

Powering the Future  
of Healthcare ▶



# Medical Technology

Leveraging a design-driven approach  
and agile methodologies to help deliver  
better and faster patient outcomes



[www.citiustech.com](http://www.citiustech.com)

## Who we are

As a strategic partner to some of the world's largest healthcare and life sciences organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem.



Gartner



healthcare  
innovation  
PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION

CitiusTech is uniquely positioned to address complex MedTech industry challenges, accelerate digital innovation, drive rapid adoption of value-based care models, enhance patient engagement and empower healthcare organizations to deliver better care.

**2,800+**

Engineering & QA  
professionals

**30+**

Healthcare  
technology clients

**400+**

Medical  
imaging experts

**4.5/5**


Client satisfaction  
score

## Transforming & Modernizing MedTech products

Medtech companies worldwide are shifting their focus from products to connected care and integrated solutions.

Our 2,800+ strong engineering team delivers best-in-class technology expertise, 200+ pre-built accelerators and specialized solutions across complex industry needs – connected health, patient and physician engagement, AI-assisted health, predictive analytics, SaMD / digital therapeutics, and process transformation.

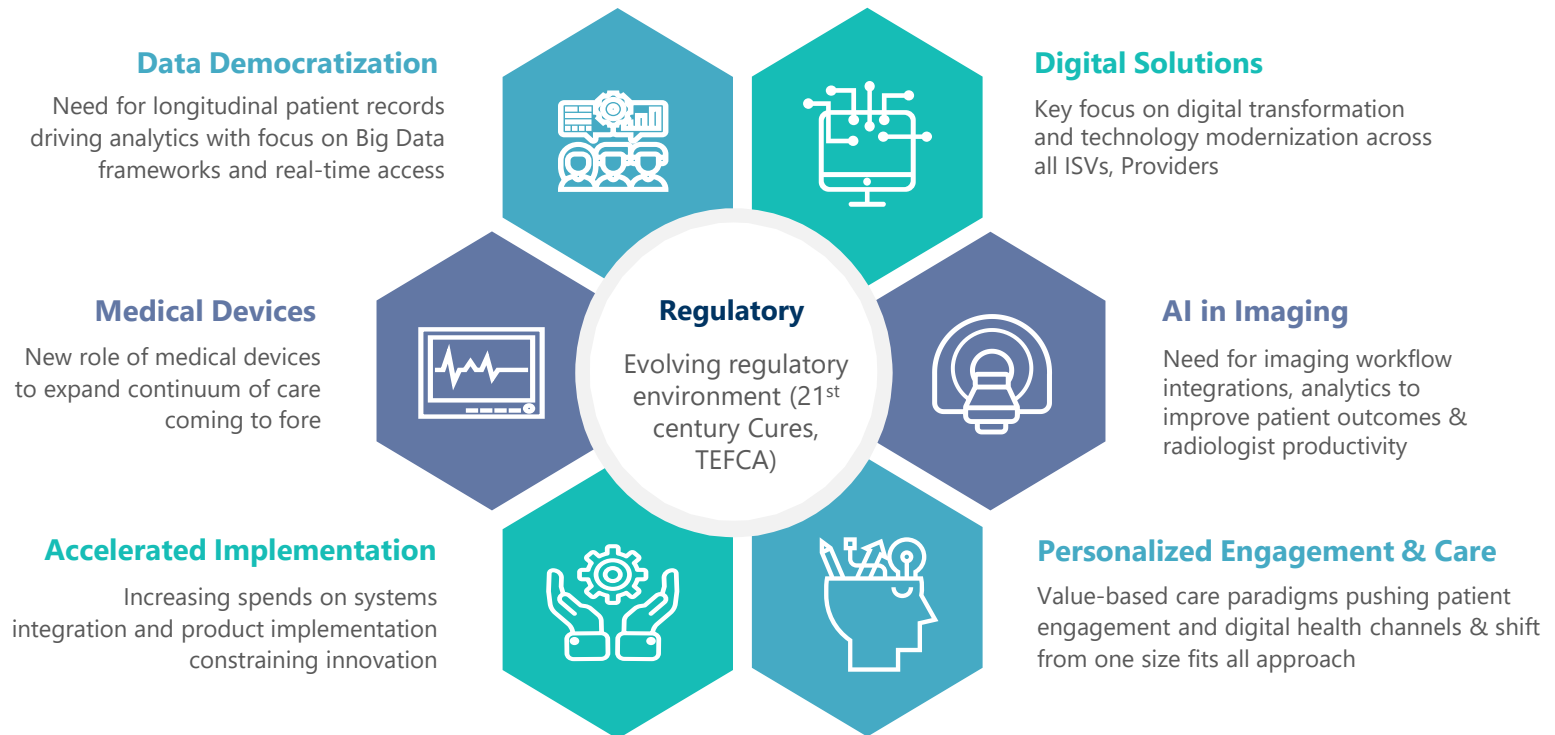
As a trusted customer partner, we leverage proven agile development methodologies, DevOps / DevSecOps practices, and human-centered design approaches to redesign, modernize, and Cloud-enable product portfolios.



CitiusTech services and solutions are leveraged by **the world's top 15 healthcare IT companies**

# Key MedTech Industry Trends

Multiple digital trends have accelerated due to COVID, an aging healthcare infrastructure and the need to optimize care delivery and consumer experience, while lowering costs and physician burnout



# Why global MedTech leaders choose CitiusTech

With 100% focus on healthcare, we are uniquely positioned to provide design-driven, agile engineering services for medtech companies



## Best-in-class product engineering

Human-centered approach to designing and developing medtech & digital products



## Pureplay healthcare focus

Deep healthcare expertise - SMEs, innovation labs and clinically inclined UX teams



## Technology partnerships

Rich experience across full-stack and Cloud, with strong partnerships – Microsoft, AWS, GCP, IBM, Red Hat and more



## Utilities & accelerators

Ability to accelerate and scale value within engineering projects using pre-built, proprietary tools, utilities and accelerators



## Quality & regulatory expertise

In-depth understanding of HIPAA, GDPR, CMS, ONC, FDA, ISO and public health domain



## Delivery excellence

16 years of large multi-year deals, for large healthcare clients with industry-leading NPS

**30+**

MedTech clients

**350+**

Interoperability experts

**100+**

Dig. transformation projects

**250+**

Medical device professionals

**100+**

Consulting engagements

**300+**

Medical imaging experts

**250+**

Managed services & support

**400+**

Health Cloud professionals

# Accelerated next-gen offerings

We cater to the digital transformation needs of a diverse set of medical technology companies.

## Industry Solutions



**Digital Transformation**



**Medical Imaging**



**Modern Data Engineering**



**Systems Integration**



**Medical Devices**



**Patient / Physician Engagement**

## Core Services



**Product Engineering**



**Interoperability & Integration**



**Data Management**



**QA & Automation**



**Sustenance & Serviceability**



**Data Science & AI**

### Healthcare Consulting

- Regulatory consulting
- Cloud readiness & migration
- IT assessment & roadmap
- Business advisory
- Product management
- Workflow optimization

### Products & Accelerators

**PERFORM+ Connect**  
FHIR Enablement

**Data-delD**  
Data de-id

**PERFORM+ DataScale**  
Data Management

**CIX**  
NLP extraction

**MLOps**  
Fast evolving AI



## Accelerated next-gen offerings: Industry solutions

With our packaged solutions, we work with the world's largest medical technology organizations to drive their strategic, long term technology initiatives.

### Industry Solutions



#### Digital Transformation

- Product engineering
- User Experience (UX), user journeys
- Cloud digital platforms
- DevOps & automation



#### Medical Imaging

- RIS/PACS integration & dev
- Patient engagement
- Cloud VNA / PACS
- AI-assisted radiology
- Imaging CoE



#### Modern Data Engineering

- Data modernization using FAST+
- Cloud based EDW & Data Lake development
- Data quality, mapping and deidentification



#### Systems Integration

- ISV, IOT & Device integration / interop
- Implementation and Support
- HL7, FHIR, API interface management



#### Medical Devices

- SaMD development, device recall solutions & regulatory journey
- Predictive analytics
- Intelligent Adaptive Monitoring



#### Patient / Physician Engagement

- Digital health and SaMDs
- Patient services / patient portals
- CDS & Longitudinal Patient Record



## Accelerated next-gen offerings: Core services

We offer best-in-class digital & product engineering, data, analytics and AI capabilities to help redesign, modernize and Cloud-enable medtech products.

### Core Services



#### Product Engineering

- Full-stack, Java, .NET, web development
- Cloud Engineering & migration
- Mobile app dev. – hybrid and native
- UX design services



#### Interoperability & Integration

- Interfaces development - HL7, FHIR, DICOM, EDI
- Edge computing gateways
- Error monitoring, interface management



#### Data Management

- Modelling & MDM services
- Enterprise data lake & sandbox development
- EDW managed services & analytics
- Data security & governance



#### QA & Automation

- QA Automation & Shift-Left testing
- Multi-platform and cross-browser testing
- Performance, security testing
- DevSecOps + CI/CD pipeline
- RPA automation



#### Sustenance & Serviceability

- L1-L4 24/7 app monitoring & support
- Health IT Implementation services
- On-prem & Cloud infrastructure support
- Managed Services models – upgrades, certifications



#### Data Science & AI

- Data Science consulting
- Model development & validation
- Model operationalization / productization
- Data Science / AI CoE enablement

# Suite of Accelerators for Clinical & Operational Excellence



## Interoperability

**PERFORM+ Connect:** FHIR-based solution to comply with CMS' interop rule and accelerate FHIR adoption

**FHIR Adapters:** Transformation tool for generic conversions between EDI / HL7 to FHIR and vice-versa

**Data quality and monitoring:** Through seamless integration with existing systems, prebuilt KPIs and integrated dashboards



## Data Engineering

**PERFORM+ DataScale:** Aggregate, process and standardize structured & unstructured datasets

**Healthcare Data Models:** For clinical, claims, operations and managed care

**Data Quality Rules Library:** Library of 1,500+ rules

**IoT Device Platform Framework:** Data ingestion, enrichment & processing



## Cloud Engineering

**Microservice Starter Kit:** Rapid development and deployment of microservices

**Azure FHIR Starter Kit:** Quick setup of the FHIR platform – data ingestion & transformation pipeline

**Terraform IaaS Library:** Ready-to-use templates across all major cloud providers

**Auto ML Environment:** Auto spin up machine learning training infra



## Data Science

**CIX:** Extract and standardize clinical information from varied data type

**Smart Data De-identifier:** PHI de-identification, intelligent search, etc.

**MLOps:** Integrate models with existing processes

**Intelligent Adaptive Monitoring:** AI-based remote monitoring technology for patients & devices



## DevOps & RPA

**Core Resource Dashboard:** Monitor key metrics in real time and alerts in case of breaches

**Advance DevOps Framework:** Automation of the entire application deployment life cycle

**SMART RPA Framework:** Enable standardization in RPA development lifecycle

# Accelerating digital innovation, convergence & transformation



## Success Stories

**\$1.3Mn**

*Savings through Cloud adoption for leading health & wellness provider*

**1500+**

*Legacy databases / tech. modernized and consolidated for renal care leader*

**15+**

*EHRs integrated (EPIC, Allscripts, Cerner, GE, etc.) for leading EHR platform service provider*

**~85%**

*Reduction in time spent in healthcare provider workflows for specialized EHR company*

**12k+**

*Device integration with IoT platform for remote monitoring & mgmt. for a Fortune 500 company*

**80-90%**

*Savings in time & effort using Process Automation, for leading RCM company*

## Success Stories: Long-term, High Value Relationships with Leading MedTech & Life Sciences Organizations



### Global Leader in Medical Imaging Solutions

12+ year relationship

- **Preferred global partner**
- **Product engineering** - medical imaging, mobile, dose management and patient data analysis (AI/ML)
- **Multiple models - End-to-end** program management, blended teams, strategic staffing
- Product **integration & migration**



### Leading Provider of Renal Care Solutions

11+ year relationship

- **Digital transformation** / application modernization, development & QA
- **Next-gen application development** and long-term support
- **Enterprise data warehousing** for eligibility, claims, referral data, etc.
- Set up QA center of excellence



### Leading Global Biotech Company

3+ year relationship

- **AI Engineering** - Custom AI/ML scientific collaboration platform to create, share and refine healthcare data models
- **Cloud-native** platform – leveraging AWS infrastructure
- Actively used by 2000+ **data scientists** for AI/ML model development in areas like medical oncology

## About CitiusTech

With 6,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem.

We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

**100%**  
healthcare focus

**130+**  
healthcare clients

**50M+**  
lives touched

**4.5/5**  
client satisfaction score

**\$340M+**  
worldwide revenue

## Key Contacts



### **Dhaval Shah**

Exec. Vice President  
Healthcare Technology  
CitiusTech

20+ years of experience in healthcare technology, spanning various domains including healthcare interoperability and enterprise application architecture. At CitiusTech, Dhaval heads strategic partnership management for large healthcare organizations.

Prior to CitiusTech, Dhaval worked with leading healthcare organizations and across multiple technology and business-focused roles.

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### **Shujah Dasgupta**

Asst. Vice President  
Healthcare Technology  
CitiusTech

15+ years of experience in developing and designing healthcare products. Leads Interoperability and Imaging practice at CitiusTech.

Shujah has driven multiple digital and product engineering engagements at CitiusTech, including managing large programs, setting up the medical imaging consulting practice, managing strategic customers and driving new business development.

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