



## 2006 Frost & Sullivan Award for Product Innovation Award Recipient: Avreo, Inc.

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Frost & Sullivan is proud to announce that Avreo is the recipient of the 2006 Frost & Sullivan Award for Product Innovation in the U.S. Radiology PACS market.

Avreo's Interworks has been developed as an ideal solution for outpatient market, multi-specialty organizations, and community hospitals. In the face of increased competition, exploding image data volumes and productivity mandates, InterWorks helps manage these rising challenges, allowing for the streamlined implementation of an affordable, low-maintenance image and information management solution. InterWorks is a unique, modular all-in-one product that encompasses PACS, RIS, and voice recognition functionalities. The solutions share a single database, offering robust interoperation between the modules and eliminating on-site integration hassles. Considering that to generate each report a radiologist needs to juggle back and forth between all three systems, this attribute is hence not merely a nice feature, but a true productivity multiplier that tightens the workflow by making all the functionality accessible to the user from a single interface.

InterWorks has the advantage of being built from the ground-up utilizing web technology. Unlike platforms that undergo re-architectures and add-ons as the market evolves, InterWorks is designed with the requirements of the modern radiology practice, multi-specialty organization and community hospital in mind. "We have reached the final milestone in the evolution of radiology workflow" acknowledges John Sloan, CEO of Avreo. "InterWorks offers an alternative to the complex multiple product, multiple database, multiple lifecycle solutions currently dominating the RIS/PACS market today" cites Sloan. "We now have the ability to manage and analyze the entire patient episode & information distribution across a single application. Customers now need to ask themselves if managing three applications for their business is better than managing one? We are encouraged the path is one of efficiency and affordability." states Sloan.

The entire industry has in fact been following the steps pioneered by innovative companies, such as Avreo, to utilize Internet technology in the increasingly distributed delivery of health care. Consistent with the necessity of multi-departmental PACS solutions, Avreo's InterWorks encompasses the radiology as well as the orthopedics department and is touted to embrace Cardiology and Mammography in the near future. Avreo thus promotes the adoption of PACS throughout the small enterprise. InterWorks' single database design has experienced considerable acceptance in the market and stands out as an excellent solution for the mid-size and small-scale market segments in particular.

Accordingly, Avreo has experienced nearly three-digit growth rates in the past two years, while maintaining the highest levels of personalized customer service. In light of the vast opportunities for PACS implementations in the largely unpenetrated small-hospital and outpatient market segments, Frost & Sullivan is confident that Avreo is well-positioned for further expansion and success in the PACS market.

## **Award Description**

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

## **Research Methodology**

To choose the recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

## **Measurement Criteria**

In addition to the methodology describe above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

## **About Best Practices**

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

## **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).