



PRESS RELEASE

Winner of Ipsos & 1776 Patient Experience Pitch Competition Announced in Washington, DC

Startup Keriton Kare wins for innovative application for newborn intensive care units

October 18, 2019 - Washington, DC — Ipsos is thrilled to congratulate the winner of our inaugural 1776 Improving the Patient Experience Pitch Competition! Keriton Kare emerged victorious from a very competitive field with their application designed to increase safety and improve process efficiency in newborn intensive care units.

As a result of this win, Keriton Kare will have the opportunity to work directly with Ipsos and our wealth of Patient Experience (PX) experts and data sources, as well as see their innovation highlighted at high-profile health conferences across the United States. Furthermore, Ipsos' Connected Healthcare partner [HP](#) will help pilot their innovation, provide product feedback, and initiate customer introductions.

Ipsos teamed with 1776 to host this Patient Experience Pitch competition for startups as part of our ongoing dedication to improving the patient experience through data-driven insights. In the end, five outstanding startup candidates emerged via a competitive submission process, and each showcased their innovative solutions at our event last night in Washington, DC.

All finalists demonstrated an outstanding commitment to improving the patient experience through innovation and entrepreneurship. Keriton Kare's ultimate win was determined by a panel of impartial expert judges, who were impressed that the end-to-end application could increase overall satisfaction by automating feeding workflow, reducing the risk of erroneous feeds, improving feeding rates – thereby improving the patient experience not only for the mother and child, but also the entire family.

Ipsos Vice President Thomas Sutton underlined how proud Ipsos is to partner with this creative event, reiterating that the topic of patient experience needs this type of exposure and ingenuity:

“You often hear about technological advancements in surgical practices, prosthetics, and pharmaceuticals, but unfortunately the patient experience journey rarely gets this attention. One of the greatest challenges today is how to provide better health care with a better patient experience, all at a lower cost. This competition allows fresh ideas to take center stage and perhaps change our healthcare system, for the better.”

Congratulations to the Ipsos & 1776 Patient Experience Pitch Competition Finalists:

- VOYCE is an on-demand interpretation service supporting over 220 languages and dialects with interpreters worldwide to help patients communicate, connect and improve patient care.





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- Limber provides easy-to-follow video programs for completing evidence-based exercises for musculoskeletal conditions at home on your own schedule.
- Navimize is a digital health company whose mission is to eliminate the waiting room by integrating electronic medical records and practice management systems to track patient flow and predict delays in the schedule, thereby reducing wait times and drastically improving patient satisfaction.
- HootBoard is a fast deploy visitor and consumer experience kiosk platform which enables organizations to serve their consumers in their physical spaces.

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About 1776

1776 transforms markets by curating communities of entrepreneurs and enterprises in flexible work environments. Our members gain access to a dynamic network and focused programming to provide the knowledge and resources necessary to spur innovation and solve complex challenges.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

