



*DYSIS Medical Recognized for*

**2021**

**New Product Innovation**

North American Smart Colposcopy  
for Cervical Lesion Detection Industry  
*Excellence in Best Practices*

## 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. DYSIS excels in many of the criteria in the smart colposcopy for cervical lesion detection space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

### ***DYSIS: A Leading Provider of Smart Colposcopy for Cervical Lesion Detection***

Founded in 2002 in London, United Kingdom, DYSIS Medical (DYSIS) developed a stellar image by manufacturing high-quality smart colposcopy solutions that help healthcare specialists with early detection of precancerous cervical lesions. By utilizing novel colposcopy technology expertise and maintaining an excellent position among its clients in the healthcare industry, Frost & Sullivan’s own research suggests that the company outpaces its competitors in the smart colposcopy for cervical lesion detection market.

*“By acquiring a category I CPT code for the colposcopy service, DYSIS enhanced its commitment to reaching better patient outcomes and positive clinical evidence. Such a step has enabled a higher number of patients to access DYSIS’s cervical mapping technology.”*

**- Maksym Beznosiuk,  
Best Practices Research Analyst**

Despite harsh competition and a challenging economic environment, DYSIS advances its smart colposcopy technology, promoting its position in the market and bringing innovative smart colposcopy technology to customers around the globe.

Since its inception, DYSIS has secured funding from various technology investors (e.g., Lundbeckfonden Ventures, Albion Capital Group, NBGI Ventures), collectively amounting to more than \$35 million.<sup>1</sup>

<sup>1</sup> <https://dysismedical.com/dysis-medical-raises-18-million-accelerate-growth/>, accessed October 2021

Frost & Sullivan believes that its sizeable funding will enable DYSIS to expand the commercialization and implementation of its novel smart colposcopy solutions and step up expansion in Europe (e.g., United Kingdom), Americas (e.g., the United States), and other key territories worldwide.

Moreover, DYSIS builds successful partnerships with various healthcare public and private organizations around the globe. For instance, in 2020, DYSIS partnered with the European Federation of Colposcopy (EFC) on colposcopy training by leveraging DYSIS's Colposcopy Skills training platform.<sup>2</sup> Specifically, DYSIS enabled all EFC members to access its platform, an online skills development and assessment application based on cervical imaging technology. At the heart of the DYSIS training platform are an interactive image player and a vast library of colposcopy cases that cover a wide variety of clinical scenarios. Users can understand all the stages of colposcopy examination better and gain access to in-depth colposcopy images. Therefore, by utilizing DYSIS's platform, EFC members can improve the quality of their biopsy and managements decisions and complement their colposcopy training courses substantially.

Simultaneously, in 2020, the American Medical Association awarded DYSIS a Category I, Current Procedural Terminology (CPT) add-on code.<sup>3</sup> The code bolsters computer-aided mapping of the cervix during colposcopy and serves as an effective tool for reliable communication with patients, healthcare specialists, and physicians. By acquiring a Category I CPT code for the colposcopy service, DYSIS nicely enhanced its commitment to reaching better patient outcomes and positive clinical evidence. Such a step has enabled more patients to access DYSIS's cervical mapping technology.

Frost & Sullivan recognizes that DYSIS clearly meets customers' needs, as multiple clients and partners value the top-performance and business impact of its smart colposcopy solutions:

*"After using the DYSIS Advanced Cervical Imaging System and seeing the clinical results, I don't ever want to do colposcopy without DYSIS again. DYSISmap, the documentation images, and tools for tracking add real clinical value for my patients and me. DYSIS represents a technological advancement in the identification and management of cervical dysplasia and cancer prevention."*

- Medical Doctor at MacArthur Medical Group in Irving, Texas<sup>4</sup>

*"I'm impressed by the DYSIS Colposcope. Its ability to help me to select biopsy sites has resulted in me finding an increased number of significant pathologies."*

- Medical Doctor at Wheaton Franciscan Healthcare in the United States<sup>5</sup>

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<sup>2</sup> <https://dysismedical.com/efc-collaboration-announced/> , accessed October 2021

<sup>3</sup> <https://dysismedical.com/cpt-code-Awarded-for-computer-aided-cervical-mapping/> , accessed October 2021

<sup>4</sup> <https://dysismedical.com/healthcare-professionals/testimonials/> , accessed October 2021

<sup>5</sup> <https://dysismedical.com/healthcare-professionals/testimonials/> , accessed October 2021

*"DYSIS has impacted my practice in 3 key ways: Before DYSIS, it was a challenge to tell patients what we saw during their colposcopy, but now the patients can actually be involved with the exam. Also, having the images stored for follow-up is very helpful when reviewing patients' history. The most compelling impact on my practice has been having the DYSISmap in combination with my own eye and over 23 years of experience."*

- Doctor of Osteopathic Medicine at New Beginnings OBGYN in the United States<sup>6</sup>

### **Providing Healthcare Providers with Cutting-edge Smart Colposcopy Solutions**

Today, healthcare specialists and physicians look for tools that can improve disease detection, avoid delays in treatment, and reduce the risks of over-treatment. Specifically, they look for effective ways to detect cervical disease during first-time assessments while ensuring more effective patient management

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decisions. Frost & Sullivan appreciates how DYSIS is at the forefront of providing smart colposcopy solutions that help physicians quickly assess patients for disease detection, saving on both time and costs.

In July 2021, the company launched DYSIS View, a cutting-edge portable colposcope that includes computer-aided cervical mapping, which is data to help healthcare professionals detect cervical lesions and direct the patient journey more effectively.

The company's novel DYSIS View solution provides several competitive advantages, including:

- **Efficiency.** DYSIS View is a lightweight and maneuverable solution consisting of a portable 15 inch touchscreen monitor, allowing clients to easily integrate it into their workflow. At the same time, DYSIS View has a built-in camera that delivers high-resolution examination images and videos and includes DYSISmap™, a detailed color-coded mapping that quantifies acetowhitening changes in the patient's cervix. It also allows clients to use green and high contrast image filters and apply digital biopsy markers. As a result, healthcare professionals can increase the precision of their colposcopy examination, improve biopsy accuracy and minimize unnecessary biopsies.
- **Documentation.** DYSIS View allows users to build a patient database to securely store all the documentation related to DYSIS colposcopy procedures and quickly generate patient reports in PDF format for further exportation to external file storage. To this end, DYSIS View includes DYSIS SMARTtrack™, a longitudinal tracking system that allows users to compare a patient's DYSIS colposcopy exams side by side. Wi-Fi connectivity is also available with DYSIS View.
- **Collaboration.** Another unique feature of DYSIS View is that it allows users to instantly replay colposcopy examinations and to record biopsy and treatment procedures. In addition, the built-in dynamic playback function helps users with post-examination and multidisciplinary team review to facilitate patient management and effectively monitor cervical changes over time.

<sup>6</sup> <https://dysismedical.com/healthcare-professionals/testimonials/>, accessed October 2021

Frost & Sullivan points out that the company's smart colposcopy DYSIS View solution possesses highly effective and reliable functionalities that allow users to increase disease detection and avoid repetitive examinations and delays in treatments. Simultaneously, this solution enables improving biopsy accuracy and lowering the risk of multiple testing. By using the company's DYSIS View solutions, healthcare practitioners can achieve higher efficiency, reliability, and performance, unmatched by the competition.

### ***Best Practice Example Confirms High Efficiency and Reliability***

Frost & Sullivan lauds DYSIS for the high-quality performance and efficiency of its smart colposcopy solutions, as demonstrated by the following use case:<sup>7</sup>

**Best Practice Example.** The company's DYSISmap™ provided data to aid the colposcopy specialist in detecting and treating a cervical intraepithelial neoplasia grade 2 (CIN2) lesion in a patient who was referred with low-grade cervical cytology, as the initial (visual) examination did not identify any abnormalities in the cervix area that would necessitate further histologic assessment.<sup>8</sup> The company's DYSISmap assisted the colposcopy specialist to detect a suspicious area with a CIN2 lesion in the cervical area. As a result, the company's solution helped avoid risks for further lesion progression by identifying disease risk factors and ensuring timely patient treatment.

Frost & Sullivan believes that DYSIS provides industry-leading smart colposcopy solutions to its clients, enabling them to quickly evaluate patients for disease detection, saving time and costs. Furthermore, Frost & Sullivan analysts find that DYSIS is well-positioned to capture a higher smart colposcopy market share in the foreseeable future.

## ***Conclusion***

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Today, an increasing number of healthcare experts seek instruments that can improve disease detection, minimize delays in treatment, and lower the risks of over-treatment. DYSIS Medical (DYSIS) leads the way by providing DYSIS View, an industry-leading portable colposcope that provides users with computer-aided cervical mapping that is additional information that can help them quickly identify cervical lesions with precision, efficiency, and reliability, unmatched by the competition.

With its unrivaled expertise, high-performance and customer-oriented approach, DYSIS Medical earns the 2021 Frost & Sullivan North American New Product Innovation Award in the smart colposcopy for cervical lesion detection industry.

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<sup>7</sup> <https://dysismedical.com/healthcare-professionals/clinical-data/case-studies/> , accessed October 2021

<sup>8</sup> <https://dysismedical.com/casestudies/cin2-lesion-in-55-year-old-with-low-grade-cytology/> , accessed October 2021

## What You Need to Know about the New Product Innovation Recognition

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Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

### Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *New Product Attributes*

**Match to Needs:** Customer needs directly influence and inspire product design and positioning

**Reliability:** Product consistently meets or exceeds customer performance expectations

**Quality:** Product offers best-in-class quality with a full complement of features and functionality

**Positioning:** Product serves a unique, unmet need that competitors cannot easily replicate

**Design:** Product features an innovative design that enhances both visual appeal and ease of use

#### *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

