FROST & SULLIVAN

DRÄGER

2022 NEW PRODUCT INNOVATION

GLOBAL NEONATAL DEVICES & NEONATAL RESPIRATORY CARE INDUSTRY

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. Dräger excels in many of the criteria in the in neonatal care and respiratory care industries.

Dräger's Excellence

Founded in 1889 and headquartered in Lübeck, Germany, Dräger is a leading global medical and safety solutions provider. Leveraging its value-driven culture and commitment to innovation, the company brings to the healthcare space its industry-leading anesthesia workstations, medical ventilation, patient monitoring, and neonatal care for premature babies and newborns. It has over 13,700 employees worldwide and has a global presence in over 190 countries.

> *"Dräger's technology-integrated solutions are a technology for life that improves critical care. The company maximizes patient outcomes by improving safety, increasing the education level for clinicians, streamlining the supply chain issues, and creating cost-effective and reliable biomedical solutions."*
>
> ***- Pavel Zhebrouski***
> ***Best Practices Research Analyst***

Dräger's technology-integrated solutions are a technology for life that improves critical care. The company maximizes patient outcomes by improving safety, increasing the education level for clinicians, streamlining the supply chain issues, and creating cost-effective and reliable biomedical solutions. Everything that makes a healthier hospital in terms of patients' safety, costs, and outcomes for customers are the reasons driving Dräger's successful momentum and continuous development over decades.

In 2014, 2017, and 2020, Frost & Sullivan recognized Dräger for its commitment to innovation and operational efficiency in the ventilator industry and remained impressed with the company's continuing innovation and sustained leadership.

Setting New Standards for Neonatal Care

Dräger's corporate culture revolves around using purpose to drive innovation. Its product roadmap, i.e., planning, development, and implementation strategies, incorporate customers' feedback, ensuring its offerings align with customers' dynamic needs.

The company's solution suite takes neonatal care one step further than any competing solution. Sick or premature babies who need intensive medical care come to the neonatal intensive care unit (NICU), a special hospital area that provides around-the-clock care to newborns. Leveraging close collaboration with nurses, respiratory therapists, and neonatologists, Dräger designs equipment and devices to meet customers' clinical needs. It offers best-in-class neonatal ventilation and lung protection solutions, thermoregulation, jaundice phototherapy devices, neonatal care accessories, NICU design, and workflow consultancy.

Dräger delivers life-sustaining, non-invasive, developmental care to neonates in a nurturing and supportive environment. Specifically, its remarkable Babylog® VN500 combines its decades-long experience with the latest technology for neonatal ventilators. Babylog® VN500 is a complete, integrated ventilation solution for small patients. The neonatal ventilator supports lung and brain-protective ventilation modes throughout the whole respiratory cycle and features intuitive user interfaces combined with an easy-to-use design.

Dräger also provides innovative solutions for thermoregulation in the NICU, ensuring the proper body temperature maintenance of a newborn baby. It recently introduced the Babyleo® TN500, the company's first IncuWarmer providing optimal thermoregulation for neonates as an incubator and as a radiant warmer during the transition between closed and open care. Integrated with three heat sources, the device protects babies while making healthcare professionals' workflow easier with quick and comfortable access to a baby. In Babyleo® TN500, the convective heater, dual radiant warmer, and heated and a heated mattress synchronize to avoid heat loss and support a thermo-neutral environment. Moreover, the closed humidification system allows setting the humidity level up to 99% relative humidity in manual mode and gives a user the option to use auto mode.[1]

Dräger focuses on improving outcomes for a baby's NICU stay. The company introduced the *NICU by Dräger* concept to achieve this goal, combining the product line of neonatal ventilators for neuroprotective and lung-protective care, thermoregulation management, and workplace infrastructure. NICU by Dräger creates flexible, family-oriented, and patient-centric care purposefully designed for the most delicate patients by the experienced care team, where all devices from different product portfolios work together with similar-looking designs.

Consolidating the equipment into a single-piece device enables a sense of familiarity and confidence for caregivers. As a result, this unique approach contributes to workflow improvement, cost savings,

[1] https://www.draeger.com/en_uk/Products/Draeger-Babyleo-TN500, accessed April 2022

increased safety, and more effective device usage. One such example is Mountain View Hospital designing its Level III NICU using the latest technologies by Draeger.

Draeger supported Mountain View Hospital with the creation of the entire solution as new hospital construction from the ground up, working side-by-side with equipment planners, architects, biomedical engineers, and nursing and respiratory staff.

Dräger's new and purpose-built solution suite for neonatal care sets it apart from its competitors, with superior design, reliability, and quality as its central pillars.

Roadmap to Success: Customer-centric, Continuous, Proactive

Dräger's approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation, supporting customers' paths toward clinical needs.

Unlike competitors, Dräger builds its products by collaborating closely with a range of stakeholders and partners to evolve alongside market needs and trends. It works with the leading physicians leveraging its advisory board, product managers, and research and development (R&D) team to interact with key opinion leaders around the globe to understand the actual customer and market demands.

"As a former RT Director and now a healthcare consultant who works with RT Directors, executives, and clinicians, I am asked for my recommendations for respiratory supplies, devices, and equipment. My response is twofold: Examine the company as well as the product. There are a host of respiratory devices and products, some of which are scientifically validated and others that rely purely on the marketing savvy of the sales representative. Why RT leaders select Dräger products is twofold: 1) that the devices have been shown to produce better clinical outcomes; and 2) Dräger has stood the test of time by providing exemplary customer support and ongoing education to ensure safe and effective care."

- Garry W. Kauffman, RRT, Respiratory Therapist, Winston-Salem, North Carolina

During the COVID-19 pandemic, the company made its ventilators available to hospitals in North American hotspots through its Intensive Care Online Network (ICON) emergency program. ICON offers Dräger customers online continuing education and a 24/7 real-time support system staffed by a multidisciplinary clinician team. Engaging these customers and patient focus outreach programs helps to foster a robust customer engagement approach and fortify long-term client relations.

"I have been fortunate to work with the Dräger team for a number of years now and have always experienced top-level support both logistically, during new equipment installs, and clinically via bedside support and staff education. Installs run smoothly with an experienced support team & the ventilation products are high quality with consideration for the end-user application and patient safety. If clinical conditions warrant novel thinking about an unusual problem, the team is very supportive in aiding & collaborating on a solution. Dräger is always forward-thinking in what we need in the clinical arena and supports this with industry experts for their continuing education presentations, which are sought after by our staff members. During Covid-19, Dräger was instrumental in providing resources we needed to be successful when validating & training new systems for our staff."

- Tracey Roberts, RRT, Clinical Specialist, Pediatric ICU, Philadelphia PA

Additionally, the company developed a unique value calculator customized with data points based on the customer's actual statistics and product usage to support value analysis and decision-making. The company refined this solution in collaboration with industry experts looking to save time and energy on their parts to research claims and demonstrate the proof points required to make objective business decisions.

Dräger's transparent and seamless approach and close relationships position it as a partner of choice.

A Foot in the Present and an Eye on the Future

Since its inception, Dräger's outstanding reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added various new customers to its established base. Specifically, the company operates and manages the "A Breath Ahead" portal, where it provides live and online continuing education courses on distinct clinical topics for all patient populations. Dräger is committed to education and sharing knowledge and continually updates its lectures, educational materials, and Continuing Respiratory Care Education (CRCE) courses. It offers online education on various topics while providing free CRCE hours through 24/7 service for respiratory professionals to meet licensing requirements. Notably, the company furnishes 36 complimentary courses available on-demand. In 2021, the "A Breath Ahead" platform had more than 72,000 complimentary CRCE-accredited course completions by respiratory professionals.[2]

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> ***- Bhaskar Vittal***
> ***Industry Principal,***
> ***Healthcare & Life Sciences***

[2] *Dräger in Respiratory Care 2021, The Year in Review*

Also, Dräger runs the INSIGHTS program, a series of ideas and innovations that can help hospitals achieve their goals by improving clinical outcomes, managing the cost of care, ensuring staff satisfaction, and enhancing the patient experience.

The company also focuses on continuous innovations and R&D activities. Notably, it worked with Seattle Children's Hospital to advance the understanding of neonatal mechanical ventilation practices, developing a case study on using non-invasive therapy and high-flow nasal cannula after invasive ventilation.

Frost & Sullivan believes Dräger is well-positioned to drive comprehensive neonatal care and respiratory care solutions into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

To create new solutions, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high quality and reliable performance. Frost & Sullivan finds that Dräger embodies this concept.

Leveraging close collaboration with nurses, respiratory therapists, and neonatologists, the company creates equipment and devices to meet customers' clinical needs. It provides its best-in-class neonatal ventilation and lung protection solutions, thermoregulation, jaundice phototherapy devices, neonatal care accessories, as well as neonatal intensive care unit design and workflow consultancy. Furthermore, Dräger integrates a customer-centric approach to ensure that its offering addresses the wants and needs of users.

With its strong overall performance, Dräger earns Frost & Sullivan's 2022 Global New Product Innovation Leadership Award in the neonatal care devices and neonatal respiratory care industries.

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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

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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™

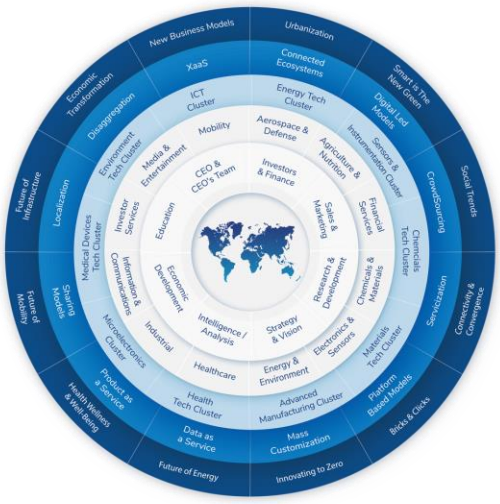
Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.
Learn more.

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)