

*Pexip Recognized for*

**2021**

**Competitive Strategy Leadership**

Australia Video Conferencing  
Services in Healthcare Industry

*Excellence in Best Practices*

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# 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. Pexip excels in many of the criteria in video conferencing services in the healthcare space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

## *Price/Performance Value*

The COVID-19 pandemic led to several phases of lockdowns across Australia, restricting the access of many patients to proper healthcare facilities. Many were unable to travel to healthcare facilities due to movement restrictions and the high risk of exposure to the virus in the country. Similarly, the pre-pandemic scenario also highlights the lengthy travel time and inconvenience for patients to visit a doctor to get consultation and medication. While some government healthcare providers compensate patients for visiting their healthcare facilities, accessibility remains a challenge. To circumvent this issue, healthcare providers began introducing virtual telehealth solutions. However, these systems were cumbersome for many patients to access due to multiple reasons, primarily the lack of the right devices to access the telehealth platform. This is because traditional video conferencing services typically run on proprietary software or require specific types of devices or versions.

*“Pexip provides video conferencing services that can be launched from any web browser, enabling a patient to receive telehealth services, irrespective of their choice of device and version, and save on travel time to clinics.”*

*– Shailendra Soni, Principal Consultant*

Pexip is a Norway-based video conferencing services provider that aims to make video meetings as simple as voice calls. Pexip’s video conferencing platform for healthcare organizations can be launched from any web browser, enabling patients to obtain telehealth services, irrespective of their location or choice of device and version. It is the first service provider to offer one-click meeting capability for the web browser, eliminating the

need for healthcare providers to invest in costly video conferencing devices. Patients receiving telehealth services using the Pexip platform save on travel time and costs to healthcare facilities. While for healthcare providers, the Pexip platform improves the accessibility and delivery of healthcare services to patients, even those residing in hard-to-reach locations without physical clinics.

### ***Customer Ownership Experience***

Pexip set out with a vision to make its video conferencing services for health better than in-person experience. To achieve this, the company closely studied the doctor-patient workflow in clinics and replicated that workflow in its solution, including provisioning for ad-hoc and scheduled appointments. In seeking to make the solution better than in-person patient visits, Pexip is among the leading video conferencing platform providers that allows group sessions in the Virtual Meeting Room (VMR), bringing together specialists, doctors, and patients—even an interpreter for patients requiring these services to translate the doctor-patient interactions—to provide real-time diagnosis on patient ailments and reduce the need for multiple patient visits. This feature enables healthcare providers to deliver next-level healthcare services, improving patient experience and lowering the cost of healthcare services. Frost & Sullivan commends Pexip’s vision to help address healthcare accessibility pain points and delight customers.

### ***Customer Purchase Experience***

Healthcare providers adopting video conferencing services solutions typically grapple with challenges relating to how to host the solution—on-premises, public cloud, private cloud, or a mix of the three options. Pexip resolves this issue by offering flexible hosting options for healthcare providers to host the

*“Pexip offers flexible hosting options, enabling healthcare providers to host the solution on their private cloud, on-premises, public cloud, partner cloud or hybrid model. The company offers a diverse set of APIs that allows healthcare providers and channel partners to integrate their applications to Pexip’s Virtual Meeting Room (VMR).”*

***– Shailendra Soni, Principal Consultant***

solution on their private cloud, on-premises, public cloud, partner cloud, or hybrid model, allowing them to integrate the solution into their current workflows. As healthcare providers need to adhere to strict data privacy regulations, the ability to host the application from their preferred location is a compelling advantage. Pexip also offers a diverse set of application programming interfaces (APIs) that allows healthcare providers and channel partners to integrate their current and future applications to Pexip’s VMR or vice versa, resolving customers’ integration challenges.

### ***Competitive Differentiation***

Healthcare providers previously needed to force-fit VMRs into their workflows or change their workflows to suit telehealth requirements. The Pexip solution addresses this pain point by blending seamlessly into healthcare providers’ workflows, allowing physicians to use VMRs at a click of a button while all integration issues are tackled at the backend. This helps healthcare providers adopt and roll out the Pexip solution at a relatively low cost (given the low integration cost) across the organization. Pexip’s solutions are also highly scalable, as demonstrated by its increased utilization by customers throughout the pandemic.

### ***Strategy Execution***

To address the healthcare vertical opportunity, Pexip has designed a comprehensive solution that goes beyond just offering VMR and includes workflow suggestions, the ability to integrate with healthcare databases, APIs, integration support, and other feature sets wrapped around in a tight security layer. Pexip facilitates virtual communities for healthcare providers to share and exchange knowledge, extending its brand and business among existing customers. It also supports Healthcare Insurance Portability and Accountability Act (HIPAA) compliance, bolstering its go-to-market strategy and enabling it to offer solutions that healthcare providers in Australia can readily adopt.

### ***Executive Team Alignment***

Pexip articulates its value proposition through a clear strategy and centralized product team that continuously adds new integration APIs, workflows, and ecosystem partners to existing Pexip solutions. This team also shares its know-how and best practices with its sales team and channel partners to address healthcare opportunities in the market. Pexip's success in impacting the lives of up to 13 million (approximately 50% of the population) people in Australia through a network of healthcare providers is a testament to its reach and ability to retain and acquire customers.

## **Conclusion**

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Pexip is redefining the delivery of healthcare services through its innovative video conferencing services solution by striving to deliver better patient experiences than in-person/physical visits, helping healthcare providers to reduce service delivery costs, elevate doctor productivity, and launch patient advisory services using their existing workflows. Being HIPAA-compliant, Pexip's solution is easy to adopt and offers several hosting choices to ease deployment. The company's API support, dedicated team, and extensive healthcare provider community allow Pexip to establish strong differentiation and win new customers in the Australian healthcare market.

With its strong overall performance, Pexip earns Frost & Sullivan's 2021 Australia Competitive Strategy Leadership Award in the video conferencing services in the healthcare industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *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

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

