

# PRODUCT LEADERSHIP



## Best Practices Criteria for World-Class Performance



- Match to Needs*
- Reliability and Quality*
- Product/Service Value*
- Positioning*
- Design*



- Financial Performance*
- Customer Acquisition*
- Operational Efficiency*
- Growth Potential*
- Human Capital*

## The company demonstrates a strong overall performance

“The North American Product Leadership Award in the healthcare analytics and real-world evidence information technology solutions industry is awarded to Inovalon.

Inovalon’s best practices revolve around a multi-faceted approach capitalizing on its extensive primary source data and deep expertise. The company’s process involves channel partners, resellers, and aggregators transforming data into tailored solutions addressing specific business questions.

- Ojaswi Rana  
Best Practices Research Analyst

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**

## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.