FOR IMMEDIATE RELEASE

RFID HEALTHCARE INVESTMENTS ARE EXPERIENCING EXPLOSIVE GROWTH

Spyglass Consulting Group study finds 76% of larger healthcare organizations have invested in RFID-based solutions primarily to track high-value mobile assets, patients and staff - 204% increase from 2005

MENLO PARK, CA, July 8, 2008. Radio Frequency Identification (RFID) healthcare investments by larger healthcare organizations are experiencing explosive growth, according to **Spyglass Consulting Group**, a market intelligence firm and consultancy that announced today the results of a comprehensive RFID end-user market study. The adoption and investment in RFID solutions primarily to track high-value mobile assets, patients and staff members represents a 204 percent increase from Spyglass' 2005 RFID study.

"RFID investments are growing exponentially as healthcare organizations develop a better understanding of the technology and how it can be used to solve real problems within their facility," said Gregg Malkary, Managing Director of Spyglass Consulting Group. "RFID solutions are being deployed to enhance patient safety, increase operational efficiency and optimize business workflow processes. Larger organizations are more likely to make RFID investments than smaller hospitals because they have larger physical footprint making it more difficult to track things."

HIGHLIGHTS OF THE TRENDS IN RFID 2008 REPORT:

RFID INVESTMENTS ARE FOCUSED ON DEPARTMENTAL APPLICATIONS

Department heads and business-line managers are making investments in RFID to solve specific business problems. Hospital administrators are reluctant to embrace RFID solutions for enterprise-wide deployment until the clinical, financial and operational efficacy of these solutions can be demonstrated to provide value for the entire organization.

RFID TRACKING SOLUTIONS PROVIDE COMPELLING VALUE PROPOSITION

RFID solutions for tracking high-value mobile assets, patients and medical staff provides healthcare organizations with a compelling value proposition to increase operational efficiency, optimize patient flow interactions and streamline workflow processes. These solutions automate manual paper-based workflow processes where few alternative IT solutions exist today.

PASSIVE RFID SOLUTIONS EMERGING FOR NICHE APPLICATIONS

Passive RFID solutions are emerging for niche applications within specific hospital departments for inventory management, patient identification and quality assurance applications.

ABOUT SPYGLASS' HEALTHCARE WITHOUT BOUNDS: TRENDS IN RFID 2008

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Trends in RFID 2008 presents the findings of an end-user market study focused on the current state of Radio Frequency Identification (RFID) adoption by *larger healthcare organizations* across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for deploying RFID solutions for accurate mobile asset and patient tracking, positive patient identification, and supply chain inventory management.

Trends in RFID 2008 is an outgrowth of a similar study published by Spyglass in August 2005 entitled **Trends in RFID**. Throughout this report, Spyglass will compare and contrast interesting trends identified across both studies.

The content for **Trends in RFID 2008** was derived from 100 in-depth interviews with healthcare professionals working in *pharmacy, clinical engineering, materials management, laboratory* and *medical/nursing informatics*. These professionals were representative of a broad range of organization types and sizes.

The telephone interviews were conducted over a three-month period starting in March 2008. The purpose of the interviews was to identify the critical needs and requirements for RFID through discussions about existing workflow inefficiencies, wireless and RFID solution usage today, and the potential impact for deploying RFID in the future.

Spyglass evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed point of care solutions.

The **Trends in RFID 2008** report is targeted at:

- **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, and

- **investment banking and private equity investors.**

The complete market study "**Healthcare Without Bounds: Trends in RFID 2008**," is available for $2,495 (USD) from Spyglass Consulting Group at www.spyglass-consulting.com.

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 120 leading high technology vendors, management consulting organizations and healthcare providers including **Cisco, IBM, Microsoft, Intel, Hewlett Packard, Oracle, 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 August 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. © 2008, Spyglass Consulting Group. All rights reserved.

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