



2013 North American Patient Nutrition  
New Product Innovation Award



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



50 Years of Growth, Innovation & Leadership

## **New Product Innovation Award Patient Nutrition North America, 2013**

### **Frost & Sullivan's Global Research Platform**

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2013 North American New Product Innovation Award in Patient Nutrition to GNF Technologies.

### **Significance of the New Product Innovation Award**

#### **Key Industry Challenges Addressed by GNF Technologies**

The global population lives in an age of ever advancing healthcare tools and technologies to make the provision of care safer and more efficient. Despite these advances, at times the most basic of care regimens are overlooked. Frost & Sullivan notes that one such basic issue that goes neglected is patient nutrition, especially in critical care settings. In most cases, patients in critical care are incapable of communicating their needs. As such, when there are issues, such as interruptions in feeding due to a logistical error, miscalculation in caloric intake, or failure to feed because of a patient's condition, critically ill patients are left under-nourished.

Patient nourishment is an integral part of the healing process, whereas under-nourishment poses serious risks and complications to patient health. Accordingly, Frost & Sullivan feels that it is quite important for market participants to continue developing innovative and safe solutions to maintain optimal nutrition standards. GNF Technologies properly recognized this need in the market to monitor and record patient nutrition in critical care settings. Its product Nutrition Advanced Technology (NAT) aims to help patients in need of nutritional support to enhance outcomes.

In recognition of its ability to recognize a significant gap in the current continuum of care, along with the development of a unique and game changing solution, GNF Technologies is the recipient of the 2013 Frost & Sullivan New Product Innovation Award in Patient Nutrition.

#### **Key Benchmarking Criteria for New Product Innovation Award**

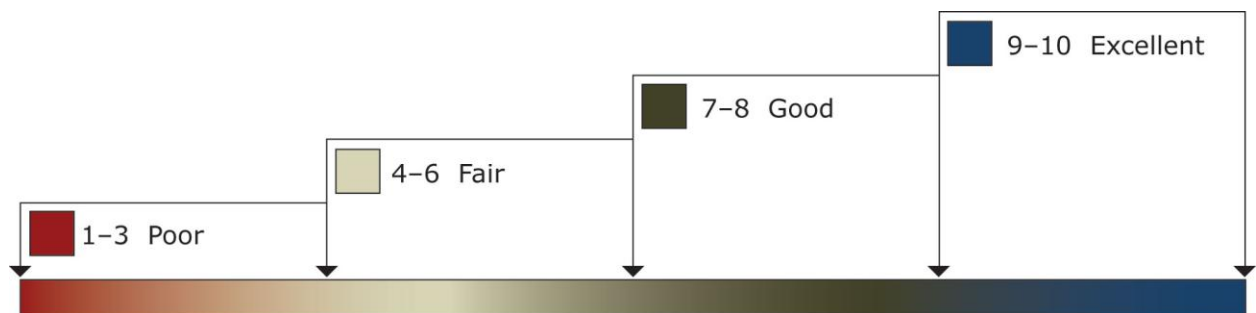
For the New Product Innovation Award, the following criteria were used to benchmark GNF Technologies' performance against key competitors:

- Innovative Element of the Product
- Leverage of Leading-Edge Technologies in Product
- Value Added Features/Benefits
- Increased Customer ROI
- Customer Acquisition/Penetration Potential

## Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and Award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 1.

**Chart 1: Performance-Based Ratings for Decision Support Matrix**



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

**Chart 2: Frost & Sullivan’s 10-Step Process for Identifying Award Recipients**



**Best Practice Award Analysis for GNF Technologies**

The Decision Support Matrix, shown in Chart 3, illustrates the relative importance of each criterion for the New Product Innovation Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

**Chart 3: Decision Support Matrix for New Product Innovation Award**

<i>Measurement of 1-10 (1 = lowest; 10 = highest)</i>	<b>Award Criteria</b>					<b>Weighted Rating</b>
	Innovative Element of the Product	Leverage of Leading-Edge Technologies in Product	Value Added Features/Benefits	Increased Customer ROI (small change)	Customer Acquisition/Penetration Potential	
<b>Relative Weight (%)</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>100%</b>
GNF Technologies	9.5	8.8	8.8	9.0	9.0	9.02
Competitor 1	8.1	7.8	8.5	9.0	8.0	8.16
Competitor 2	7.4	6.5	7.8	7.0	7.1	7.17

## Innovative Element of the Product

GNF Technologies developed NAT to overcome three important needs in the market: monitor and document patient nutrition information, provide real-time and historical patient data based on personalized nutrition logs, and record food intake while simultaneously comparing it with calculated nutritional goals. With NAT, GNF Technologies has pioneered a smarter way to monitor patient nutrition. It provides up-to-the-minute records of nutrition intake. Frost & Sullivan appreciates the fact that this solution allows the medical staff to know and address any interruptions in feeding the patient. GNF was awarded the patent on this technology, patent 8,021,322 (USPTO), which lead to the development of this highly innovative NAT support tool.

Vital signs centric patient monitoring technologies, including parameters such as blood-oxygen glucose levels, EKG, temperature, blood pressure, and others have evolved dramatically over the last decade. However, Frost & Sullivan's independent analysis confirms that comparatively little efforts have been made in tracking patient nutrition. Currently, medical staff and families have limited options when it comes to ensuring optimum nutrition levels for the patients they are caring for. NAT arrives as a welcome, innovative solution and is indicated for use with all patients that require nutrition support.

Real-time data allows doctors to get to the root cause of nutrition deficit in patients. The deficit may be an indication of underlying problems that were not apparent in the initial diagnosis. This nutrition data will act as an additional source of input to understand disease and patient behavior.

NAT technology also helps overcome certain challenges that exist in the enteral pump designs that exist today. These pumps are not always efficient in delivering prescribed amounts of food. Continuous monitoring and comparing with a set dose allow NAT to surmount the pump's shortcoming.

## Value Added Features

NAT interfaces with EMR, which helps with accurate analysis of patient demographics and laboratory data. This facilitates all data to be located in one space and allows doctors to have easy access to patient history. Also, NAT system is vendor neutral; it can be connected to any hospital information system (HIS) and enteral feeding pumps. Its versatile feature makes it easier for hospitals and doctors to adopt this new technology into their daily routine.

It allows for "what if" analysis to select the right variables of feeding rate, duration, and formula. As an adjunctive solution, this technology has the potential to provide a significant value-add for hospitals. Everyone understands that nutrition is a vital concern for patients; Frost & Sullivan firmly believes that the synergies between NAT technology and other

monitoring devices have the potential to provide facilities with a comprehensive solution to preventing patient complications.

### **Customer Acquisition/Penetration Potential**

The implementation of this innovative technology will be initiated in phases. Phase one begins with the NAT software application, providing the innovative support tool for clinicians in practice. Phase two will be followed with the introduction of the scale, which will accurately monitor and record the time and rate of the nutrition intake automatically and interface with the software, providing accuracy in the nutritional history of each patient. NAT has been nicely designed in collaboration with expert medical practitioners who have indicated that this technology will be a very useful tool to improve patient care.

Since well-nourished patients have a higher chance of recovery, NAT has the potential to reduce hospital stay for patients and lower overall healthcare costs. The elimination of hospital complications and the unnecessary costs associated with those treatments are primary directives of hospitals today. GNF Technologies and its NAT platform provide a means of achieving those goals through the best-in-class provision of treatment.

In addition, the timing of the product is quite fortuitous, given the Joint Commission's recent focus on the need to set up nutrition standards for patients in hospitals. As nutrition related health complications continue to be on the rise, it will be required by hospitals to adhere to these set rules. Highlighting this call to action have been the findings of numerous published clinical studies citing nutrition deficits in critically ill patients.

The NAT product design is simple and easy to use. The lack of extensive training programs facilitates adoption and implementation. Innovation is a continuous process at GNF Technologies. In the coming years, Frost & Sullivan is of the opinion that NAT will demonstrate even more advancements, not only in functionality, but also aesthetically.

### **Conclusion**

GNF Technologies works on delivering innovative solutions that allow healthcare providers to ensure a safer and more comfortable environment for their patients. As NAT demonstrates its ability to impact patient outcomes, hospital stay time, and cost containment initiatives, Frost & Sullivan expects that it holds the potential to be a truly innovative game-changer in the patient nutrition space.

Together with a superior product and great customer acquisition potential, GNF Technologies is the worthiest recipient of the 2013 Frost & Sullivan New Product Innovation Award in Patient Nutrition.



## The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360-Degree Perspective™ is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360-Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies’ growth strategies. As illustrated in Chart 4 below, the following six-step process outlines how our researchers and consultants embed the CEO 360-Degree Perspective™ into their analyses and recommendations.

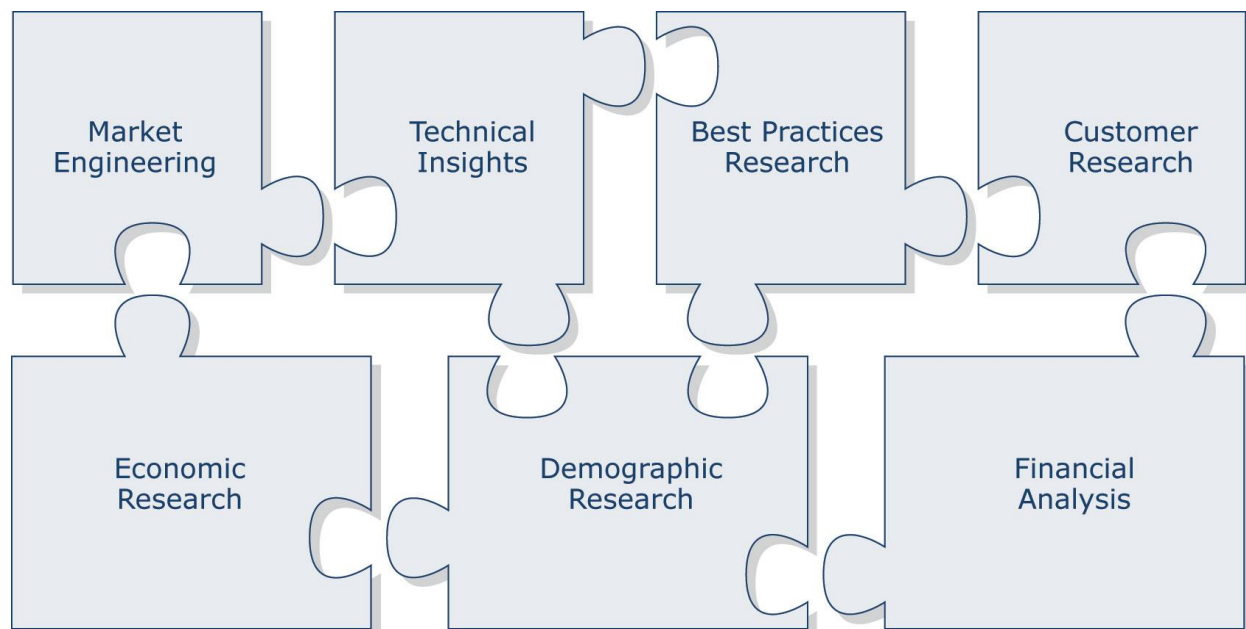
**Chart 4: The CEO's 360-Degree Perspective™ Model**



## Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

**Chart 5: Benchmarking Performance with TEAM Research**



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.