

F R O S T & S U L L I V A N

2024

NEW PRODUCT INNOVATOR

*IN THE NORTH
AMERICAN RWE
ANALYTICS SOLUTIONS
INDUSTRY*



F R O S T & S U L L I V A N

2024
BEST
PRACTICES
AWARD

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. OM1 excels in many of the criteria in the RWE analytics solutions space.

AWARD CRITERIA	
New Product Attributes	Customer Impact
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

A Market Snapshot

The global pharmaceutical (pharma) industry is poised for a transformative period between 2023 and 2028, expecting a 5.9% compound annual growth rate.¹ This forecast represents a significant opportunity considering the 2023 plateau that resulted from slowdowns in the biologics segment and decreased COVID-19 vaccines and therapeutics uptake.² Central to this resurgence is the real-world evidence (RWE) and real-world data (RWD) integrations into drug development, alongside the accelerated use of generative artificial intelligence (Gen-AI). Since 2021, Gen-AI has revolutionized drug discovery and development, a trend set to continue with enhanced efficiency through comprehensive data analysis, predictive modeling, and real-time insights. Concurrently, RWE offers a deeper understanding of therapeutic effectiveness, patient journeys,

“OM1 ensures its data is fit for purpose by focusing on several key factors. [...] This approach empowers clinicians with a sufficient representative population sample to understand and mitigate biases. The company also considers cost-effectiveness and compliance with the US FDA regulatory requirements, including traceability and auditability.”

- Supriya Lal Kundu
Industry Analyst, Healthcare

¹ Global Pharmaceutical Industry Outlook, 2024 (Frost & Sullivan April 2024)

² Ibid

and product validation, crucial for regulatory approval and market access.

In the United States (US), the RWE analysis solutions market is experiencing significant growth driven by rising awareness of RWD and RWE and the increasing demand from pharma companies. Solution providers are developing advanced tools to efficiently harness and analyze RWD, with a significant focus on interoperability. By integrating proprietary and open-source tools, the platforms enable comprehensive data sharing and analysis of RWD. This capability drives large-scale commercialization and enhances pharma companies' competitiveness in a data-driven landscape.

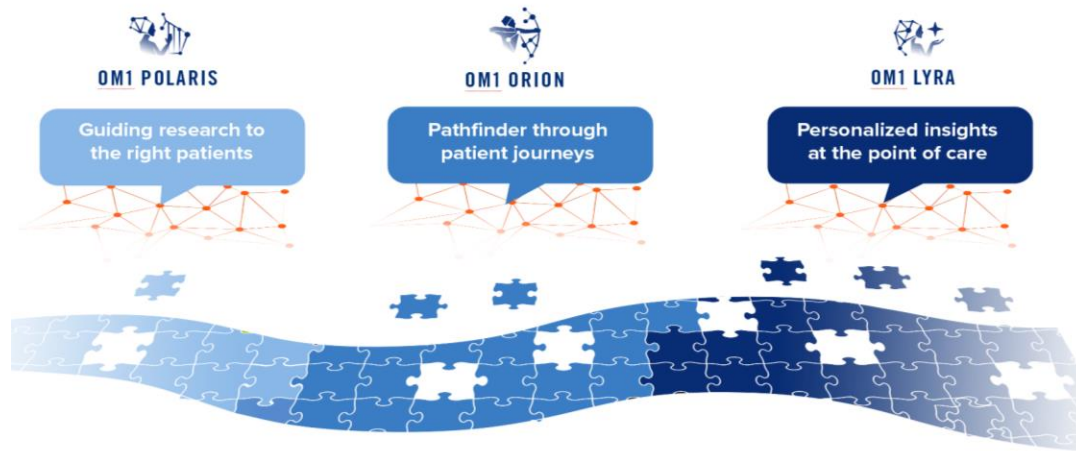
The market presents immense opportunities for solution providers to expand and diversify their offerings. Traditionally focused on oncology and rare diseases, there is significant potential for growth in areas such as mental health, immunology, and infectious diseases. Developing specialized tools for these therapy areas allows providers to tap into new markets and meet the diverse needs of the pharma industry. Moreover, integrating advanced data analytics and artificial intelligence (AI), including Gen-AI, into RWE platforms can offer more sophisticated data analysis, predictive modeling, and real-time insights, further enhancing the utility and competitiveness of these platforms.

OM1: Setting New Standards

Traditional market solutions require high capital expenditure only to receive limited generalizability and insufficient real-world applicability. In recent years, many companies started developing data-driven solutions that leverage next-generation technology to offer an improved experience. However, disparate and disconnected data sources plague the modern healthcare landscape, resulting in critical knowledge gaps from research and development (R&D) to point-of-care clinical decision-making. Thus, a vendor must leverage RWE and RWD to meet the industry's needs, enabling organizations to collect, process, and track clinical data and provide efficient and accurate research data. OM1 offers game-changing solutions that allow any organization, from pharma companies to academic institutions and government agencies, to conduct successful studies or registries.

Founded in 2015 and headquartered in Boston, Massachusetts, OM1 is an insights-driven technology and data company specializing in personalized medicine, evidence generation, and RWE research powered by next-generation AI platforms, research-grade deep longitudinal data, and globally recognized thought leadership. Founded by Harvard Professor and Outcome Sciences founder Dr. Richard Gliklich, OM1 delivers novel technologies designed to further medical developments.

OM1 released three new solutions in May 2024: OM1 Orion (Orion), OM1 Lyra (Lyra), and OM1 Polaris (Polaris) powered by the PhenOM® platform. These releases harness advanced technologies to empower providers and patients to truly own their personal journeys and to receive ideal support from all healthcare stakeholders who share the common goal of advancing care for superior outcomes.

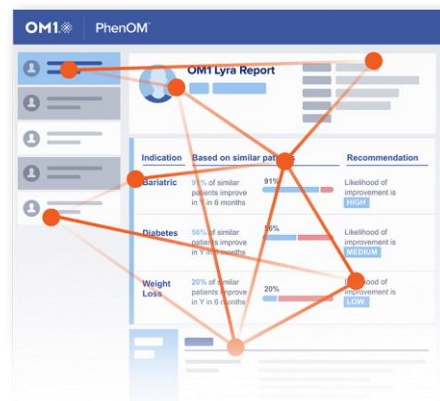
Fill in the gaps using industry-leading AI for robust patient journeys

The Orion solution provides pharma decision-makers with a comprehensive tool for understanding the patient journey by leveraging extensive clinical data. Orion offers a 360-degree view of disease progression and burden in specific patient subpopulations, enabling the discovery of unmet needs, real-world clinical and financial factors, and complex disease patterns. The solution enhances patient journey analysis accuracy while reducing research timelines and costs, allowing for informed, data-driven decisions. Using digital phenotyping, Orion identifies and analyzes patient subtypes, such as those in systemic lupus erythematosus, with specific symptoms like eye-related or neurological issues. This detailed segmentation allows pharma organizations to tailor treatments and target patient subgroups effectively, recognizing underdiagnosed patients and ensuring comprehensive treatment planning. By understanding these subtypes, pharma companies can improve therapeutic strategies, market segmentation, and product positioning, ultimately leading to better patient outcomes and more successful interventions.

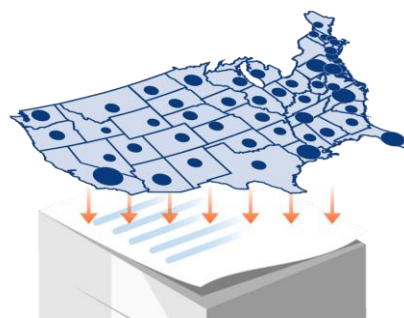




The Lyra solution revolutionizes the point-of-care experience by integrating phenotyping into clinical practice. This innovative application delivers real-time insights to clinicians and patients, empowering them with personalized information drawn from RWD. Lyra is pivotal in identifying underdiagnosed conditions, evaluating treatment adherence to guidelines, and predicting patient responses to specific therapies. By facilitating shared communication between patients and clinicians, Lyra bridges knowledge gaps and enhances the decision-making process. It enables clinicians to assess the likelihood of undiagnosed conditions, predict treatment responses, anticipate potential complications, and estimate healthcare costs. Lyra personalizes and stratifies predictions around diagnosis, treatment, and risk. By prioritizing the patient's uniqueness and translating population-level patterns into disease and treatment-specific phenotypes, Lyra tailors treatment decisions to individual patient needs, ultimately advancing personalized medicine at the point of care.



The Polaris solution addresses recruitment challenges in clinical studies, particularly in complex areas such as cutaneous lupus. Through advanced algorithms, Polaris accurately identifies potential study participants despite difficulties like under-coding and scarcity in diagnosed patients. Integrated seamlessly into clinical workflows through OM1's extensive healthcare provider network, Polaris ensures efficient patient recruitment and study enrollment. Leveraging OM1's vast database and AI-driven capabilities, researchers can enhance participant identification and streamline study processes. Through automated patient selection based on specific study criteria, Polaris enables researchers to overcome recruitment barriers and access a broader pool of eligible participants, accelerating clinical research and improving diversity in study populations. By optimizing clinical trial recruitment with RWD-predicted outcomes and research protocol-tailored phenotypic profiles, Polaris reduces recruitment timelines, cuts costs, and enhances the likelihood of trial success, advancing clinical research in challenging areas like cutaneous lupus.



OM1 integrates high reliability and quality into its products, from developing robust, user-friendly solutions to working closely with customers and partners to guide its product roadmap and enhance and add features. Orion, Lyra, and Polaris underscore OM1's R&D and nonstop innovation success.

Purposeful Innovation

OM1 ensures its data is fit for purpose by focusing on several key factors. The company acquires data to yield high-quality datasets suitable for specific questions. This approach empowers clinicians with a sufficient representative population sample to understand and mitigate biases. The company also considers cost-effectiveness and compliance with the US Food and Drug Administration regulatory requirements, including traceability and auditability.

Moreover, a distinct feature of OM1's data strategy is the integration of health records with diverse data sources, including medical and pharmacy claims, social determinants of health, mortality data, and clinician information. This comprehensive linkage enhances the clinical depth of the data, enabling complete patient journey analyses crucial for comparative effectiveness and value studies. The company's datasets benefit from extended follow-up periods, averaging over seven years of continuous patient records, which is vital for chronic disease research. OM1's pioneering Gen-AI use in amplifying outcome measures delivers significant advancements in estimating and expanding key clinical metrics, such as clinical documentation improvement, clinical disease activity index in rheumatoid arthritis, patient health questionnaire-9 in depression, and New York Heart Association classification in heart failure.

OM1 Clinical Datasets for Chronic Rhinosinusitis and Asthma

In October 2023, OM1 introduced two new clinical datasets focusing on chronic rhinosinusitis (CRS) and asthma. These datasets, which are part of a library of 24 highly curated datasets, derive from longitudinal patient follow-ups treated by specialists, encompassing patient characteristics, symptoms, treatments, clinical outcomes, and healthcare resource utilization. Each dataset, rapidly expanding, tracks approximately 500,000 patients in the US. OM1 developed this research-grade RWD, making it available in the OM1 Respiratory & Ear, Nose, and Throat (ENT) Network, through an exclusive partnership with the American Academy of Otolaryngology and Head and Neck Surgery Foundation. This collaboration provides access to thousands of clinicians and over 25 million patient visits nationwide, making it the most representative network available. The data includes patient-reported outcomes, social determinants of health, and detailed patient subtypes and classifications, offering comprehensive insights into respiratory and ENT conditions.

Partnership-focused Growth Strategy

Having collaborated with about 15 of the top 30 pharma companies, OM1's customers highly value the rigor and interpretability of its results and insights at population and individual levels. The company's dedication to quality control and responsiveness to feedback is central to its approach, fostering a collaborative partnership rather than traditional customer-company relationships. Additionally, OM1's focus on an iterative, feedback-response approach demonstrates its accuracy and robustness. The company views its work as a partner in innovation, ensuring its findings are reliable and valuable to broader market applications. This commitment to excellence and collaboration positions OM1 as a thought leader in the industry, dedicated to advancing healthcare through trustworthy, cutting-edge technology.

Unmatched Customer Value Offering Supporting Personalized Medicine

Through customer feedback and market research, OM1 consistently builds new solutions, ensuring it meets its customers' needs and performs optimally compared to its competitors. Specifically, in 2023, the company developed and launched two leading platforms essential to its operations: OM1 PhenOM® (PhenOM) and OM1 Aspen (Aspen).

OM1 PhenOM®

OM1's PhenOM platform leverages AI to tailor healthcare insights, advancing personalized medicine. Utilizing the company's extensive health history datasets, PhenOM identifies digital phenotypes and unique patterns linked to specific conditions and outcomes to enable precise patient record comparisons, highlighting risks and opportunities. Analyzing detailed patient information, including unstructured clinical notes, PhenOM creates specific digital 'fingerprints.' Calibrated with billions of data points from over 350 million patients and overseen by expert clinicians, PhenOM ensures accurate phenotyping. It addresses critical healthcare challenges through diagnostic, treatment, risk, utilization, and clinical trial insights. These solutions improve diagnosis and personalized treatments, predict adverse outcomes, optimize resource use, and streamline clinical trials. Responding to the demand for personalized healthcare, PhenOM translates large-scale data into actionable insights and personal care. These capabilities enhance individual care and improve broader health, aligning with OM1's mission to advance healthcare through data-driven solutions.



OM1 Aspen

Launched in June 2023, OM1 Aspen is an automated study platform revolutionizing evidence generation in healthcare research. Aspen offers a more efficient, cost-effective, and scalable approach through its proprietary data technologies than traditional methods. By automating data acquisition, processing, and

linkage, Aspen addresses the manual process burden that hinders healthcare research, reducing biases in enrollment and delays in study completion, mainly as studies aim to include more diverse populations. Aspen's adherence to rigorous standards for RWD use enables researchers to adapt and expand studies seamlessly without requiring new programs, ultimately enhancing research efficiency, success, and compliance while meeting regulatory standards and evolving research needs. Moreover, Aspen ensures data integrity and transparency, facilitating traceability for regulatory purposes. Its automated, reusable, network-based platform empowers researchers to adapt and expand quickly, addressing current and future stakeholder and research needs without establishing entirely new studies or programs. Aspen supports large-scale automated registries and prospective clinical studies, seamlessly integrated with expert services, such as protocol design, execution, recruitment, safety management, and data analytics, thus driving the future of evidence-based healthcare research.

Building Trust through a Customer-centric Approach

With its customer-centric corporate philosophy, OM1 operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices, spreading its excellent customer-centricity throughout the customer experience.

Customer Purchase Experience

OM1 prioritizes clarity and specificity in its purchase process, ensuring clients fully understand its AI solutions, data products, and software-as-a-service platforms. The company emphasizes clear communication regarding product functionality, operation, and limitations, which is especially crucial for pharma procurement, where precise understanding is essential. When engaging with pharma companies, OM1 defines a clear and structured process for exploratory phases like pilot programs for products like Lyra and Polaris. The statement of work explicitly outlines goals, objectives, and milestones, along with criteria for assessing their achievement before progressing to the next stage, managing expectations, and providing an evaluation framework. Moreover, OM1 maintains costs and responsibilities transparency. The company specifies phase costs and clarifies financial risks, ensuring customers are aware of any shared risks for unachieved milestones. This focus on clarity, structured milestones, and cost transparency enhances the procurement process, fostering client trust and collaboration.

Customer Service Experience

OM1 strongly emphasizes customer service and support as fundamental pillars of its business strategy. The company prioritizes investment in customer service and responsiveness, acknowledging that customer satisfaction is paramount for its growth and success. OM1's approach to providing its customers with the best possible value reflects its deep commitment to customer-centricity, which includes flexibility in data licensing, program modifications, and transparent communication about total ownership costs.

The company has dedicated customer support teams focused on ensuring customer success, with performance metrics tied to customer satisfaction scores obtained through regular surveys like Net Promoter Scores. These surveys provide valuable feedback that informs OM1's continuous efforts to enhance its services and effectively meet customer needs. Moreover, the company incentivizes its employees to prioritize customer success through bonus structures linked to customer satisfaction metrics, reinforcing its commitment to delivering exceptional customer service and support.

Customer Ownership Experience

OM1 strategically positions itself in the market through various vital areas, differentiating it from competitors and simultaneously delivering a best-in-class ownership experience. The company specializes in chronic disease areas, benefiting from a deep understanding of these conditions and clinical oversight led by experienced clinicians. With a chief psychiatrist from Massachusetts General Hospital on board, OM1 boasts expertise in mental health data analysis and clinical applications, providing a unique advantage in the industry. Moreover, the company prioritizes building comprehensive data assets in specific therapeutic areas, enabling a focused approach to outcomes measurement and predictive insights

“OM1 dedicates resources to revolutionizing healthcare management and delivery, seeking partners who share its passion for innovation. The company’s secure, [HIPAA]-compliant collaboration with data partners driving groundbreaking research and precision healthcare, offering tangible returns on investment.”

- Samantha Fisher
Best Practices Research Analyst

that surpass transitional clinical trials’ capabilities. By amplifying key indicators relevant to each disease, such as CDAI and joint pain in rheumatoid arthritis, OM1 generates valuable insights.

Moreover, OM1 invests heavily in advanced AI technology, integrating Gen-AI directly into its products to continuously enhance functionality, ensuring ongoing improvement and innovation. Its numerous patents in phenotyping, subtyping, outcomes measurement, and explainability underscore its extensive AI experience, solidifying its

reputation as a strong player in the field and offering clients proven expertise and reliability.

OM1 embeds AI within its products rather than presenting it as a standalone offering. This approach is a key competitive differentiation and emphasizes rigorous validation processes, reassuring clients about the company’s AI-generated outcomes’ reliability and accuracy. Products like Aspen, Lyra, Polaris, and Orion undergo thorough validation processes and provide explainability to enhance transparency and mitigate risks associated with AI usage, building confidence among potential clients.

OM1 meets with clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the product lifecycle.

A Foot in the Present and an Eye in the Future

Since its inception, OM1’s sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new customer segments to its established base through its robust strategic approach.

OM1’s growth strategy encompasses several key facets to expand its presence across diverse customer segments while maintaining a forefront position in technology innovation and product development. The company seeks to broaden its footprint within existing customer segments, such as pharma, biotechnology, medical device, and diagnostics companies, while engaging with health systems and healthcare providers to diversify its clientele and extend its reach within the healthcare ecosystem. Its accelerated AI technology development, particularly Gen-AI, is crucial to this strategy, embedded within its products to deliver superior solutions that meet evolving customer needs. At the same time,

automation and evidence generation underlines the company's commitment to innovation and efficiency in healthcare data analytics. Leveraging its product suite, including Orion, Polaris, and Lyra, OM1 aims to capitalize on opportunities in phenotyping and customization, enabling personalized healthcare interventions and decision-making, further solidifying its position as a leader in generating deep clinical insights that drive meaningful outcomes.

Moreover, OM1 dedicates resources to revolutionizing healthcare management and delivery, seeking partners who share its passion for innovation. The company's secure, Health Insurance Portability and Accountability Act-compliant collaboration with data partners drives groundbreaking research and precision healthcare, offering tangible returns on investment. Additionally, OM1 works closely with delivery partners, leveraging its Intelligent Data Cloud to enable standardized measurement and advanced predictive analytics in its solutions.

Medtronic Partnership³

In April 2024, OM1 announced the results from its partnership with Medtronic to investigate the PROPEL™ product family, including corticosteroid-eluting, bioabsorbable implants. This study focused on healthcare resource use (HCRU) and long-term outcomes in patients with CRS who underwent endoscopic sinus surgery (ESS). The research aimed to demonstrate that PROPEL devices are associated with reduced HCRU and surgical revisions after sinus surgery, leveraging this data to communicate with payers and expand implant coverage. CRS is estimated to cost patients and healthcare systems between \$10 billion and \$13 billion per year in the US due to outpatient doctor visits, prescription medical therapies, and sinus surgeries. ESS is one of the most common surgical procedures in the country, with over 250,000 cases performed annually. Using OM1's research-grade RWD and leveraging an exclusive partnership with the American Academy of Otolaryngology, Medtronic investigated the impact of PROPEL devices on HCRU. The results indicate that PROPEL devices are associated with lower HCRU and fewer revision surgeries during a 24-month follow-up period.

"The results of this study demonstrate a rare win-win-win within healthcare [...] OM1's network of patient journeys within the ENT space was of critical value in our investigation of the impact of PROPEL™ devices on the health utilization of CRS patients."

- Amy Van Sach, President of Medtronic ENT

Additionally, OM1 actively engages in infectious disease research, conducting programs within the transplant community to address elevated risks associated with infectious disease among transplant recipients, aiming to enhance patient outcomes and safety. Marketwise, while primarily focused on leveraging US-source data, The company's customer base extends globally, with considerations to expand data collection efforts into Europe within the coming year to broaden geographical reach and enhance global data insights.

The company's brand strategy revolves around building awareness and equity through strategic partnerships, earned media coverages, press releases, industry awards, and conference participation,

³ "OM1 and Medtronic Partner on Propel Study to Assess Long-term Outcomes for Patients with Chronic Rhinosinusitis." OM1. Press release. 9 April 2024. Web. <https://www.om1.com/resource/om1-and-medtronic-partner-on-propel-study-to-assess-long-term-outcomes-for-patients-with-chronic-rhinosinusitis/> Accessed 11 June 2024.

amplified by collaboration with a public relations firm to increase brand presence. Finally, OM1's emphasis on customer success in patient treatments drives brand growth. This focus is evident in the company's rising thought leadership indicated by an increased share of voice. Moreover, its success in personalized medicine, particularly in the phenotype space, reflects the company's overall growth trajectory and focused mindset.

Frost & Sullivan believes the company is well-positioned to drive the RWE analytics solutions space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

To create a new product, a company must understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that OM1 embodies this concept. The company demonstrates its commitment to improving patient outcomes through ongoing innovation, such as its 2024 release of OM1 Orion, OM1 Lyra, and OM1 Polaris. These solutions harness advanced technologies to empower providers and patients through real-world data and evidence. These new technologies build on the company's 2023 release of the PhenOM and Aspen platforms, which the company carefully designed to strengthen clinicians' and organizations' research and development. OM1 responds to the demand for personalized healthcare on various fronts, enhancing individual care and improving broader health. The company rounds out its product releases with best-in-class artificial intelligence (AI), including generative AI, well-positioning it to support any organization moving forward. Furthermore, OM1 integrates a customer-centric approach to ensure that its offering addresses the wants and needs of users.

OM1 earns Frost & Sullivan's 2024 North America New Product Innovation Award for its strong overall performance in the real-world evidence analytics solutions industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

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

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 Engine™

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:

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

