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20 25 | TECHNOLOGY INNOVATION LEADER

Enhancing Customer Impact Through Powerful Technology Integration

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN PATIENT ENGAGEMENT PLATFORMS AND SOLUTIONS INDUSTRY

FROST & SULLIVAN

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Artera excels in many of the criteria in the patient engagement platforms and solutions space.

RECOGNITION CRITERIA	
Business Impact	**Technology Leverage**
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Transformation of the Patient Engagement Platforms and Solutions Industry

In recent years, the healthcare sector has undergone significant digital evolution, spurred by increased technology adoption. Despite these advancements, achieving patient-focused care, optimizing workflows, and boosting overall satisfaction remain persistent hurdles.

Patient engagement (PE) platforms are software applications that help hospitals, clinics, and health systems engage their patients across the healthcare continuum. PE tools foster involvement, loyalty, compliance, and adherence among patients. They allow seamless communication with healthcare providers about various clinical and administrative aspects. Digital health tools that enable and strengthen PE include online patient portals, mobile health applications, wearable devices, remote monitoring devices, telehealth services, electronic health record (EHRs), other integrated tools, and medication adherence/reminder tools.

The patient engagement landscape has become increasingly complex as numerous vendors introduce communication-focused solutions. Some offer self-service configuration capabilities and Short Message Service gateways to manage specific channels. Others target administrative workflows, automating functions such as appointment reminders through EHR integration. Meanwhile, clinically oriented providers build disease-specific care journeys led by licensed healthcare professionals.

As a result, healthcare organizations often deploy tools tailored to individual patient interaction needs. Frost & Sullivan recognizes that this fragmented approach lacks cohesion, underscoring the importance

of implementing a unified communications platform. To address the full spectrum of patient engagement, solution providers must deliver comprehensive, integrated capabilities.

Artera: Revolutionizing Patient Communication with Unified, Multichannel Engagement

Founded in 2015 and headquartered in Santa Barbara, California, Artera is a software-as-a-service digital health leader redefining patient communications. The company distinguishes itself by enabling healthcare systems to consolidate communication strategies and unlocking new avenues for growth and leadership in the industry. Artera offers a platform that integrates across healthcare organizations' technology stacks, including EHRs and third-party vendors, to unify and streamline digital communications. This feature enables healthcare providers to engage patients through their preferred channels (e.g, texting, email, interactive voice response, and webchat) in over 109 languages.[1] Artera's solutions facilitate approximately 2.2 billion messages annually, reaching over 100 million patients.[2]

Seamless Integration and AI Adoption in Healthcare

> *"Artera streamlines patient communication by offering automated conversation workflows, a workflow library built on proven customer experiences, and tools for staff to engage patients directly. Dashboards and self-service reports provide actionable insights to refine communication strategies, improve best practices, and optimize overall performance."*
>
> *- Marcos Ainchil*
> *BPR Analyst*

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With 150 million annual application programming interface calls, Artera integrates harmoniously with healthcare systems, supporting outreach, intake, scheduling, payments, call-to-text, and marketplace functions. The platform simplifies artificial intelligence (AI) adoption, enabling organizations to convert deterministic workflows into autonomous text and voice agents.

For providers at different stages of AI integration, Artera offers Harmony co-pilots, which support staff with manual messaging powered by large language models (LLMs). These tools assist with translation, summarization, message classification, sentiment analysis, and spam detection, enhancing communication efficiency while maintaining human oversight.

Artera offers scalable AI-powered solutions tailored to different levels of automation in patient communication. Flows Agents enhance staff efficiency through deterministic pathways, conversational interfaces, and smooth read-and-write integrations, ensuring a structured and controlled approach with human oversight.

For fully autonomous operations, AI agents leverage existing workflows and integrations to deliver contextual and cost-effective interactions. These agents continuously improve through reinforcement

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[1] https://leadiq.com/c/artera/5a1d9d8d2300005a008d688b
[2] Ibid.

learning and maintain flexibility with a model-agnostic approach, supporting LLMs and system-to-system integrations.

Artera enables rapid deployment of AI-driven agents for administrative and clinical applications. Hundreds of customers already benefit from Flows Agents, which can transition seamlessly into inbound and outbound AI agents as needed, enhancing operational efficiency while maintaining adaptability in healthcare environments.

Artera's AI-powered agents streamline administrative and clinical workflows to enhance patient engagement and operational efficiency. The inbound AI agent functions as a virtual patient service representative, automating high-volume administrative tasks. It supports scheduling with an annual volume of 568 million interactions, password resets (184 million), billing inquiries (45.6 million), test result delivery (36.4 million), referral coordination (6 million), and prescription management (3.6 million).[3]

The outbound AI agent acts as a case navigator, optimizing clinical workflows by addressing care gaps (14.4 million cases annually), population health initiatives (13.2 million), post-discharge follow-ups (1.7 million), perioperative education (928,000), chronic disease management, and value-based care strategies.[4] These AI-driven solutions empower healthcare providers to enhance patient communication while reducing administrative burden.

Proven Market Impact and Financial Success

Key performance metrics reflect Artera's impact on patient communication and operational efficiency. The platform has reached over 100 million patients, streamlining engagement at scale.[5] By automating workflows and optimizing processes, organizations using Artera have achieved a 72% reduction in staff time, allowing teams to focus on higher-value interactions.[6]

Financial outcomes further highlight Artera's effectiveness, with an average of $1.6 million recouped per use case, demonstrating significant cost savings and revenue recovery.[7] Additionally, 98% of customers renew their engagement with Artera, underscoring the platform's value in improving patient communication and healthcare operations.[8]

Artera's virtual agents, supporting voice and text interactions, enhance patient access and streamline administrative workflows for over 900 provider organizations. These companies include specialty groups, Federally Qualified Health Centers (FQHCs), large Integrated Delivery Networks, and federal agencies.

By automating key front desk functions such as self-scheduling, intake, forms management, and billing, Artera's AI-driven solutions reduce administrative burdens, improve efficiency, and create a more seamless patient experience.

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[3] Frost & Sullivan's Best Practices Research Interview of Artera (March 2025)
[4] Ibid.
[5] https://artera.io/
[6] Ibid.
[7] Ibid.
[8] Ibid.

United Health Centers of the San Joaquin Valley Transforms Patient Communication with Artera

United Health Centers of the San Joaquin Valley (UHC), a FQHC, implemented Artera to enhance patient communication, reduce call center strain, and improve scheduling efficiency. Serving over 200,000 patients across more than 100 rural communities, UHC faced challenges, including labor-intensive scheduling, low appointment conversion rates, and limited rescheduling options.

By adopting Artera's conversational messaging, Call-to-Text, and Conversation Builder (Flows), UHC automated nearly 80% of patient interactions.[9] The rescheduling workflow played a key role in keeping patients engaged, strategically avoiding terms like "cancel" to encourage appointment retention.

This automation led to a 77% appointment success rate (more than double the previous 37% achieved through traditional phone calls).[10] Monthly patient management capacity increased by 220%, growing from 5,500 to 17,700 patients served through text.[11] Call abandonment rates dropped by three percentage points, and appointment bookings via text more than doubled, rising from 9% to 19%.[12]

With 99% of patients receiving responses within an hour, UHC has significantly enhanced the patient experience while optimizing staff efficiency.[13] The organization continues to expand its use of Artera, exploring additional features such as Referrals and Branded Messaging.

Empowering Teams with a Collaborative and Outcome-driven Approach

Artera empowers its organization by structuring teams around key principles that prioritize problem-solving, outcomes, and balanced expertise. The research and development framework integrates best practices from agile product development and insights from industry leaders to create a high-functioning environment.

> *"A problem-solving mindset drives product development, ensuring teams address customer needs rather than simply building requested features. By understanding customers' underlying challenges, Artera delivers meaningful solutions (rather than just adding functionality)."*
>
> *- Sagar Mukhekar*
> *Industry Analyst*

A problem-solving mindset drives product development, ensuring teams address customer needs rather than simply building requested features. By understanding customers' underlying challenges, Artera delivers meaningful solutions (rather than just adding functionality).

Outcome-driven development remains a core focus. Rather than measuring success by the number of features shipped, teams evaluate the long-term impact on customers, ensuring that delivered solutions contribute to user success and business stability.

To execute this vision effectively, Artera structures teams with expertise across engineering, product management, and design. The triad model (implemented at every level, from agile teams to executive

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[9] https://artera.io/resource/united-health-centers-of-the-san-joaquin-valley-leverages-artera-harmony-to-generate-new-appointments-and-drive-3m-in-revenue/
[10] Ibid.
[11] Ibid.
[12] Ibid.
[13] Ibid.

leadership) creates a balanced partnership between these disciplines. This structure prevents organizational silos and fosters collaboration across functions.

Each team operates autonomously, following iterative agile processes and aligning with company strategy. Ownership distribution minimizes dependencies, allowing teams to manage end-to-end responsibility for specific product areas. The organization remains relatively flat, with 80% of decision-making occurring from the bottom up.[14]

Artera continues refining this framework to ensure teams remain empowered, adaptable, and aligned with the company's long-term objectives.

Conclusion

Artera stands out as a transformative force in the patient engagement platforms and solutions industry. Its artificial intelligence-powered, multichannel communication platform drives measurable improvements in operational efficiency, staff productivity, and patient outcomes. By delivering scalable, automated solutions that enhance both administrative and clinical workflows, Artera empowers healthcare organizations to improve access, reduce burdens, and drive value-based care. Its proven market impact, rapid customer adoption, and continuous product innovation solidify its leadership position.

With its strong overall performance, Artera earns Frost & Sullivan's 2025 North American Technology Innovation Leadership Recognition in the patient engagement platforms and solutions industry.

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[14] Frost & Sullivan's Best Practices Research Interview of Artera (March 2025)

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, 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: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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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 Generator™

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

Learn more.

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:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)