industry Challenges*..... 3

*Visionary Innovation & Performance and Customer Impact*..... 4

*Conclusion*..... 7

*Significance of Company of the Year*..... 8

*Understanding Company of the Year*..... 8

*Key Benchmarking Criteria* .....12

*Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices* .....10

*The Intersection between 360-Degree Research and Best Practices Awards*.....11

*Research Methodology* .....11

*About Frost & Sullivan* .....11

## Background and Company Performance

### *Industry Challenges*

Real-world data (RWD) is subject-oriented data captured in a healthcare setting, without interference from either the environment or the data-collection methodology. There are a lot of opportunities to tap RWD in various applications, from drug development to value-based care, to improve patient outcomes. In turn, real-world evidence (RWE) includes insights—drawn from RWD—into the diagnosis and treatment of patients in real-life settings.<sup>1</sup>

In recent years, RWE solutions have gained significant popularity and acceptance across healthcare applications, e.g., medical providers, payers, and pharmaceutical companies, as healthcare services digitalization makes care and patient data more available. Specifically, different stakeholders use RWE in various ways. It provides life sciences companies' insights into their drug usage. Also, RWE helps providers improve the delivery of care while allowing payers to assess outcomes from treatments. Furthermore, it empowers regulatory authorities to monitor post-market safety and adverse events.<sup>2</sup> According to Frost & Sullivan's independent research, the global RWE analytics solutions market was at \$204.0 million in 2016 and expects it to grow at a compound annual growth rate of 16% to \$427 million by 2021.<sup>3</sup>

Today, healthcare data analytics solutions collect information from the underlying sources and normalize evidence at the patient, provider, and payer levels. They allow healthcare end-users to identify gaps in care early and to intervene with evidence that quantifies how to optimize spend and improve outcomes. Consequently, the United States' (US) healthcare data analytics market is growing rapidly as all types of healthcare organizations rely on IT-enabled data management, business intelligence, and quality reporting capabilities to transform their clinical performance, operational agility, and financial competitiveness.<sup>4</sup>

While Frost & Sullivan notes that data generation and access are no longer major obstacles, problems do arise from various market stakeholders generating massive amounts of data every day. With the challenge of data fragmentation, the appropriate data quality, management, ownership, analytics, and processes of moving health data from one organization to another are critical factors to achieve along with the privacy requirements. Data fragmentation can lead to a lack of transparency in the healthcare system, preventing a complete view of the patient's journey as well as the inability to help a patient realize an optimal outcome.

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<sup>1</sup> *Growth Insights—Real World Evidence Analytics Solutions Market*, (Frost & Sullivan, April 2018)

<sup>2</sup> *How real-world evidence transforms the entire healthcare ecosystem*, [https://assets1.dxc.technology/healthcare/downloads/DXC\\_Industry\\_Perspective\\_How\\_real-world\\_evidence\\_transforms\\_the\\_entire\\_healthcare\\_ecosystem.pdf](https://assets1.dxc.technology/healthcare/downloads/DXC_Industry_Perspective_How_real-world_evidence_transforms_the_entire_healthcare_ecosystem.pdf), accessed April 2020

<sup>3</sup> *Ibid.*

<sup>4</sup> *Frost Radar in the US Healthcare Data Analytics Market*, (Frost & Sullivan, October 2019)

## *Visionary Innovation & Performance and Customer Impact*

### **Reducing Disease Burden through Data-driven Solutions**

Since its founding in 2014, Komodo Health (Komodo) has brought a pioneering mindset to leverage patient-level insights that reduce the global disease burden. The company provides a remarkable, comprehensive, real-time Healthcare Map platform, enabling partners to dynamically analyze data across patients, practitioners, and health systems. The Healthcare Map facilitates unified, longitudinal patient encounters and highlights unmet needs through the care continuum to help payers, providers, and pharmaceutical enterprises achieve better outcomes.

Specifically, dynamic data analysis supplied by Komodo's platform empowers all healthcare stakeholders. It allows life science customers to extend the reach of innovative often life-saving therapies. Payers can increase care quality while reducing cost, and healthcare providers can identify and address unmet medical needs in their communities—thus, improving standards of care and enabling more effective treatment.

With innovation as its heritage and foundation for the future, the company focuses on surmounting the significant obstacles to create a universal source of truth across healthcare applications. Komodo differentiates itself by its data expertise, digital technology capability, and focus on delivering value for the customer. The company understands that precision, depth, and completeness of the dataset creates tangible value for patients and customers across the healthcare value chain, compelling Komodo to use robust data sets as the underlying backbone of their flagship HIT solutions.

Today, the fragmentation of both the patient journey and massive datasets makes it challenging to design a comprehensive interventional solution to optimally impact a patient's care pathway and outcome. Komodo's Healthcare Map provides precise signals to harmonize patients' experiences and gives a complete view of their journey. This platform delivers care pathways with more timeliness than competitors. It links more than 150 comprehensive payer datasets and aggregates 65 billion clinical encounters, with 15 million new de-identified patient encounters added daily, and with near real-time integration. This approach creates an advantage of a much more inclusive and higher resolution dataset. The company is continuously adding data sources and clinical encounters to ensure its platform is the most current, complete, and connected.

Leveraging artificial intelligence (AI), Komodo de-identifies, and links information from over 320 million patients in the US across thousands of siloed data sources while reconstructing visits from various streams. The visits are healthcare professional (HCP), organization, and payer identified. This approach makes any patient-level insight actionable according to the field.

On the backbone of the Healthcare Map, the company built solutions specifically designed for applications in the healthcare system. Notably, Komodo's robust solution spectrum consists of Aperture, Pulse, and Prism.

Aperture is Komodo's clinical development and medical strategy, field planning, and provider engagement solution. It empowers teams with the deep, AI-driven insights they need to drive education of their therapies and care standards in the market. It helps the medical affairs team identify an authentic view of clinician influence in the market.

The Aperture solution identifies signals from its highly predictive datasets. It covers the scientific signals, meaning an in-depth analysis of HCP activity on clinical evidence generation and dissemination. Also, the solution gathers network signals, driven by proprietary analytics to model HCP relationships and affiliations. Further, it offers clinical signals, measuring clinical indicators, as well as industry signals that monitor industry payments to HCPs for speaking engagements, consulting, and clinical trials.

Aperture provides not only a rich understanding at a macro-level but also all opportunities at the provider-level. Aperture combines bibliometric reporting with timely clinical insights to give you a 360-degree view of clinician influence, extending your medical education programs well beyond the limited KOLs that typical solutions would identify. A user can quickly zoom in on the specific care settings, healthcare organization, and providers treating the patients to allocate the field forces and for them to have much more relevant conversations with these providers. As a web-friendly application, the leadership team of a medical organization, pharmaceutical company, or the field teams that engage with doctors can all use Aperture. It is a software platform able to deploy any technical improvement—this ability differentiates it in the market.

Pulse is a real-time clinical alerting solution built on Healthcare Map's foundation. Similar to Aperture, it is a software platform that provides payer-complete data, AI-powered cohort configuration, an intuitive interface that is accessible everywhere, full HCPs' demographics, and actionable cues. Komodo's differentiation comes from its ability to see the completeness of a patient's journey while dealing with a complete payer dataset, which gives richer insights into a specific area of the patients' interactions with healthcare systems.

Pulse overcomes conventional approaches like data aggregators or analytics consultants who provide biased, narrow patient data, have limited configurability, lack front-end, or require SAS programming. Furthermore, these approaches lag significantly in data and cannot match Komodo's alerting system.

Finally, the Prism solution gives a user the flexibility to tap into the company's proprietary Healthcare Map to study and analyze patient cohorts, and quickly generate powerful insights to drive better results.

### **Delivering Value for Customers through Solid Performance**

To provide best-in-class value for customers, Komodo always focuses on direct interactions with customers and partners and prioritizes building strong and lasting relationships with them. The company believes that delivering value through the ability to meet customers' needs is the first quality measurement. To achieve this perfection, Komodo aims to improve patient outcomes by empowering clients to understand disease

burden better, study patient cohorts, predict disease progression, improve standards of care, and drive new therapy adoption.

One of the unique elements of Komodo's performance is the fact that it provides exclusive, higher resolution data while bringing greater value for customers with commonly available, provider-exclusive, and payer-exclusive data. The company starts with its unique coverage of larger institutions that are not in data sets sold by common data aggregators and integrates fully longitudinal patient-level data, derived from 150+ payers with full HCP-healthcare organization visibility across all medical and prescription encounters. Finally, it layers in commonly licensable data from APLD providers to create a best-in-class view of healthcare.

The company pays particular attention to efficient collaboration with partners. The prominent example of Komodo's powerful collaboration is its partnership with Veradigm, an industry-leading ambulatory electronic health record (EHR) provider, creating the largest linked EHR and claims dataset for life science research. Another example of powerful synergies is Komodo's partnership with Datavant, expanding the Healthcare Map further, and connecting thousands of de-identified patient datasets to serve customers across the healthcare system better.<sup>5</sup>

The remarkable example of the value behind the company's solution comes with its recent cooperation with Fight Colorectal Cancer (Fight CRC), a non-profit patient advocacy and research organization. Leveraging Komodo's Aperture, Fight CRC analyses patterns of care, detailed physician referral histories, and patient data to identify healthcare providers and regions of the country most in need of outreach and education. The companies also seek to increase screening and close gaps in CRC care, including access to biomarker testing.<sup>6</sup>

Today, dramatically rising issues with coronavirus COVID-19 are placing significant pressures on the US healthcare system while revealing its weaknesses; specifically, the high disease-burden among a society driven significantly by the growing prevalence of chronic diseases. Komodo believes that by leveraging the power of AI under the strategic partnerships with health providers, life sciences companies, and the government, it is now possible to overcome these challenges while creating a comprehensive understanding of individual patient's journeys—at scale.<sup>7</sup>

The company is continually evolving. Today, Komodo is working with a significant majority of all the leading pharmaceutical companies in North America. Also, the company has a robust map for new developments. It is launching a platform that will allow customers to

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<sup>5</sup> *Komodo Health and Datavant Announce Partnership to Further Expand Komodo's Real-Time Healthcare Data Map*, <https://www.prnewswire.com/news-releases/komodo-health-and-datavant-announce-partnership-to-further-expand-komodos-real-time-healthcare-data-map-300789584.html>, accessed April 2020

<sup>6</sup> *Fight Colorectal Cancer Teams Up with Komodo Health to Improve Early Intervention and Close Gaps in Colorectal Cancer Care*, <https://www.businesswire.com/news/home/20191028005508/en/Fight-Colorectal-Cancer-Teams-Komodo-Health-Improve>, accessed April 2020

<sup>7</sup> *Why We Must Measure Disease Burden to Close Gaps in Care Delivery*, <https://www.komodohealth.com/2020/03/why-we-must-measure-disease-burden-to-close-gaps-in-care-delivery/>, accessed April 2020

enrich their data with Komodo's data and build add-on applications on top of their incumbent workflows.

The company designed software on top of the Healthcare Map for application to specific use cases. It allows enriching the Healthcare Map with other information sources such as lab, genomic, EHR, and client-specific data, deepening the understanding of the patient journey through higher data specificity.

Also, Komodo can find the signals from patients with a rare disease; with the Healthcare Map, it is possible to find these patient signals around the globe and deploy them in an intuitive way to teams integrated directly to the clients' customer relationship management system.

The scale of product-development work may sound overwhelming, but for Komodo, providing best-in-class solutions along with comprehensive support and service for partners are equally important. The company's successful history of operation additionally strengthens its credibility and marks its wealth of experience. Frost & Sullivan believes that Komodo is well-positioned to provide solutions responding to the actual challenges faced by healthcare while strengthening its growth potential.

### *Conclusion*

Today, the massive amount of data generated across the healthcare space, as well as its fragmentation, leads to a lack of transparency in healthcare systems. As a result, this fragmentation precludes a complete view of the patient's journey across the care continuum, leading to suboptimal outcomes.

Responding to this challenge, Komodo Health (Komodo) provides its remarkable Healthcare Map platform, bringing longitudinal patient records and highlighting unmet needs across the healthcare value chain for payers, providers, and pharmaceutical enterprises. Komodo brings exceptional breadth (with over 320 million of patients), depth (with over 150 payer-complete datasets and 65 billion reported clinical encounters), and timeliness (with 15 million daily-added encounters and near real-time data integration). The company provides a powerful spectrum of solutions to cross-link the patient's care pathway data with other medical and healthcare datasets to understand disease burden better, predict disease, and optimize patient outcomes. Komodo is continuously reinforcing its market position in the digital healthcare space, built on its proven capabilities and an increasingly powerful partner network.

For its commitment to innovation and strong overall performance, Komodo Health is recognized with Frost & Sullivan's 2020 Company of the Year Award for real-world evidence solutions in the healthcare space.

## Significance of Company of the Year

To receive the Company of the Year Award (i.e., to be recognized as a leader not only in your industry, but among non-industry peers) requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company’s future success and prepare it to deliver on the 2 factors that define the Company of the Year Award: Visionary Innovation and Performance, and Customer Impact).



## Understanding Company of the Year

Driving demand, brand strength, and competitive differentiation all play critical roles in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on Visionary Innovation and Performance to enhance Customer Impact.

## *Key Benchmarking Criteria*

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated each factor according to the criteria identified below.

### *Visionary Innovation & Performance*

#### **Criterion 1: Addressing Unmet Needs**

Requirement: Implementing a robust process to continuously unearth customers' unmet or under-served needs, and creating the products or solutions to address them effectively.

#### **Criterion 2: Visionary Scenarios through Mega Trends**

Requirement: Incorporating long-range, macro-level scenarios into the innovation strategy, thereby enabling "first-to-market" growth opportunity solutions.

#### **Criterion 3: Implementation of Best Practices**

Requirement: Best-in-class strategy implementation characterized by processes, tools, or activities that generate a consistent and repeatable level of success.

#### **Criterion 4: Blue Ocean Strategy**

Requirement: Strategic focus on creating a leadership position in a potentially "uncontested" market space, manifested by stiff barriers to entry for competitors.

#### **Criterion 5: Financial Performance**

Requirement: Strong overall business performance in terms of revenues, revenue growth, operating margin, and other key financial metrics.

### *Customer Impact*

#### **Criterion 1: Price/Performance Value**

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

#### **Criterion 2: Customer Purchase Experience**

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

#### **Criterion 3: Customer Ownership Experience**

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

#### **Criterion 4: Customer Service Experience**

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

#### **Criterion 5: Brand Equity**

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select winner</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Announce Award to the CEO</li> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 <b>Take strategic action</b>	Upon licensing, company able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

## The Intersection between 360-Degree Research and Best Practices Awards

### Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

### 360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.