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SPYGLASS CONSULTING GROUP PUBLISHES NEW MARKET STUDY ON TRENDS IN CLINICAL SURVEILLANCE AND ANALYTICS

Study reveals hospitals are investing in clinical surveillance technologies to help identify early signs of patient deterioration and improve outcomes

MENLO PARK, CA – March 13, 2018 – Spyglass Consulting Group, a well-known market intelligence firm and consultancy within the healthcare industry, announced today the release of a new market study, *Trends in Clinical Surveillance & Analytics 2018*. The study reveals findings related to market opportunities and challenges for hospitals and health systems considering clinical surveillance and data analytics solutions as a means for improving clinical and business outcomes.

During more than thirty interviews with clinical informaticist thought leaders over the course of a nine-month period between May 2017 and January 2018, Spyglass founder and Managing Director, Gregg Malkary, identified the following as it relates to clinical surveillance:

- Market opportunities including market size, drivers, and constraints
- Market segmentation and the differences between clinical surveillance vs. traditional patient monitoring, clinical decision support, and alternative artificial intelligence (AI) solutions
- Market requirements including FDA 510(k) class II clearance and integration with EHRs, middleware, patient care medical devices, and clinical communication and collaboration applications
- Investment strategies including leveraging the hospital's existing infrastructure, enterprise adoption and deployment, return on investments, and competing priorities

The new Spyglass report also confirms through interviews and surveys which medical departments, clinical users, and at-risk patient are most likely to benefit from clinical surveillance technologies.

A common concern among those interviewed surrounding current monitoring practices was alarm safety and alarm fatigue. Malkary reports on these concerns and identifies ways in which clinical surveillance can offset these challenges. According to a Director of Medical Informatics at an academic medical center in Virginia interviewed for the study, "Nurses are experiencing alarm fatigue at the point-of-care. They are overwhelmed with too many clinically-insignificant alarms which are difficult to prioritize and often result in lack of responsiveness to potential critical events. Clinical alarms and notifications often lack appropriate context which requires the nurse to manually access, aggregate, and analyze retrospective data from the EHR, biomedical devices, and other clinical information systems to identify deteriorating conditions. Early signs of patient deterioration may be subtle. It requires automation to monitor all the data and advanced algorithms to detect these subtle signs."

Other core components of the *Trends in Clinical Surveillance & Analytics 2018* study include:

- Types of solutions hospitals are evaluating for clinical surveillance
- Clinical surveillance case studies
- Provider best practices

- Survey participant comments

The *Trends in Clinical Surveillance & Analytics 2018* report is intended for:

- Software and hardware vendors, systems integrators, and management consulting groups who are selling hardware, applications and services into the healthcare industry.
- Healthcare administrators and IT executives who are making strategic decisions to fund clinical information technology solutions.
- Clinicians who are involved in informatics and clinical system evaluation and selection.
- Investment bankers and private equity firms.

The complete market study, "[Healthcare Without Bounds: Trends in Clinical Surveillance and Analytics 2018](#)", is now available for \$995 (USD) from Spyglass Consulting Group.

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ABOUT SPYGLASS CONSULTING GROUP



Spyglass Consulting Group is a market intelligence firm and consultancy focused on the nexus of information technology and healthcare. Spyglass offers products and services in customer and market intelligence, strategic partnership development, product marketing and investment due diligence. Spyglass' current research is entitled **Healthcare without Bounds** that focuses on the current and future potential of mobile computing and wireless technologies within the healthcare industry.

Spyglass customers include more than 140 leading high technology vendors, management consulting organizations and healthcare providers including **Cisco, IBM, Microsoft, Intel, Hewlett Packard, Johnson & Johnson, Pfizer, Siemens, GE Healthcare, Philips Medical, Sprint, and Kaiser Permanente.**

Gregg Malkary is the **founder** and **Managing Director** of **Spyglass Consulting Group**. He has more than 20 years' experience in the high technology industry working with Fortune 2000 companies to help them use information technology for competitive advantage. Malkary has domain expertise in mobile computing, wireless and broadband technologies with direct experience in the healthcare, hospitality, manufacturing, communications and entertainment markets.

Prior to founding **Spyglass Consulting Group** in 2002, Malkary was an Associate Partner at **Outlook Ventures**, a venture capital firm focused on early stage investments in enterprise software and communications companies. Previously, Malkary was the Director of Strategic Planning for **Exodus Communications** where he was responsible for identifying, evaluating and executing growth initiatives for Exodus in the managed Web-hosting marketplace. Malkary has also held consulting and senior management roles in business development, strategic planning and product marketing for public and

private technology companies including **IBM, Hewlett Packard, Accenture, Silicon Graphics** and **Skytel Communications**.

Malkary frequently speaks at regional and national conferences focused on mobile computing, wireless technologies and healthcare related issues. Numerous industry publications have written about and quoted Malkary including the Wall Street Journal, CIO, Business 2.0, MIT Technology Review, Network World and eWeek.

Malkary is an honors graduate of **Brown University** having earned a MS and BA in Computer Science. He was awarded the prestigious North American Philips Corporation Fellowship for his graduate research work in graphical simulation environments.

For additional information about this study, please contact Gregg Malkary at gmalkary@spyglass-consulting.com.

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