

FROST & SULLIVAN

*PERIGEN*

**2022**  
**PRODUCT**  
**LEADER**

*NORTH AMERICAN  
MATERNAL AND INFANT  
CARE SOLUTIONS INDUSTRY*

## 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. PeriGen excels in many of the criteria in the maternal and infant care solutions space.

| AWARD CRITERIA                      |                        |
|-------------------------------------|------------------------|
| <i>Product Portfolio Attributes</i> | <i>Business Impact</i> |
| Match to Needs                      | Financial Performance  |
| Reliability and Quality             | Customer Acquisition   |
| Product/Service Value               | Operational Efficiency |
| Positioning                         | Growth Potential       |
| Design                              | Human Capital          |

### PeriGen

Founded in 1995 and headquartered in Cary, North Carolina, the United States, PeriGen is a provider of

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Best Practices Research Analyst*

innovative perinatal software solutions offering fetal monitoring and clinical decision support. It focuses on improving standardized care during childbirth through an objective assessment process and enhanced situational awareness with concise long-term critical information displays.

In 2018, Frost & Sullivan recognized PeriGen for its commitment to innovations with its perinatal information systems and remains impressed with the company’s

continuing innovation and sustained leadership.

### Setting New Standards

A pioneer and transformational leader, PeriGen’s corporate culture revolves around using purpose to drive innovation. Its product roadmap, i.e., planning, development, and implementation strategies, incorporates client feedback, ensuring its offerings align with customers’ dynamic needs.

Backed by its 27-year industry-leading expertise, the company’s solution suite takes maternal and infant care one step further than any competing solution.

***PeriWatch Vigilance®***

Leveraging the powerful synergy between experienced obstetrics practitioners and information technology (IT) visionaries, PeriGen developed the flagship PeriWatch Vigilance platform to provide consistent analysis and efficient display of complex data to improve perinatal safety across the healthcare system. The award-winning PeriWatch Vigilance is an automated obstetric early warning solution that integrates advanced analytics and monitoring capabilities with existing electronic fetal monitoring (EFM) systems. It works alongside electronic medical records (EMRs) using ADT/HL7 interfacing to avoid costly software replacement and double documentation.

The solution enhances clinical efficiency, allows for timely intervention, and promotes standardization of care. It applies artificial intelligence (AI) to patient safety initiatives. The platform can track a single patient or hundreds of patients across multiple sites, sorting and color-coding them according to specific parameters and notifying clinicians based on the abnormality degree and duration. Leveraging AI and other analytical techniques, it continuously analyzes maternal vital signs, fetal heart rate, contractions, and labor progression. As a result, clinicians can spend more time on direct patient care and less time on manual calculations and data manipulation<sup>1</sup>.

PeriWatch Vigilance has various built-in features: Cues, Vitals, and Curve:

- **Cues:** The Food and Drug Administration (FDA)-cleared software module measures electronic fetal monitor tracing features, such as accelerations, decelerations, fetal heart rate baseline, and variability.
- **Vitals:** Displays maternal vital signs and oxygen saturation measurements in numerical and graphical format.
- **Curve:** Assesses labor progression—accounting for several factors such as contraction frequency and epidural.

As a result, these powerful tools help clinicians standardize and automate checklists with tireless real-time analysis of dynamic patient data.

***PeriWatch Surveillance™***

On top of PeriWatch Vigilance, PeriGen provides its remarkable PeriWatch Surveillance solution for fetal surveillance and documentation. Specifically, it simplifies documenting and sharing information vital for bedside patient care for clinicians, nurse managers, and physicians. The solution integrates effortlessly with all major EMRs. It includes single sign-on capabilities, active directory, auto admit, and discharge, thus, reducing the need for double entry and complicated screen toggling. PeriWatch Surveillance can monitor up to 30 patients on one screen, with easy configuration as the census changes. It allows trending through each tracing independently, while patient census includes a comprehensive view of all active patients, configurable columns, and colors, all being Health Insurance Portability and Accountability Act compliant.<sup>2</sup>

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<sup>1</sup> <https://perigen.com/periwatch-vigilance/>, accessed April 2022

<sup>2</sup> <https://perigen.com/Periwatch-Surveillance/>, accessed April 2022

### ***PeriWatch Command Center™***

The PeriWatch Command Center is another unique solution tied to the important market imperative of addressing enterprise telehealth. It allows utilizing medical personnel remotely to maximize staff efficiency and maternal patient safety beyond the bedside. Specifically, PeriGen provides remote, continuous telemonitoring at perinatal care stages (antepartum, intrapartum, and postpartum) to enable nurses to monitor mothers and babies across multiple facilities from a central monitoring location. The solution leverages the automated early warning system for mothers and babies to identify and prioritize patients with worsening conditions and ensure the best patient outcomes. As a result, it helps bridge the gap in care for large health systems, community hospitals, and rural hospitals.<sup>3</sup>

PeriGen's purpose-built solution suite sets it apart from its competitors, with superior design, reliability, and quality as its central pillars.

### ***Customer-focused Growth Strategy***

With its product-led customer-focused strategy, PeriGen consistently brings to market best-in-class offerings. Recently, the company introduced PeriWatch Vigilance Mobile, a full-function browser-based solution providing access to PeriGen's early warning system and clinical decision support tool. It adapts to all modern mobile devices to deliver the same continuous AI-powered maternal vital signs, fetal heart rate, contractions, and labor progression analyses.<sup>4</sup> Consequently, physicians have access to critical data directly from their mobile devices at any time and location, facilitating informed, timely decision-making.

At the same time, the company incorporates customer feedback into its product roadmap to maximize short-term growth opportunities while providing a path to future revenues. It nurtures close relationships with its customers to understand their needs relative to the market shifts they experience. Thus, products' functionality corresponds to end-users' actual demands. Furthermore, PeriGen remains informed and

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close to customers' experiences through its User Community site, collecting feedback, sharing best practices, and driving industry-wide innovations for broader customer success and improved care for mothers and babies.

The company focuses on consumers' experience and feedback while providing continuous support within various channels. Specifically, it works with clinical and technical teams to implement its solutions and continuously updates reports based on the gathered data to improve care outcomes.

<sup>3</sup> <https://perigen.com/periwatch-command-center/>, accessed April 2022

<sup>4</sup> <https://perigen.com/perigen-deploys-mobile-version-of-periwatch-vigilance/>, accessed April 2022

## *Recipe for Success*

While evolving from a product standpoint, PeriGen never loses sight of its customers' perspective. Its brand maintains its North American presence while meeting customer-specific needs. The company demonstrates high-growth potential. It is well-positioned in the market, with an industry-leading product that provides tremendous value in high-demand sectors.

PeriGen strives to increase its market presence by bringing value to customers through robust, reliable, innovative solutions and speeding up research and development efforts. The company is also working on scaling its solutions while improving continually to satisfy customers' evolving requirements. PeriGen differentiates itself from the competing solutions through its proven (FDA-cleared) accuracy and offering the most holistic solution available in the market: monitoring both baby and mother health.

With its remarkable market performance and customer-centric approach, the company gains wide recognition from its customers. Notably, Becker's Hospital Review published a 10-year study (78,459 births) on the impact of leveraging PeriGen software on the rate of cesareans, neonatal intensive care unit (NICU) admissions, and the use of extraordinary fetal resuscitation procedures. It reported NICU admissions declined by more than half, and the number of babies requiring unusual resuscitation measures in the delivery room decreased from 5.2% to 2.4%.<sup>5</sup>

Frost & Sullivan appreciates how PeriGen's customer-oriented approach adds real value to patients' wellbeing and contributes to their continuous health monitoring.

## **Conclusion**

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To be a product leader, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that PeriGen embodies this concept and exemplifies it with best practice implementation. The company's robust perinatal software offering provides unrivaled fetal monitoring and clinical decision support. It focuses on improving standardized care during childbirth, emphasizing an objective assessment process. PeriGen's unrivaled FDA-cleared solution suite: PeriWatch Vigilance, PeriWatch Surveillance, and PeriWatch Command Center, comprise the most accurate, holistic approach available in the market for monitoring both baby and mother health.

With its strong overall performance, PeriGen earns Frost & Sullivan's 2022 North American Product Leadership Award in the maternal and infant care solutions industry.

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<sup>5</sup> <https://perigen.com/>, accessed April 2022

## What You Need to Know about the Product Leadership Recognition

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Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

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

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

