



Sunquest Information Systems Recognized as the

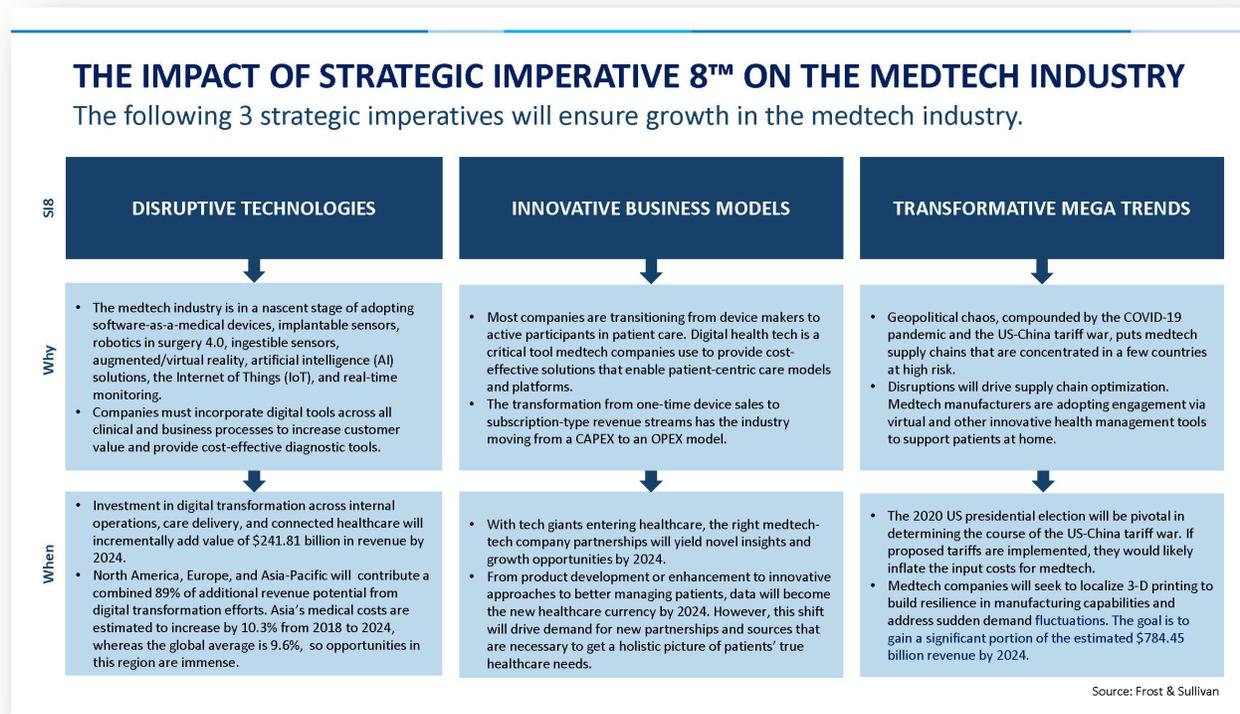
2021

Company of the Year

North American LIMS for
Molecular and Genetic Diagnostics Industry
Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the medtech industry: disruptive technologies, innovative business models, and transformative Mega Trends. Every company that is competing in the medtech space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Sunquest Information Systems is a reflection of how well it is performing against the backdrop of these imperatives.



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. Sunquest Information Systems excels in many of the criteria in the LIMS market for molecular and genetic diagnostics.

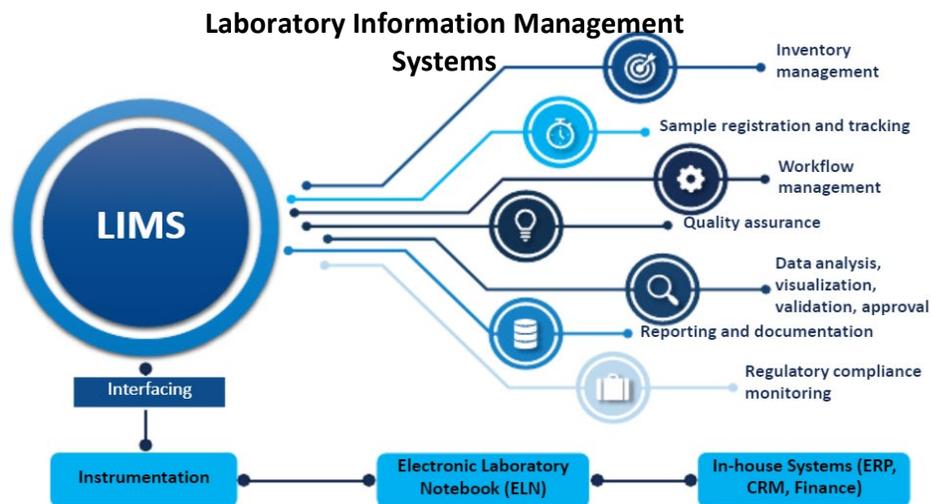
AWARD CRITERIA

<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
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

Background

The United States (US) laboratory (lab) information management systems (LIMS) market stood at a robust \$375.9 million in revenue in 2019 with 100 to 150 active competitors in the space.¹ Frost & Sullivan predicts the market to increase at a healthy compound annual growth rate of 7.4% from 2019 to 2026, reaching \$620.1 million in revenue.²

In the past two decades, medical lab automation advanced significantly, mainly due to lower implementation costs. Simplifying, automating, and documenting experimental and diagnostic processes reduces error rates in managing lab information. LIMS improves efficiency by planning, registering, managing workflow, analyzing, assuring quality, and generating reports for use in the life sciences industry.



Source: Frost & Sullivan

¹ Transition to Hybrid Cloud Services to Trigger the Growth of Laboratory Information Management Systems in the United States and European Union, 2020 (Frost & Sullivan, December 2020)

² Ibid.

Frost & Sullivan recognizes Sunquest Information Systems Inc. (Sunquest) for its contributions to the US LIMS market for molecular and genetic diagnostics. Sunquest has been providing diagnostic informatics solutions to labs globally since 1979. The company offers multi-disciplinary, multi-site support for complex, anatomic, molecular, and genetic testing and engages with physicians and patients at the point-of-care.

Sunquest's comprehensive products and services improve healthcare organizations' efficiency, enhance patient care, and cut costs. Among these solutions, Frost & Sullivan finds the company's Sunquest Mitogen™ LIMS solution particularly noteworthy.

Sunquest Mitogen™ LIMS: Not Just Any Other LIMS

An increasing number of labs are including molecular and genetic testing in their services due to the rise in precision medicine. This upsurge requires labs to start or scale-up molecular and genetic testing programs. Molecular testing, including genetic testing, is much more complex than routine clinical testing and involves relatively more complicated instruments, protocols, and procedures. As a result, traditional LIMS cannot meet this demand. Therefore, in 2017, Sunquest introduced Sunquest Mitogen™ LIMS for molecular and genetic workflows.

Sunquest Mitogen™ LIMS supports multiple molecular workflows such as polymerase chain reaction, reverse transcription polymerase chain reaction, next-generation sequencing (NGS), chromosomal microarray, and mass spectrometry. While existing LIMS products are compatible with only about two workflows, Sunquest Mitogen™ LIMS supports over 10 workflows. Configurable based on specific parameters, its latest version adds flexibility and adaptability for enhanced operational efficiencies.

Sunquest Mitogen™ LIMS offers parameter-based sample routing to automatically ensure samples get to the correct next step, saving time, effort, and resources. The solution's patient-centricity is also a leading differentiator among a sea of LIMS offerings primarily built for research. Sunquest Mitogen™ LIMS conducts functions such as patient accessioning and reporting, making it easy to use in the clinical care setting.

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- Norma Vela-Roch, Best Practices Research Team Leader

Notably, the solution's built-in audit trails help prepare labs for inspections. Labs that carry out molecular and genetic testing are subject to more stringent and detailed audits and regulations. Typically, labs sort out their paperwork, such as binders, post-it notes, loose-leaf sheets, and Excel sheets for inspections. With Sunquest's built-in audit trail feature, critical information is accessible in one place electronically, reducing manual processes with a coherent online system.

Furthermore, Sunquest nicely leverages its sister company Data Innovations®' vast collection of instrument drivers. Sunquest Mitogen™ LIMS is instrument agnostic, meaning it connects with a massive range of lab instruments.

Most competitive LIMS solutions connect with a limited set of instrument brands; hence, the company's solution compatibility with numerous device brands makes it more convenient and attractive. Its flexibility and scalability are also value-added features promoting greater customer comfort than competing software products.

On the front end, Sunquest can tailor workflows to adhere to lab-specific protocols; on the back end, it can configure management reporting and dashboard elements to suit user needs. One client's novel workflow did not fit into any specific category. However, the company adapted Sunquest Mitogen™ LIMS to successfully support the lab for its unique test, highlighting its customer focus.

Sunquest's ability to tailor its solution is a valuable industry asset. Flexibility and scalability provide the agility required in this fast-paced, ever-evolving ecosystem (volume and complexity). Bringing all elements online further reduces errors and increases operational efficiencies.

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Best-in-class Industry Practices Prioritize Customers to Build Brand Value

Sunquest provides products across the lab workflow. In addition to LIMS, the company offers products and services, including clinical and anatomic pathology laboratory information systems (known as LIS), comprehensive blood bank solutions, electric medical records connectivity, and physician and patient service center portals. Due to these diverse offerings, Sunquest serves and has access to a large client base.

As experts that build laboratories from the basement to the health system to deliver value to the entire healthcare ecosystem, its customers return to the company for single, multiple, or integrated products. Interoperable systems, and cross-discipline expertise helps labs reach new heights, critical to successfully retaining clients. For example, children's hospitals using Sunquest Mitogen™ LIMS may have interest in Sunquest Mitogen™ Genetics, a complementary tool that assists laboratories in analyzing NGS test results. Because NGS is a typical molecular workflow conducted by children's hospitals, they can use Sunquest Mitogen™ LIMS on the workflow side and Sunquest Mitogen Genetics on the analysis side.

Additionally, Sunquest works closely with clients to understand market needs, leveraging its large client pool to build exceptional solutions based on real-world lab input. Thus, by avoiding working in a vacuum, the company ensures that its products and services truly match client needs. Frost & Sullivan analysts feels that this strategy of engaging customers in the implementation process clearly strengthens Sunquest's brand value and equity.

When COVID-19 struck, the company moved all its employees into a work from home environment, successfully continuing business and supporting customers. It has carried out almost all of its meetings virtually, including providing customer education through virtual events.

Sunquest set up a dedicated web page to communicate to clients about its COVID-19-specific offerings, including its COVID-19 Essential Suite – a rapid Sunquest Mitogen™ LIMS deployment combined with instrument connectivity and a physician portal for automated orders and results. Other offerings for COVID-19 include technology to enable pooled testing, bolstering quicker turnaround and resource conservation, and support state and federal reporting requirements.

“Frost & Sullivan applauds Sunquest’s customer-centric best-in-class industry practices, strengthening its brand value, and persevering through the global pandemic.”

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The company also offers regular webinars to help clients with the Coronavirus Aid, Relief, and Economic Security Act initiatives, also known as CARES Act, enabling them to network and share best practices. More importantly, Sunquest’s CARES support bolsters a sense of community and much needed mutual aid through extraordinary challenges.

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Conclusion

The United States (US) laboratory information management systems market is advancing to keep up with growing demands for automation in labs. While currently available products and services face challenges such as incompatibility with a range of workflows and instruments and lack of customization, Sunquest Mitogen™ LIMS successfully overcomes these obstacles, offering a patient-oriented LIMS that enables efficiency, compliance, and quality care.

Sunquest Information Systems provides various interoperable products and services that work with each other to improve lab efficiencies and quality of results, enhancing customer value. Frost & Sullivan recognizes how the company’s culture to prioritize customer needs and implement best-in-class industry practices has made it a leading company in the US LIMS market for molecular and genetic diagnostics.

For skillfully filling market gaps by introducing innovative features to products and services, providing exceptional customer satisfaction, and for its overall strong performance, Sunquest Information Systems earns the 2021 Frost & Sullivan Company of the Year Award.

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

