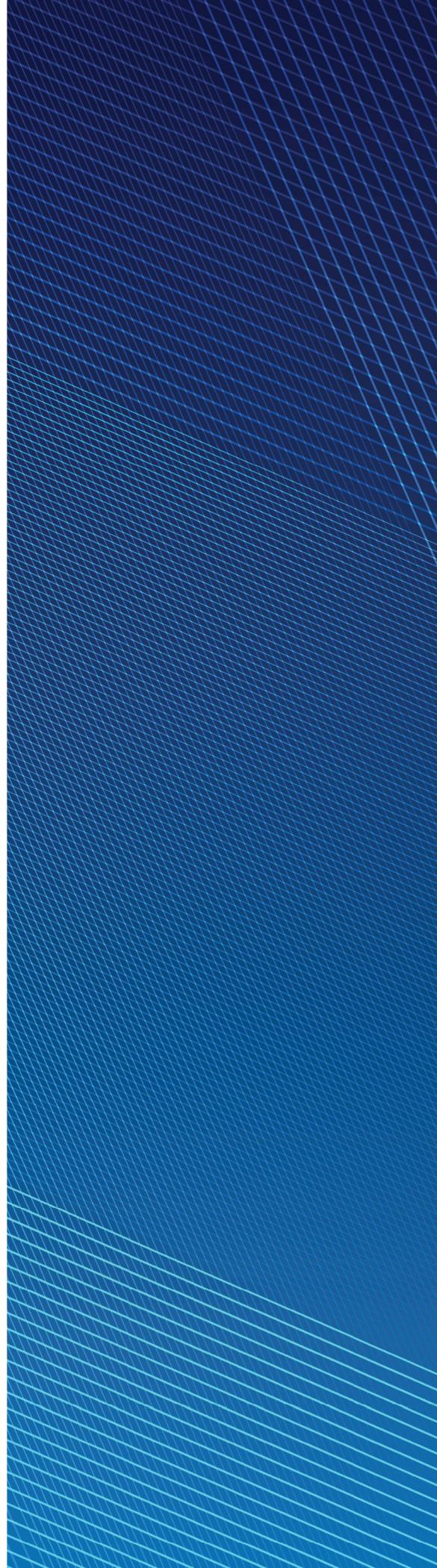


VIZZIA TECHNOLOGIES RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the North American
real-time location systems 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. Vizzia Technologies excels in many of the criteria in the real-time location systems (RTLS) space.

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

Vizzia Technologies’ Business is Based on Hospitals’ Significant Unmet Need

Founded in 2005, Atlanta-based Vizzia Technologies derives its name from the word visibility because the company provides hospitals with visibility into their medical devices.

During a typical day, hospitals have hundreds or even thousands of mobile medical devices moving within their facilities (i.e., floors, elevators, maintenance departments, emergency rooms, and patient rooms). Over time, healthcare professionals and asset management teams lose track of these medical devices and continue to order more than what is needed.

“Growth opportunity for RTLS is significant within the acute care segment as hospitals continue to expand by increasing their bed count and operations, developing outpatient centers, and participating in mergers and acquisitions. Vizzia is well positioned to capture this significant growth opportunity.”

**- Bhaskar Vittal,
Industry Principal**

Built from the ground up, Vizzia solves the problems of hospitals’ medical asset management. Medical devices continue to increase in number and sophistication, thus becoming a challenge for hospitals to optimize mobile medical equipment (MME) on their own, without spending significant resources. Even when hospitals want to spend resources, process optimization is not guaranteed.

Vizzia helps hospitals with their MME using real-time location systems (RTLS) technology. Sensors are attached to medical devices so they can be tracked in

real time. Hospitals, therefore, can locate medical devices quickly, saving time, optimizing spending on medical devices, diverting valuable resources to critical areas of need, and reducing workforce fatigue.

Leadership Focus on Acute Care Settings

Vizzia's leadership team is focused on providing RTLS solutions to hospitals, including asset management, contact tracing, environmental monitoring, hand hygiene compliance, hospital wayfinding, and patient workflow solutions. Growth opportunity for RTLS is significant within the acute care segment as hospitals continue to expand by increasing their bed count and operations, developing outpatient centers, and participating in mergers and acquisitions. Vizzia is well positioned to capture this significant growth opportunity.

"Vizzia enjoys strong brand equity as a leading provider of RTLS solutions to healthcare facilities and is the only company that offers an end-to-end value chain proposition in the RTLS industry. The company provides hardware, software, and support services, making it a one-stop-shop provider for hospitals' asset management needs."

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Vizzia wins new clients by focusing on the hospital segment. For instance, in September 2022, Children's Healthcare of Atlanta selected Vizzia's RTLS solution for an existing and new medical facility. This win for Vizzia to provide an RTLS solution came after an extensive two-year national evaluation process conducted by the hospital.

Exceptional Financial Performance

Vizzia's revenues increased significantly by 40% in 2022, compared to 2021, which is the highest among its competitors. In addition, the company retained

more than 95% of its client base in 2022, which is again the highest in the US RTLS industry. The company is expected to continue to do well in 2023, with quite a few client wins.

Apart from the Children's Healthcare of Atlanta win, Vizzia was selected to deploy its RTLS solution for other healthcare projects, such as Marcus Tower at Piedmont Healthcare, a \$603 million 16-story hospital with 408 beds, and Correll Pavilion at Grady Health System, a \$227 million 10-story surgical services center.

Continued business wins provide Vizzia with revenue visibility and a strong brand image among customers. Vizzia's contracts with hospitals typically run for 5 years, providing the company with recurring revenue and the opportunity to upscale its business contracts.

Strong Brand Equity

Vizzia enjoys strong brand equity as a leading provider of RTLS solutions to healthcare facilities and is the only company that offers an end-to-end value chain proposition in the RTLS industry. The company provides hardware, software, and support services, making it a one-stop-shop provider for hospitals' asset management needs.

Hospitals view Vizzia positively because they only need to collaborate with one vendor in case of any service requirements, rather than reaching out to different software, hardware, and support service vendors, which can be time consuming and inefficient. Another important feature of Vizzia's unique value

proposition is that it is hardware agnostic and can hook up any sensors when deploying its RTLS technology.

Customers Proudly Own Vizzia's RTLS Solutions

Vizzia's RTLS technology helps hospitals with their MME and provides actionable data for hospitals' asset management teams. For example, the company provides management teams with automated detailed reporting on precise medical asset mapping. Additional features include instant notifications and customizable settings.

Actionable data helps hospitals' asset management teams assess device utilization before making purchasing decisions. Other areas where data is used include movement of medical devices within hospital departments based on use patterns, device service, and device replacement. For instance, a 350-bed hospital in the United States using Vizzia's RTLS technology increased its medical device utilization by 75%, resulting in reduced capital expenditure, optimized medical device fleets, and significantly reduced device location time. In addition, the hospital met its primary goal of saving resources, with annual cost savings of about \$0.5 million and a time savings of 255,000 hours.

Vizzia's Customer Service Is Unique

Vizzia follows a precise methodology when it comes to customer service. For Vizzia, customer service starts during the initial discussion, rather than when customers purchase the RTLS solution. As a first step, Vizzia tries to understand customers' exact requirements before recommending appropriate solutions and platforms. Once both companies agree, the software and hardware components are installed, and relevant hospital staff are trained before the service is launched.

Vizzia's customer service is unique because company professionals conduct on-site visits every week to understand and solve customers' clinical needs.

Conclusion

With its continued business focus on the hospital segment, Vizzia successfully deploys its RTLS technology to customers. The company's core business focus is within the acute care hospital segment, addressing the unmet need of managing medical device assets. The company exhibited strong revenue growth in 2022, with significant client wins and a high client retention rate. Strong brand equity, business value proposition, and customer service centered on clients' needs are expected to drive Vizzia's RTLS business in the future.

With its strong overall performance, Vizzia Technologies earns Frost & Sullivan's 2023 North American Company of the Year Award in the RTLS industry.

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

