



CitiusTech Recognized for

2021

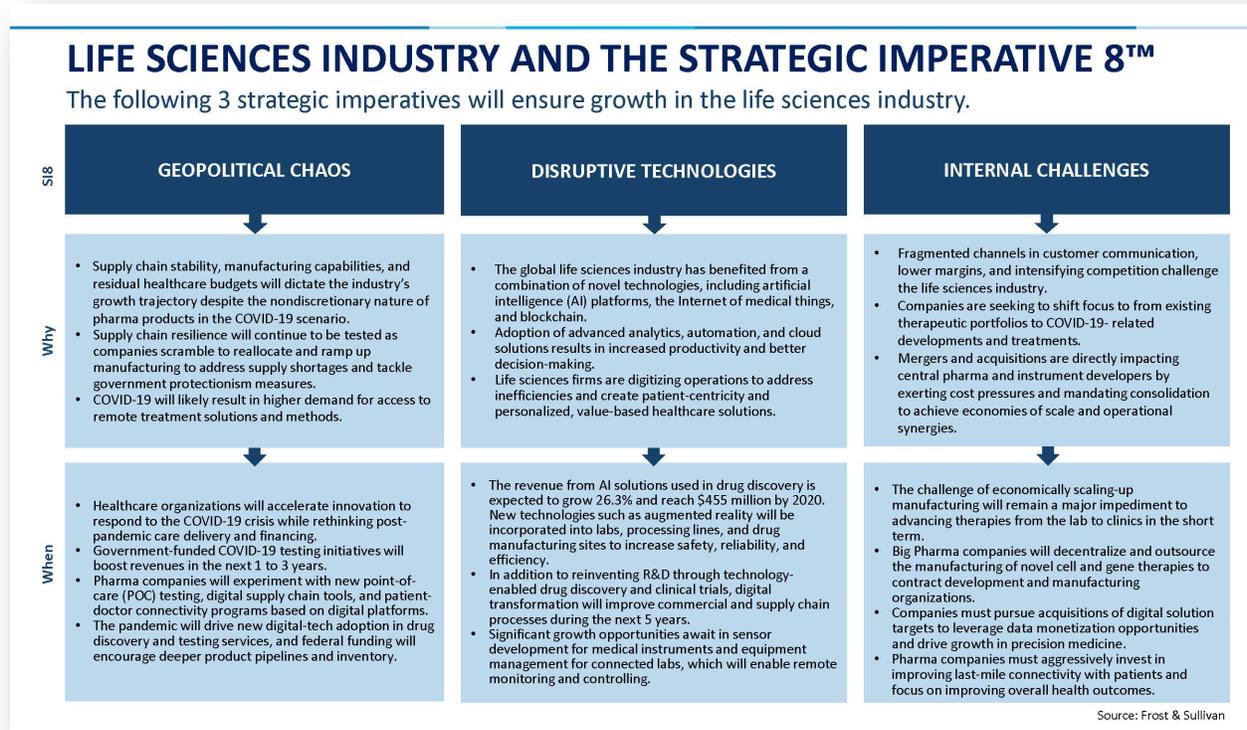
Customer Value Leadership

Global Digital Transformation Service
Provider for Life Sciences Industry

Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the life sciences industry: geopolitical chaos, disruptive technologies, and internal challenges. Every company that is competing in the life sciences space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of CitiusTech is a reflection of how well it is performing against the backdrop of these imperatives.



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 companies. CitiusTech excels in many of the criteria in the digital transformation service provider for the life sciences space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Established in 2005, New Jersey-based CitiusTech provides technology-enabled solutions and services to healthcare and life sciences organizations globally across four business verticals: Life Sciences, Medical Technology, Providers, and Health Plans. It serves customers spanning the digital health ecosystem, including big pharma and biotech, contract clinical research organizations (CROs), medical device companies, payers, and providers, through geographically strategic located offices, across the United States, Europe, South East Asia and the Middle East.

The healthcare technology specialist has earned a sterling reputation supporting customers’ evolving digital transformation strategies through the years. CitiusTech employs more than 4,000 healthcare technology professionals worldwide, with engineers and certified Health Level Seven International/ Fast Healthcare Interoperability Resources (known as HL7/FHIR) specialists comprising above 50% of its workforce, 3,500 and over 500 respectively.

“The company deploys advanced product engineering, data management, and data science offerings to drive artificial intelligence (AI)-enabled innovation for evidence-based solutions. An unmatched IT specialist team, i.e., over 4,000, secures bolstered efficiencies throughout the life sciences clinical value chain, from R&D activities to multi-channel marketing, across specialties, e.g., oncology, nephrology, diabetes, and orthopedics, a unique industry value proposition.”

- Norma Vela, Best Practices Research Team Leader

The company reports \$205 million in revenues in 2019, with a compound annual growth rate of 25% over the last five years. While relatively new, the life sciences business is CitiusTech’s fastest-growing market, approximately 90% year-on-year and the mature medical technology market comprises 40% of its total revenue.

CitiusTech: Healthcare Technology Specialist

The 3Vs of Big Data, volume, velocity, and variety, will soon reach zettabyte and yottabyte levels, with the healthcare industry creating more than 2 exabytes of medical data per day.¹

¹ Global Healthcare Cloud Computing Market, Forecast to 2023 (Frost & Sullivan, Jan 2020)

As it moves towards digitization and automation, life science and medical technology companies progressively seek digital vendors to optimize complex research and development (R&D) processes with commercial and regulated workloads. Historically, however, big pharmaceutical and biotech, CROs, and medical device companies engage with various information technologies (IT) companies and, consequently, systems, often leading to informational silos resulting in suboptimal performance and functional outcomes.

Unlike most competitors, CitiusTech built itself as a tech-enabled healthcare solution expert since its inception. Over the years, CitiusTech developed and deployed advanced product engineering, data management, and data science offerings to drive artificial intelligence (AI)-enabled innovation for evidence-based solutions in the provider and payer segment. That experience and understanding of clinical data for payers and providers is what CitiusTech leverages for providing Real World Outcomes and Digital Solutions to the Lifesciences companies. An unmatched IT specialist team, i.e., over 4,000, secures bolstered efficiencies throughout the life sciences clinical value chain, from R&D activities to multi-channel marketing, across specialties, e.g., oncology, nephrology, diabetes, and orthopedics, a unique industry value proposition.

Backed by extensive industry-domain knowledge and expertise, CitiusTech works closely with pharmaceutical, biotechnology, CROs, and medical device companies, forging strong, close relationships with its clients, on average spanning four to seven years. It develops integrated customer-driven solutions, accelerating digital initiatives and innovation with distinct value and superior support. The company conforms to global security, privacy, and regulatory standards such as a Quality Management System Standards ISO 13485:2016 and ISO 9001:2015, HITRUST CSF[®], National Committee for Quality Assurance, GDPR, and HIPAA.

Trusted Digital Innovation Partner

Navigating, aggregating, and synthesizing data, e.g., clinical, financial, genomic, imaging, and operational, is imperative for evidence-based strategies. Digital solutions must align to dynamic performance needs and capabilities across the global clinical trial landscape and innovation ecosystem, deriving meaningful insights to drive cost-effective R&D activities.

CitiusTech designs best-in-class digital solutions to systematically advance its customers' outcomes-based analytics, leveraging next-generation technologies, real-world intelligence, and management consulting. The company employs a modular technology and service approach to fulfill customers' needs, harnessing Cloud, Big Data et al to design enterprise applications at scale across service verticals. Technology Proficiencies, Technology Platforms, and Management Consulting are CitiusTech's main building blocks for its extensive technology and service suite offering.

CitiusTech Capabilities

 Proficiencies	 Platforms	 Mgmt. Consulting
<p>Healthcare Engineering Architecture Design Development Testing DevOps Mobile Cloud</p> <p>Data Management Interoperability FHIR Solutions EDW Big Data Security Governance</p> <p>Performance Management Performance Management Tools CQMs BI / Analytics</p> <p>Data Science & Consulting AI/ML Embedded Intelligence Model Operationalization</p>	<p>FAST+ - FHIR / Interop FHIR API Library Smart on FHIR Parsers & Servers Consent Mgmt.</p> <p>SCORE+ - HEDIS / VBC Gap Closure Clinical Quality Chase Intelligence Daily Runs</p> <p>H-Scale – Data Accelerators Data Framework Data Pipeline Interop & Quality Monitor</p> <p>BI-Clinical – BI and Analytics 700+ KPIs BIC-RMM BIC-Audit 360 HEDIS STAR ACO</p> <p>Mecitiv – Data Science Predictive Analytics AI & ML</p>	<p>Strategy Strategic Planning Program & Project Mgmt. Interim Mgmt. Staffing Change Mgmt.</p> <p>Operations Business Process Optimization Workflow / Staffing Analysis Compliance and Regulatory Affairs</p> <p>Information Technology Systems Implementation & Optimization System & Vendor Selection Technology Assessments & Roadmaps</p> <p> A CitiusTech Company</p>
<p>CitiusTech 's Proficiencies, Platforms & Management Consulting capabilities enable us to provide significant domain and technology expertise and accelerate our client engagements</p>		



“CitiusTech enables pharma and biotech, CROs, and medical device companies to execute data-driven, outcomes-based digital initiatives and innovations, saving time, money, and hassles.”

- Norma Vela, Best Practices Research Team Leader

The company’s concerted efforts with other industry-leading technology vendors further streamline development and implementation processes, offering customers seamless, integrated, interoperable solutions. For instance, the company partners with the top cloud providers, e.g., Amazon Web Services (AWS), Microsoft Azure, Google Cloud, and IBM, niche specialized IT companies like Redox and Linguamatics, and enterprise IT solution providers, e.g., IBM, Microsoft, and RedHat.

CitiusTech consistently reports a net promoter score in the mid-to-high-60s (currently at 69), a remarkable achievement for healthcare technology organizations, and a proven metric in the business world measuring customer satisfaction and predicting growth.

Digital Transformation, Accelerated Innovation

The life sciences industry is in a state of flux. Companies manage agile innovation cycles and stringent regulatory requirements to stand out in an increasingly competitive value-driven landscape. CitiusTech enables pharma and biotech, CROs, and medical device companies to execute data-driven, outcomes-based digital initiatives and innovations, saving time, money, and hassles. Its data science and artificial intelligence proficiency further transform the client’s experience, integrating workflows successfully and driving health outcomes and business operations excellence.

“Data is the new currency for pharma and life sciences today. Companies need to leverage complex Real-World Data including clinical, claims, genomics and imaging data, both within and outside their firewall. We [CitiusTech] are enabling these organizations to not just transform and govern their vast data ecosystems, but also use next-generation analytics technologies to derive powerful insights and positively impact outcomes.”

-Shreejit Nair, Senior Vice President, Life Sciences, CitiusTech

Despite its expertise in building end-to-end solutions, the company typically supports customers in applications spanning the life sciences clinical value chain. It assists in their digital transformation roadmap step-by-step, working alongside clients in their work environment, behind their firewall, in their infrastructure. Life sciences recent engagements include:

Scientific Collaboration Portal for Leading Biotechnology Company – The client, a global biotechnology corporation, encouraged its team of over 500 data scientists to work in a more integrative way with healthcare providers, government organizations, scientific communities, and other research communities. Communicating and sharing existing research assets and collaborating on new scientific research with other stakeholders would help the team achieve faster time to market and fuller impact on addressing challenges and trends in oncology. Given the complexities in such an initiative, the client embarked on a journey to build a platform that completely met their needs. CitiusTech helped the client build an all-in-one platform to create, share and refine data models which are high scalable and have over 99.5% availability. The platform features deep data search, discussion forums and data repository with versioning. Faster data model training meant a quicker time to market for the client. Currently, over 2,000 data scientists engage on the platform working together on large training model datasets in medical oncology.

Working with a Global Bio-Pharma Leader – CitiusTech’s relationship with this Bio-Pharma leader started about three years ago. CitiusTech embarked the client on its digital transformation journey by moving the legacy systems to the cloud, subsequently creating the clinical data infrastructure, and leveraging it to build disease models for patients with epilepsy as a spin-off. The scalable clinical decision support (CDS) system determines optimal treatment pathways based on real-world evidence. Currently CitiusTech is also helping them with regulatory compliance and FDA submission as an SaMD solution. CitiusTech impacts stakeholders’ overall performance, improving quality, revenue, and customer-patient satisfaction. The company notes a 45% return on investment across projects on average.

“We play a variety of roles in our engagements with leading life sciences organizations – from problem identification, strategy definition, solutioning, implementation to validation. By leveraging our deep knowledge of the payer and provider markets, our technology and consulting solutions solve real world problems for the life sciences industry.”

-Shreejit Nair

CitiusTech continually seeks synergistic technologies and services to enhance customer service and engagement, best exemplified by the FluidEdge acquisition, a healthcare management consulting firm.

The company's uniquely comprehensive value proposition delivers a sustainable competitive advantage over other IT vendors: Domain-leading expertise, cutting-edge technologies, over 4,000 IT specialists, data science excellence, and, more importantly, end-to-end solutions across the life sciences clinical value chain.

Frost & Sullivan firmly anticipates CitiusTech capitalizing on the industry's dire need for digitization, driving cost-effective, intelligent, actionable insights for patient-centric business decisions. As life science companies increasingly embrace digital transformation, CitiusTech, a preferred partner, will capture a significant share in the coming years of this high-growth and still developing market opportunity.

Conclusion

As healthcare moves towards digitization and automation, life science companies seek trusted information technology (IT) vendors to optimize complex research and development processes with commercial and regulated workloads. However, navigating, aggregating, and synthesizing Big Data's 3V's, i.e., volume, velocity, and variety, presents unique challenges, limiting value-driven, evidence-based life science strategies. Life science companies' journey into successful digitization is lagging, with data integration and IT interoperability typically curbing digital transformation and health innovation.

CitiusTech, a healthcare technology specialist, has a sterling reputation supporting customers' evolving digital transformation strategies over the last decade. Its modular technology and service approach can deliver end-to-end solutions across the life sciences clinical value chain, a unique value proposition. Domain-leading knowledge, cutting-edge technologies, over 4,000 IT specialists, in-depth data science expertise, and artificial intelligence proficiency underpin the company's extensive technology and service suite offering. CitiusTech's' data science and artificial intelligence proficiency further enable pharma and biotech, contract research organizations, and medical device companies to successfully execute data-driven, outcomes-based digital initiatives and innovations, with privacy, security, quality, and regulatory compliance, transforming the client's experience.

With its strong overall performance and nearly 90% year-on-year growth, CitiusTech earns Frost & Sullivan's 2021 Global Customer Value Leadership Award in the digital transformation service provider for the life sciences industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

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

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

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

