

2007 Frost & Sullivan

Innovation and Growth Strategy Leadership of the Year Award

Award Recipient: Aerotel Medical Systems

2007

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of the Year Award**AWARD DESCRIPTION**

The Frost & Sullivan Award for Innovation and Growth Strategy Leadership of the Year is presented to the company that has demonstrated an exceptional growth strategy within the industry.

RESEARCH METHODOLOGY

A recipient is chosen to receive the Frost & Sullivan Award for Innovation and Growth Strategy Leadership of the Year based on specific criteria. Through primary and secondary research methods, all companies' market revenues are tracked and those exhibiting significant growth are noted for their innovation and strategy implementation. Revenues are then compared year to year to monitor growth patterns. When a company continues to show high growth rates, it is a candidate for the Frost & Sullivan Award Innovation and Growth Strategy Leadership of the Year.

MEASUREMENT CRITERIA

This Award is given to the company that has bolstered their position in the market during the base year and whose strategy will have a lasting impact on the market. The Award criteria is based on the following:

- Ability to grow in a saturated or maturing market
- Implementing a unique sales strategy
- Technological innovation and leadership
- Discovering new venues for an established product
- Effective Internet strategy
- Strategic mergers, acquisitions, or joint ventures to penetrate new markets
- Reorganization structured around growth strategy

**Company Overview**

Aerotel Medical Systems is a leading company, specializing in the manufacturing of products and devices used in home care and telecardiology. Aerotel Ltd, the parent company, identified the growing importance of home care and remote patient monitoring devices and thus in 1985, Aerotel Medical Systems was established. Since then, it has been considered as a leading vendor in the field of remote patient monitoring. Technically advanced and yet cost effective, it has customers across the globe from China to USA and Australia to Canada, indicating the worldwide popularity of the company.

Product Portfolio

Aerotel takes pride in offering a complete portfolio of solutions for remote cardiology monitoring and multi parameter monitoring. Its products for remote cardiology monitoring is the "Heartline ECG Monitoring" comprising of 1 -12 lead devices for remote management of diseases. The value measured is then transmitted to an ECG Receiving station where it is stored against the patients' record. Primarily used by patient who have had cardiac surgery and require monitoring without having to stay for long periods in the hospital, these devices are very compact and handy. Keeping in mind the incapacities of a post-operative patient, the devices have been manufactured to be user-friendly and uncomplicated.

It understands the growing need for monitoring elderly patients and rising incidence of chronic disabilities such as diabetes, Chronic Obstructive Pulmonary Disorders and caters to the market needs by manufacturing world class products, using state of the art technology. In this regard, its latest offerings in the field of home care include the Tele-CliniQ which is a multi parameter acquisition device for personal purposes. This product monitors various medical parameters such as blood glucose, SPO2, weight, blood pressure, ECG and Respiratory Peak flow and transmits these values to the receiving station. The product is designed keeping the elderly and physically challenged in mind and are extremely easy to use. Primarily "plug and play" systems, these solutions play a very important role in improving the quality of life of the patient. These systems are essentially "add on" systems and their features can be enhanced by simply adding on more devices to the basic system. By ensuring interoperability between systems and designing such "add ons" it has greatly improved the care offered to the patient. The patient has to simply push a single button and the device starts

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the entire process of activating the reading, measuring the value and transmitting it to the MPM centre. As these products primarily cater to the elderly population, there is a high probability of occurrence of human error and therefore to minimize this, it has made the entire process automatic while being user friendly at the same time.

Technology driven products:

Technology is a key differentiator that determines the acceptance of a product in the industry. Aerotel has succeeded in making technology its forte, thereby ensuring its success in the remote patient monitoring industry. Consequently, its products are reviewed continuously, to bring about changes that enhance the quality of life of the patients to a great extent. It analyzes its products twice a year and updates its technology releasing new versions of the software every step along the way.

The company uses the SMD technology as it comprehends the need for miniature sized devices that measure and transmit reliable information. This proprietary technology used in its telecardiology range of products and software conforms to high standards. The company uses automation to assemble its electronic circuitry thus minimizing human errors and ensuring that products are of superior standard and quality. Quality is of prime concern and importance and its technological advancements uphold stringent quality considerations.

The values obtained are transmitted using both conventional as well modern techniques. The parameters are sent via traditional telephone lines or through blue tooth. The latest developments in this field include transmission of values via a Local Area Network wherever applicable. Connectivity is an important issue in transmission of information. Despite advances in technology, wireless technology has not permeated throughout Western Europe and several regions still use wired lines. Making its devices compatible to both wireless and wired technology has broadened the horizon for its products assuring it a greater acceptance amongst the end users.

It has accurately identified the rise in the number of people with respiratory disorders requiring "continuous monitoring" and offers products that can perform the same. Not designed for emergency purposes, these devices can be used for monitoring conditions such as "sleep apnea".

There are an increasing number of people using the internet for healthcare purposes and a growing number of homes in

Europe are having broadband connections. Keeping with these advancements happening throughout the world, the company has begun offering Web Training and Web Tools to customers and patients. Its MPM Net Systems offers users to display information on the web. This is at no cost to security as such systems have been designed to be "read only" systems and no changes can be made in the same.

In the past year, it has further improved its Heartline software and increased data size available per patient so as to incorporate more patient information and has also intensified its focus on the home care systems. Wireless technology, using of LAN technology and continuous monitoring are just some of the user friendly features that have been added to develop its products while enhancing the quality of life of the patient.

Innovation: The Company's forte

Innovation is a decisive factor for a company's products to gain widespread acceptance. Aerotel comprehends the importance of innovation and consistently excels in innovating technology and manufacturing innovative products. It offers innovative solutions for the mobile and wireless sectors to facilitate people in leading a comfortable life. Along with improving technology and taking it to the next level, it also outshines as a vendor of pioneering products in the telemedicine and telecare markets. Its innovative products are developed for people of different chronological ages ranging from the neonate to the elderly. Its wearable alarm and emergency communication device called SKeeper™ has also acquired accolades from its customers. Developed by Tadiran Life Care, which was recently acquired by Aerotel, this device allows the patient to immediately get in touch with their relatives, closed ones or with a tele-assistance helper who is on call 24 X 7. It is now finding an increasing acceptance amongst tele-assistance and mobile service providers globally.

Its product HeartOne™ for kids is a mobile trans-telephonic ECG monitor. Its compact size makes it very convenient to be easily carried in the hand or in the child's pocket. The HeartOne™ for kids, specially designed for children that can transmit the ECG to the monitoring centre from where it is transmitted to the specialist's office. The specialist can then interpret the signal and alert the children and parents if necessary, thus saving the family a redundant trip to the doctor's office.

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Customer Satisfaction- Key to success

Aerotel acknowledges that keeping customers happy and satisfied is the best indicator of success in this industry. Its customers span the entire globe and keep increasing in number.

Even in Europe where reimbursement is a big challenge, it has obtained the approval and appreciation of several members in the medical fraternity. It currently has operations in Italy, France, Turkey and Holland and plans to further open offices in Germany and Spain in the near future. The company has initiated a key home care pilot system in Spain and is looking at further developing the market there.

Mergers & Acquisitions- Order of the day

Mergers and acquisitions have become an integral part of growth and success in the healthcare industry today. Aerotel recognizes the importance and advantages in partnering with other key players in the market. Its partnership with leading telemedicine service provider in Italy, Telbios while complementing its own services has helped to reinforce its position in Europe. Through this alliance, Telbios will exclusively market and distribute Aerotel's products in Italy. This alliance has further reinforced its stance in the Italy market which was already its stronghold.

It has also recently acquired the Tadiran Life Care Division from the parent company, Tadiran SpectraLink. Tadiran is a leading provider of wireless solutions and integrating of its solutions with Aerotel's products will result in the best combination of innovative solutions and state of the art products. This acquisition of Tadiran will further expand Aerotel's product portfolio and help it to serve its clientele better.

Conclusion

Aerotel provides a technologically advanced and affordable solution to several patients affected by chronic disabilities. Its state of the art products and unique and patented technology has earned it a well deserved appreciation from clients and the medical fraternity. For its technologically innovative and user friendly products together with its effective marketing strategy in the cardiology and home care market, Frost & Sullivan confer upon Aerotel the "2007 Frost & Sullivan Innovation and Growth Strategy Leadership of the Year Award".

The following chart shows the factors contributing to the growth and success of the company in the European Market.