



Zyter Smart Events and Mobile App Bring Christmas Festival into the Digital Age

>The Challenge

Over a decade ago, a small Christmas funfair started with just a few attractions. Today, this multi-million-dollar festival continues to grow in popularity and attracts visitors from around the world. Not surprisingly, such rapid growth has made marketing to the event's enormous customer base and managing the ticketing process much more complicated.

While tickets could be purchased online through the festival's website, the festival owners wanted to streamline the process – and bring the festival into the Digital Age – with an interactive mobile app. Most of all, the marketing department wanted a way to engage festival attendees with the app beyond just purchasing an e-ticket. The festival's owners asked Zyter to develop a custom mobile app that would help them create the ultimate attendee experience.

>The Approach

Zyter Smart Spaces was deployed along with a custom mobile app that integrates the festival's ticketing platform with other systems to drive a smart and satisfying attendee experience. Zyter also added a custom integration with the festival system's payment functionality to enable the purchase and downloading of festival e-tickets for the first time.

At a Glance

Client

An annual international Christmas festival.

Challenge

Festival owners wanted an interactive mobile app to enable e-ticket sales and create the ultimate visitor experience.

Approach

Deploy Zyter Smart Events™ and develop an intuitive mobile app that engages visitors from initial registration and e-ticketing to navigating festival events.

Results

- E-ticket sales have more than doubled
- Number of app users increased by 20,000 in just one year
- Attendee engagement has increased before, during, and after the festival

Product Spotlight: Zyter Smart Events

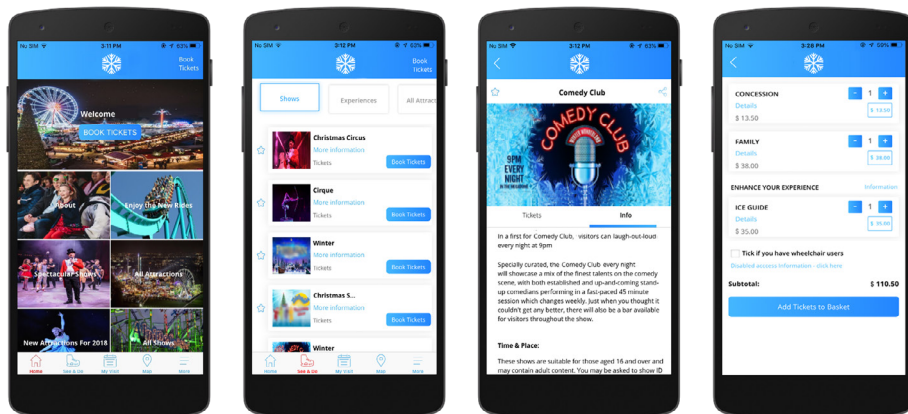
Zyter Smart Events is the event module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time – all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter SmartSpaces delivers an intuitive and seamless experience across a full range of apps and services – regardless of devices and data sources.

A highlight of the Zyter app is the comprehensive, interactive geographic map of the vast festival grounds to guide attendees to the multiple festival attractions and other amenities. The map uses a Google Maps API to enable attendees to see their real-time location and navigate easily to the next attraction. In addition, all of the attendee's pre-booked attractions are automatically embedded into the map when the attendee books them through the Zyter app.



Attendee engagement was a top priority for the festival's marketing team. Zyter developed a dynamic content management system for marketing to create and send real-time push notifications based on the attendee's proximity to a specific attraction. Marketing can also create and send information flyers and other promotional materials through the app before and during the festival. Providing even more convenience for attendees, the Zyter app is also integrated with a third-party scanning system so that attendees can purchase cash cards to be used at the festival.



>The Results

User response to the festival's new e-ticketing procedures, made possible with Zyter Smart Events and a new mobile app, has been very positive since its initial launch in 2017. Between 2018 and 2019, 12,000 e-tickets were purchased through the app, and a total of 35,000 festival participants used the app to navigate the festival attractions and learn more about them. The number of tickets sold the following year more than doubled to 28,000, while the number of users grew to 55,000.

Today, festival attendees can purchase e-tickets and pre-book reservations for the attractions of their choice using the Zyter app on their mobile device. Once they register for the festival, they can download their e-ticket, see attraction highlights and access all of the information they need for planning their visit. While on the expansive festival grounds, attendees can easily find their way around using the app's interactive map already populated with the locations of their pre-booked attractions. Real-time push notifications from the festival's marketing team help attendees quickly locate food vendors and other festival amenities near their current location. The app is also integrated with social media so users can easily share event information. This high level of engagement has delivered an exceptional attendee experience.

The Zyter app remains an effective marketing and user engagement tool even after the festival is over. Attendees can use the same app year after year to register for the festival, and they can always refer back to previous bookings.



For More Information

To learn more about Zyter's healthcare solutions or to arrange a product demonstration, please contact +1 (301) 355 7760, sales@zyter.com or visit www.zyter.com/smartevents

>About Zyter

Zyter, founded in 2017 by serial entrepreneur Sanjay Govil, provides a cloud-based, 5G-ready platform that enables better outcomes in telehealth, home health, and remote patient monitoring, while also supporting IoT/smart technology and thermal imaging solutions. The platform's open architecture, military-grade security, and compliance with multiple industry standards enables organizations in healthcare, education, entertainment, government, and transportation to easily and effectively connect, communicate, collaborate and engage. In 2020, the company won more than 50 awards for its solutions including Best Health Care and Medical Innovation as well as Company Innovation of the Year (One Planet Awards, Silver). The privately-held company is based in Rockville, Md. For more information, please visit www.zyter.com.



Zyter Improves the Customer Experience at Major Transport Hub

>The Challenge

A vast multi-level transportation hub was a challenge to even experienced travelers who often struggled to find their way to boarding platforms and other station amenities. Every day, passengers crowd in front of a large passenger information display system (PIDS) in the main terminal to check times and track numbers, and must check back for schedule changes to avoid missing their train.

This confusing experience was about to get worse as a modernization project was fast approaching. The project included construction work on nearly 40% of the train tracks, which would result in additional scheduling changes and make it even more difficult for passengers to navigate the station to their trains. The client needed a way to improve and streamline station navigation and make the passenger experience less stressful.

“Zyter was retained to develop a secure, real-time passenger indoor wayfinding app with the requirement that it be delivered in just 45 days – just before the start of a modernization project,” says Sanjesh Rao, chief product officer at Zyter. “In addition to deploying Zyter Smart Travel & Transit, we delivered a robust mobile app on day 42 after the client successfully tested every possible user scenario.”

At a Glance

Client

A railroad passenger service.

Challenge

Create a robust, secure and user-friendly mobile app to help passengers navigate the transportation hub more easily and access real-time train information.

Approach

Deploy Zyter Smart Travel & Transit and install 700 Bluetooth beacons to enable an interactive map that provides both station navigation and real-time train schedules from PIDS.

Results

The mobile app has been downloaded over 120,000 times, helping passengers find trains and retail locations for a greatly improved and engaging customer experience.

Product Spotlight: Zyter Smart Travel & Transit

Zyter Smart Travel & Transit is a module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time – all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter Smart Travel & Transit delivers an intuitive and seamless experience across a full range of apps and services – regardless of devices and data sources.
- Identify and address potential issues quickly before they escalate using context-aware incident reporting, predictive analytics and contextual alerts.

>The Approach

With the goal of streamlining every passenger’s ability to navigate the transportation hub, Zyter developed an interactive station map powered by nearly 700 Bluetooth Low Energy (BLE) technology beacons positioned throughout the station that track a passenger’s location and direction. The BLE proximity-sensing solution is accurate to approximately one meter for highly intuitive and accurate indoor navigation, as opposed to a common 10-meter GPS satellite signal that could be unreliable on the underground levels of the station.



Time	Train No.	Gate/Track
5:00 PM DEPARTED	NORTHEAST REGIONAL Boston, MA	10W
5:05 PM DEPARTED	NORTHEAST REGIONAL Washington, DC	13W
5:17 PM DEPARTED	669 SERVICE Harrisburg, PA	5W
6:05 PM DEPARTED	NORTHEAST REGIONAL Washington, DC	9W
7:00 PM NOW 7:11 PM	NORTHEAST REGIONAL Boston, MA	
7:01 PM NOW 7:15 PM	REGIONAL Washington, DC	
7:53 PM ON TIME	471 SERVICE Harrisburg, PA	
8:00 PM	NORTHEAST	

Another key goal was to make it easier for the passenger to access train information and schedule changes – as well as reduce the concentration of passengers crowding around the station’s PIDs. Zyter integrated the app directly with the station’s PID system so it instantly displays the same schedule, track information, and updates that are pushed to the station’s screens in real-time. In addition, the app seamlessly provides navigation for passengers to the locations of more than 400 points of interest – restaurants, shops, passenger services, and more – that span the station’s three levels. Bluetooth beacons were placed at the entry point of each business to support an intuitive interface with the app and its PID information. As a result, passengers feel more comfortable spending time eating or shopping while waiting for their train since they need only glance at the app for real-time information on their train’s departure time or any track changes.

>The Results

With over 120,000 downloads of the secure app, navigating the transportation hub is no longer stressful and confusing for passengers. Instead of crowding around the station’s PIDs, they can automatically receive train and arrival/departure track information, easily locate ATMs, restrooms, restaurants, and shops, and navigate all levels of the station – all from their mobile device. The app is available for free download on both iOS and Android.

Passengers entering the transportation hub from the street or from an arriving train get a pop-up alert from the app on their mobile device welcoming them to the station and asking them what they want to do – get directions to their train or find one of the shopping areas. They can simply tap a button to instantly see real-time train information and filter it by train number, departure time, and more. Passengers can also tap on a heart icon to save a train as a “favorite”, which enables pop-up alerts if the train is running late or approaching the track. The app will then ask if the passenger wants directions to the platform. Regardless of the scenario, the passenger is always engaged and informed with instant visibility of real-time information.

The app also guides passengers directly and intuitively to their favorite coffee shop, restaurant, bar, or shop in the station with just a tap on the app. As the passenger moves through the station and passes within proximity of each Bluetooth beacon, the interactive map screen continually updates and displays the passenger’s location with changing graphics and lines along the way, much like the familiar Google Maps. As a result, passengers always know where they are in the station and can quickly get the optimal directions to where they need to go. No longer do they have to worry about getting lost in the maze of corridors and tunnels and missing their train.

From first-time visitors to veteran travelers, Zyter Smart Travel & Transit and a robust mobile app have succeeded in greatly improving the passenger experience at the transportation hub. Critically, Zyter helped the client meet its goal of turning around what would have been a very chaotic situation during the track modernization project.



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Zyter Delivers Remote ICU Patient Monitoring and Secure Collaboration Solution for International Military Healthcare System

>The Challenge

Facing on-going budget restrictions and a shortage of skilled nurses at all facilities around the world, an international military healthcare system searched for a technology-based solution to increase operating efficiencies while also maintaining the highest quality of care. After researching a number of solutions, the healthcare system was intrigued about the possibilities of adopting a mobile remote patient monitoring (RPM) solution and secure collaboration platform that could be used by intensive care unit (ICU) physicians and nurses at all of the system's medical centers around the world.

Before any RPM solution could be deployed, it had to undergo a rigorous evaluation process to ensure it was able to meet stringent security requirements as well as comply with HIPAA and other global healthcare regulations. On a technical level, the RPM solution also had to have the flexibility to eventually integrate with the medical system's electronic health record (EHR) system.

Zyter's Digital Health Platform was recommended by an alliance partner and after receiving approval, all of the core features and components of the platform were implemented to support remote patient monitoring and secure collaboration with ICU physicians and nurses worldwide.

At a Glance

Client

An international military healthcare system with 900 clinicians and health administrators.

Challenge

Provide a remote ICU patient monitoring system and communication platform that meets stringent security requirements and is HIPAA compliant.

Approach

The Zyter Digital Health Platform enables ICU staff to securely and remotely monitor ICU devices and communicate in real-time via audio, video, and text with ICU teams worldwide.

Results

- Supports real-time, secure clinician collaboration worldwide
- Faster response to patient issues
- Enables more efficient use of staff resources
- Increased quality of patient care and improved patient outcomes

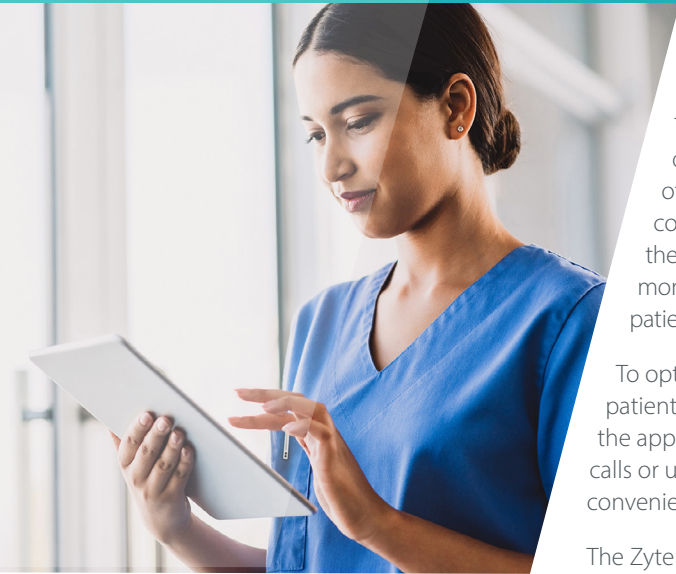
Product Spotlight: Zyter Remote Patient Monitoring

Zyter offers continuous and proactive RPM as part of a comprehensive, integrated suite of tools.

- Leverage a wide range of easy-to-wear, FDA-approved devices for advanced monitoring and self-care
- Reliably track patient habits for early intervention and in support of population health
- Device readings support proactive disease
- Activity checklists and surveys encourage patient participation, enhancing care team interactions and enabling self-care
- Supports BYOD or device-specific protocols

>The Approach

Zyter brought the power of the desktop and the flexibility of a mobile solution together for over 900 clinicians and health administrators across the client's entire global healthcare system. Both the secure mobile app and web-based desktop application enable ICU staff at the main medical center to monitor patients at any of the healthcare system's ICUs worldwide and communicate securely with local staff.



The secure communication and collaboration component of the Zyter platform is delivered in a smart, intuitive iOS or Android digital application with the highest level of security. Providing a real-time collaborative experience between clinicians across the continuum of care, the Zyter solution ensures that ICU staff can quickly connect with the right clinician to resolve patient issues quickly. Combined with the remote patient monitoring component, Zyter delivers a comprehensive way for ICU staff to improve patient care.

To optimize the patient experience, Zyter developed a robust mobile app. In addition to patient registration and post visit surveys, patients can use the Get Care Now feature within the app to request a consult with a doctor. Providers initiate the consult via messages, phone calls or using the virtual video visit capabilities within the app, providing patients with a convenient and efficient way to access and receive care.

The Zyter solution runs locally on the medical center's servers in full compliance with security protocols and HIPAA regulations. It also seamlessly integrates with the medical center's ICU product, which supports all of the equipment that monitors a patient's vitals signs.

>The Results

More than two years after implementation, the Zyter Digital Healthcare Platform continues to transform the way that ICU physicians and nurses care for critical patients, resulting in enhanced patient safety, improved outcomes and more efficient operations.

Using the Zyter solution on a daily basis, nurses at the main medical center can monitor ICU patients at other bases around the world and immediately collaborate with the on-duty nurses at that specific ICU when a device alerts any change in the patient's vital signs. As a result, ICU staff can respond faster to the patient's issue to provide a higher quality of care and bring about a better patient outcome. All of the patient-connected devices in the ICU can send alerts to the Zyter solution, including blood pressure, oxygen levels, heart rate, glucose monitoring and more, enabling a higher level of comprehensive care for critical patients.

The international military healthcare system has also been able to address its budget and nursing resources challenges as now fewer on-site nurses are needed to monitor more patients around the world. In addition, physicians have more time to devote to critical patients that need specialist care. Remote monitoring has also helped patients become more engaged in their own care and increased collaboration with physicians, helping drive better outcomes.

In the near future, this client will further expand the value of the Zyter platform with integration to the medical center's EHR system to provide secure, context-aware collaboration. This capability will enable clinicians to securely access and share a patient's health history, medication list, test results and more from the hospital's EHR system during a chat or video call. As result, ICU physicians and nurses will be able to further speed and enhance the quality of care for their patients.

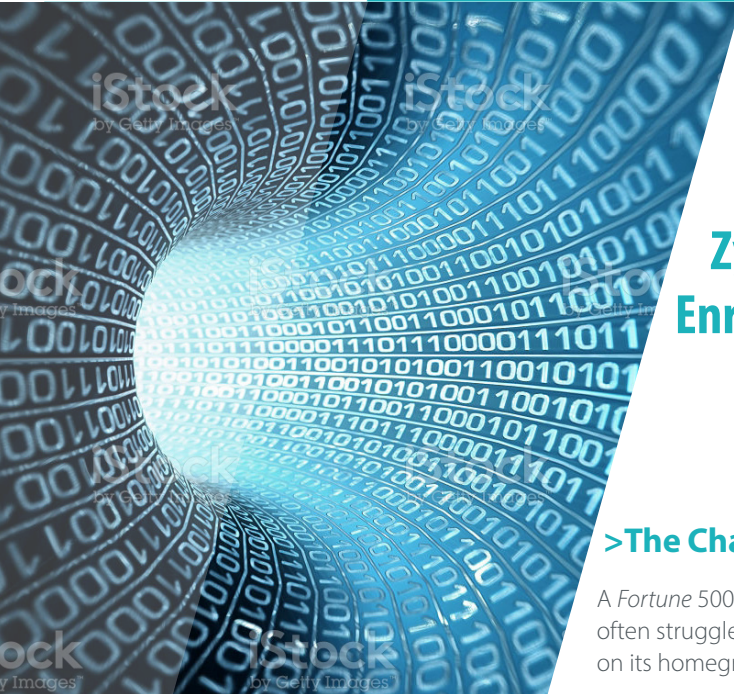


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Zyter Enrollment Manager™ Revolutionizes Enrollment Process for Healthcare Payer

>The Challenge

A Fortune 500 healthcare payer providing Medicare and Medicaid insurance in multiple states often struggled to efficiently process EDI 834 files containing benefit enrollment information on its homegrown legacy technology platform.

In addition, because the processing system did not verify or alert on exceptions, the payer did not know that an exception had occurred until the company was notified that a claim or payment could not be verified for a newly enrolled member. That would trigger a search for the member's rejected file and the process of determining the error and fixing it, which often took up to 48 hours to complete. That delay not only affected the member's access to care, but also would put the payer at risk of incurring hefty state or federal non-compliance fines for not completing a member's enrollment within the Medicare and Medicaid guidelines.

Already satisfied with Zyter's Member Engagement™ product, the payer returned to Zyter for a solution that would provide visibility and tracking of enrollment files in their system from start to finish – but most importantly, enable real-time verification of exceptions and reduce the time to fix them.

>The Approach

Zyter stepped up to the challenge with Zyter Enrollment Manager™ to automate the enrollment lifecycle. Integrated with the payer's QNXT processing system, Zyter's highly scalable, API-based architecture significantly streamlines the processing of enrollment files and enables real-time verification of both completed files and exceptions right out of the box. In addition, the Zyter platform ensures that Zyter Enrollment Manager meets all of the HIPAA standards required to support the secure electronic document interchange of X12 EDI 834 as well as non X12 benefit enrollment files.

The main process required by state and federal regulations remains the same – loading EDI 834 enrollment files into the payer's system, verifying the member's eligibility, and then sending that information to the payer's database accessible by all stakeholders, including healthcare facilities, pharmacies, and the like. However, the difference today is the integration of Zyter Enrollment Manager with the payer's system provides unprecedented end-to-end visibility and tracking of all files for the first time.

The payer's member enrollment staff can track the real-time status of files – and most importantly, see and start to fix any exceptions immediately – on the customizable Zyter Enrollment Manager dashboard. As a result, it takes only 4 to 5 hours to fix and reprocess an exception instead of 48 hours. The payer now has accountability for every EDI 834 transaction and no longer risks losing a member's enrollment data in the system due to undetected exceptions.

At a Glance

Client

A Fortune 500 healthcare payer providing Medicare and Medicaid health plans to state insurance marketplaces.

Challenge

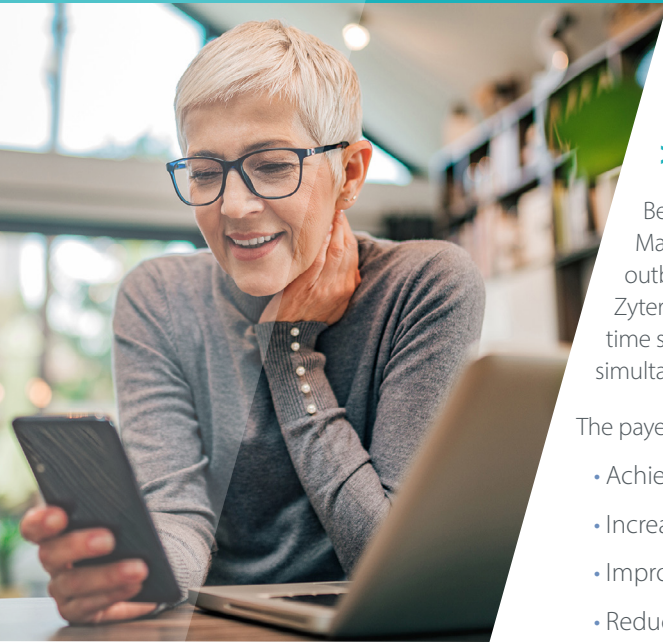
Legacy technology could not support the timely fixing and reprocessing of EDI 834 exceptions.

Approach

Deploy Zyter Enrollment Manager™ with integration to the payer's QNXT system.

Results

- Unprecedented end-to-end visibility and tracking of all files
- Improved turnaround time of enrollment processing from 48 hours to just 4 to 5 hours
- Reduces EDI 834 exceptions reprocessing time
- Improved compliance with state and federal regulations, reducing risk of hefty fines



>The Results

Beyond the significant reduction in time to reprocess exceptions, Zyter Enrollment Manager also has greatly improved the processing of daily/monthly inbound and outbound enrollment files – 100,000 transactions in just 5 to 10 minutes. Additionally, the Zyter solution has reduced the payer's risk of incurring fines for delays in EDI 834 processing time since Zyter Enrollment Manager supports high-speed processing of multiple files simultaneously without degrading system performance.

The payer has also achieved the following benefits with Zyter Enrollment Manager:

- Achieved visibility into the enrollment processing system for the first time
- Increased operational efficiency with end-to-end file tracking
- Improved compliance with state and federal EDI 834 regulations
- Reduced complexity by eliminating manual eligibility verification
- Improved member experience by eliminating delays in eligibility verification

Zyter Enrollment Manager can also be easily reconfigured to adapt to future new EDI platform standards. As a result, this payer will always have an enrollment solution with the flexibility to stay competitive in the healthcare insurance marketplace while furthering the goal of providing affordable, quality healthcare benefits.



For More Information

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Zyter Telehealth Solution for COVID-19 Critical Care Unit Deployed at Civilian Hospital in Guam

>The Challenge

With the emergence of the COVID-19 pandemic in early 2020, the U.S. Department of Defense (DoD) evaluated ways to support emergency critical care units in its network of military hospitals, as well as in civilian facilities. The U.S. Naval Hospital located in the U.S. territory of Guam is part of the island's emergency response healthcare network and collaborates with Guam's civilian hospital on emergent cases. In late summer, Guam's 110-bed civilian hospital became overwhelmed with a surge in the number of critically ill COVID-19 patients. All critical care unit beds were full, and the hospital's small staff of well-trained medical professionals needed additional resources to provide the specialized care required for these patients. Clinicians at the U.S. Naval Hospital stepped up to help, but it became evident that even more critical care physicians and nurses were needed.

In collaboration with the government of Guam, the U.S. Naval Hospital requested assistance from the Federal Emergency Management Agency (FEMA) to support an emergency critical care unit at Guam's civilian facility. FEMA presented the DoD with a request for a telemedicine solution instead of physically bringing in additional critical care staff in light of the restrictions on travel and close personal contact due to COVID-19.

The U.S. military already had decades of experience bringing mobile hospitals to remote battlefields. However, the situation in Guam convinced the DoD that this experience, along with new advances in telemedicine, could play a vital role in the future of emergency critical care in the U.S. because the risk of COVID-19 has changed the modalities of care. Therefore, the DoD deployed its National Emergency Tele-Critical Care Network (NETCCN) to Guam with the future objective of using telemedicine and electronic health record (EHR) integration to extend high quality emergency critical care to every American during COVID-19 outbreaks, as well as all types of natural or man-made disasters.

>The Approach

The DoD determined that a single company alone could not cover the emergent medical needs of the entire U.S. and its territories. So consortiums of leading companies were formed with expertise in telehealth, telecommunications, cloud services, information services, and business consulting services to collaboratively and quickly deploy emergency critical care units in the field wherever they were needed – in cities and rural areas alike.

The DoD received 78 proposals, reviewed and vetted the respondents, and chose nine consortiums or teams to participate in the first phase of a three-phase launch of NETCCN. Providing the Guam civilian hospital with a telemedicine solution for emergency critical care was one of the first civilian deployments of the NETCCN initiative. Already vetted by the DoD for a successful deployment of a secure telehealth and remote patient monitoring solution at Naval Medical Center San Diego (NMCS), Zyter was selected to provide a telehealth solution in Guam as a partner in a NETCCN consortium headed by Deloitte Consulting, LLP, along with: Amazon Web Services (AWS) GovCloud, Verizon, Decisio Health, Elsevier, Qventus,

At a Glance

Client

A consortium led by Deloitte Consulting LLP on behalf of the U.S. Department of Defense.

Challenge

The DoD sought to provide emergency critical care assistance to a civilian hospital on Guam overwhelmed with an increase in COVID-19.

Approach

As a part of a NETCCN consortium, Zyter deployed its healthcare platform for secure collaboration and communication, telehealth, and remote patient monitoring.

Results

The Guam hospital has improved COVID-19 patient care thanks to easy, seamless collaboration with physicians and care teams at Naval Medical Center San Diego (NMCS).



and T6 Health Systems. The Deloitte consortium is using a Rapid Application Development (RAD) methodology, a form of agile software development, which meets the NETCCN's requirements for a stepwise approach to rapid development and release of a secure, reliable, and scalable telemedicine solution.

As part of the NETCCN consortium, Zyter deployed its comprehensive, secure collaboration and communication platform for telehealth, video physician visits, electronic health record (EHR) integration, and remote patient monitoring (RPM) in Guam. The solution went live on October 1, 2020, and enabled physicians, nurses, and care teams 6,000 miles away at NMCSD to collaborate with Guam's physicians and care teams, conduct virtual patient visits, and remotely monitor the condition of COVID-19 patients and others in the Guam hospital. Capabilities and features of Zyter's solution include:

- **Secure, Context-Aware Collaboration** – With the secure communication and collaboration capabilities of the Zyter platform, physicians at the Guam hospital can collaborate with care teams at the San Diego Naval hospital using a real-time, context-aware communication platform with the highest level of security. Zyter's comprehensive telehealth solution enables secure accessibility and sharing of the patient's health record from the hospital's EHR system during a chat or video call. As a result, clinicians at the Guam hospital can resolve issues faster and improve the quality of care for COVID-19 and other critically ill patients.
- **Remote Patient Monitoring** – Patient care and safety are further enhanced with Zyter's remote patient monitoring (RPM) solution, which consists of devices that collect and integrate physiologic data from all of the different medical devices that are connected to the patient in the hospital bed. All of these patient-connected devices can send intelligent alerts to the Zyter platform, including any spikes or emergent changes in blood pressure, oxygen levels, heart rate, glucose monitoring and more. Nurses at the NMCSD can remotely monitor COVID-19 and other patients at the Guam hospital and immediately collaborate with Guam's nurses when a device alerts on a change in vital signs, enabling a higher level of comprehensive care and improved outcomes for critically ill patients.
- **Secure Patient-Facing Mobile App** – Zyter's telehealth solution for Guam also provides a patient-facing mobile application that enables secure virtual physician visits. Patients in Guam can use the app to request virtual appointments with physicians at NMCSD. Patients log in on the home screen and click on the "Care" tab to make a request for a virtual telehealth appointment with a physician. They select their health issue from a list of several types of symptoms on a drop-down menu, including COVID-19 related symptoms.
- **Secure Video Physician Visits** – Based on the item the patient chooses on the Zyter app, the request for care will be routed to an available physician to set up a secure video visit using the Zyter platform. Because the platform is integrated with the Guam hospital's EHR system, the physician can log in and quickly access the patient's health record and have a complete view of the patient's previous diagnosis, medications, test results, vital signs data, and more during the virtual appointment.



>The Results

Today, the U.S. Naval Hospital and the Guam civilian hospital are well prepared with the additional medical resources they need to handle any spikes in COVID-19 cases as well as day-to-day critical patient care – all provided virtually through the Zyter telehealth platform.

By providing telehealth technology to the NETCCN consortium, Zyter has transformed the way emergency critical care is provided at the Guam hospital. For example, even with a small clinical staff, care teams in Guam can create virtual wards of critical patients, such as COVID-19 patients using Zyter and securely collaborate on care with their counterparts at the Naval hospital in San Diego. Now, when a critically ill patient needs the immediate care of a specialist not available in Guam, a specialist in San Diego can remotely “visit” Guam’s virtual ward through the Zyter solution. This is only one example of the way Zyter’s telehealth solutions are shaping the future of emergency critical care.

By implementing Zyter’s telehealth solution the Guam hospital has benefitted in the following ways:

- More efficient management of critically ill COVID-19 patients
- Improved quality of critical care during COVID-19 surges
- Enables secure, contextual collaboration with remote care teams
- Faster responsiveness to emergent patient issues
- Improved patient outcomes

In addition to Guam, the U.S. Army Medical Research and Development Command’s (USAMRDC) Telemedicine and Advanced Technology Research Center (TATRC) deployed four NETCCN teams in response to COVID-19 surges in South Dakota, Minnesota, Puerto Rico, and Texas in early November 2020. According to the TATRC, the NETCCN telehealth platform is now being used by more than 200 local and remote physicians to provide remote critical care and patient monitoring to nearly 100 patients. TATRC also reports that clinicians have collaborated on patient care in over 2,400 live videos and messages on the NETCCN platform.

As part of the Deloitte Consulting LLP consortium for NETCCN, Zyter is on the front lines of the pandemic to bring virtual critical care wards to any hospital, healthcare facility, or field hospital that needs additional critical care resources for COVID-19 patients.



For More Information

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>About Zyter

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Zyter Member Engagement Improves Satisfaction and Gives *Fortune* 500 Healthcare Plan Provider a Competitive Advantage

>The Challenge

A *Fortune* 500 healthcare company in the U.S. offers managed healthcare services for Medicare and Medicaid patients through multiple state insurance marketplaces or exchanges. With the goal of providing access to affordable quality care, this company has served millions of plan members across the nation through locally operated health plans in over 10 states.

Plan members were using a homegrown mobile app to give them easy, anytime access to details of their plan, pending claims, and other plan-related information. However, it had an unappealing user interface and ran on an older legacy web services system that could not support the high request/response rate that today's mobile app users expect. As a result, members were giving the app bad reviews for usability, and especially for the very slow response time to searches and queries.

This poor user experience not only affected the plan members, but the negative reviews also put the company at risk of attracting fewer new members, as well as potentially losing members to other marketplace plans. In addition, as the company sought new marketplace contracts with additional states, the lack of a modern technology stack to support a more robust mobile app reduced their chances of winning new business. To address these issues, the healthcare plan provider engaged Zyter.

>The Approach

Zyter developed a new mobile app that runs on a modern technology stack featuring an enhanced user interface with a modern design and improved, simplified navigation. Zyter also built in many other rich features and functions to make the member experience more personal, engaging, and meaningful. For example, the enhanced home screen greets members with customized content based on their health plan, conditions, gender, and other personal preferences. A "favorites" list enables them to list and bookmark contact information for their preferred physicians for quick reference.

The Zyter mobile app also helps plan members save time as they take care of both their healthcare needs and interaction with the plan provider. The smart search functionality enables members to easily find nearby pharmacies and urgent care facilities, as well as links to urgent care providers offering virtual appointment options. They also have simplified access to their updated medication list and a symptom checker that provides recommendations for care.

Members also save time by uploading supporting documentation within the mobile app using their mobile device camera instead of faxing or mailing them to the healthcare company. Members can also use the app to estimate the costs of certain procedures and doctor visits based on historic claim information.

At a Glance

Client

A *Fortune* 500 healthcare organization providing Medicare and Medicaid health plans to state insurance marketplaces.

Challenge

Legacy technology could not support the faster request response time demanded by the member mobile app, which was poorly rated by users.

Approach

Zyter developed a new member mobile app based on a modern technology stack.

Results

- Improved response performance of the member mobile app
- Enhanced member engagement with customized features
- Won new business based on technology excellence
- Improved efficiency with adoption of mobile app for employees



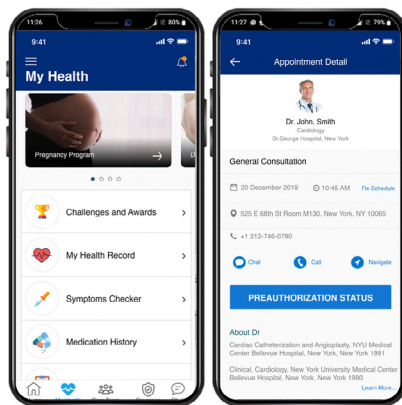
The secure, HIPAA-compliant Zyter mobile app offers two-factor user authentication using text or email, plus secure messaging/push notifications to send health and account-related messages to members. Bill payments are also secure and easy with the ability to scan checks, pay with a credit card, or through Apple Pay or Google Pay.

Designed for all future needs, the Zyter mobile app enables the company's marketplace plan members easily shop for and upgrade to a new plan. Additional user enhancements are already in progress to make the member experience even more satisfying.

>The Results

The company's plan members have given the new Zyter Member Engagement mobile app excellent reviews for usability, an appealing interface, and robust functionality. Most of all, members are very satisfied with the response time as they easily navigate the system and quickly get the information they need. Approximately 35,000 unique active members are using the Zyter mobile app monthly to help manage their health and healthcare plan more efficiently.

Beyond improving member engagement, the healthcare company itself was ranked first in technology excellence for the Zyter mobile app during a recent bid for a new state Medicaid contract – which they won. The company expects this competitive technology advantage – and the positive feedback from plan members – to help them expand their business to additional states.



Benefits include:

- Enhanced and improved member engagement and experience
- Increased mobile app performance
- Improved user ratings and reviews
- Higher user adoption
- Ability to add future enhancements, such as Internet of Things (IoT) integrations

After the success of Zyter's solution for member engagement, the company engaged Zyter to build a similar mobile app for internal employees. In addition to providing the convenience of accessing HR information such as available vacation days, the Zyter app includes a COVID-19 self-screening health feature that employees fill out and submit before they come to the office. This is just another way that Zyter continues to respond to the changing healthcare needs of healthcare plan providers and members.



For More Information

To learn more about Zyter Member Engagement or to arrange a product demonstration, please contact +1 (301) 355 7760, sales@zyter.com or visit www.Zyter.com/MemberEngagement.

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Sports Camp Provider Scores Big with Real-Time Communication and Collaboration from Zyter

>The Challenge

A provider of sports camps known for its elite training attracts dedicated student-athletes aged 8-18 every year from around the world. The enrollment process is usually handled by parents and involved the submission of a dozen or more forms by personal email. There are different forms for U.S. and non-U.S. applicants, and specific questionnaires that relate to the nature of the sport in each of the nine camps. Parents sometimes submitted the wrong forms and often used personal, unsecure email to submit the student's health and medication information, which was not HIPAA-compliant in the U.S. This very cumbersome process was also time-consuming, often taking four weeks or more. And if the wrong forms were submitted or they contained errors, the sports camps had to return them for corrections and re-submission — extending the process even more.

Delays in registration continued even on the first day the students arrived on campus. Students waited in long lines for 45 minutes or longer at registration kiosks as staff manually reviewed the enrollment forms once again.

In need of help, the sports camp provider approached Zyter for a smart and efficient digital solution to eliminate the confusion and delays in the sports camp enrollment process. The provider also wanted any solution to provide a secure, real-time platform for seamless communication and collaboration between students and coaches.

"We met the challenge by deploying Zyter Smart Universities & Schools and developing a mobile app to provide student-athletes and their parents a secure, user-friendly way to engage and collaborate - all the way from initial enrollment, to arrival on campus, and throughout the entire sports camp experience," says Sanjesh Rao, chief technology officer at Zyter.

At a Glance

Client

A provider of year-round sports camps for elite student athletes from around the world.

Challenge

Simplify and shorten the student enrollment process while reducing errors and missing information.

Approach

Deploy Zyter Smart Universities & Schools™ and a mobile app to increase engagement and real-time collaboration among parents, students, and staff.

Results

Reduced student enrollment process from 4 weeks to 3 days; reduced student wait time at registration lines from 45 minutes to 5 minutes. Over 5,000 users access the mobile app concurrently for real-time collaboration with fellow students and staff.

Product Spotlight: Zyter Smart Universities & Schools

Zyter Smart Universities and Schools is a module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time — all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter Smart Universities & Schools delivers an intuitive and seamless experience across a full range of apps and services — regardless of devices and data sources.
- Identify and address potential issues quickly before they escalate using context-aware incident reporting, predictive analytics and contextual alerts.

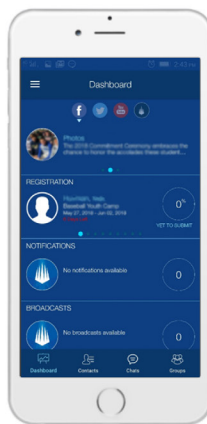


>The Approach

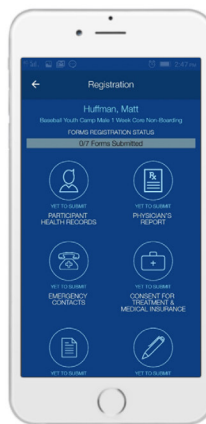
Zyter first revamped the enrollment process by publishing all of the forms online and making them available through the secure mobile app for iOS and Android devices. Parents can now fill out, digitally sign, and submit all forms, plus upload the student’s medical information securely without using personal email. Most of all, this smart enrollment app is context-aware in that it tells the parents which forms they need to fill out based on the information they enter about their student-athlete.

Medical staff located at the camp can also access Zyter’s back office app to review the medical conditions of each student. Medical check-in and check-out is performed within the system and parents can monitor progress in real time via the app to ensure their child has been safely checked in or out. The smart intelligence built into the system enables medical staff to continuously track any student with allergy or medical needs, something that was not possible before.

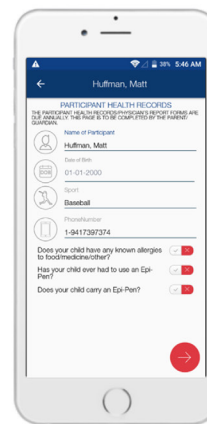
Leveraging the power of the Zyter platform, the app provides digital training and communication capabilities utilized daily by students, their families and staff. Zyter developed the app to take advantage of the platform’s channel-based communication, enabling specific channels to be set up for each of the nine sports camps. Based on their registration data, students are automatically subscribed to the channel or channels of the camps in which they are enrolled.



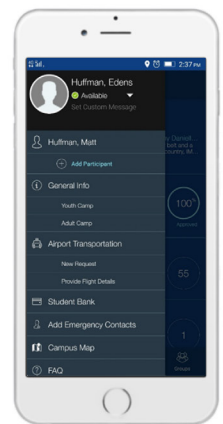
- Social media integration
- Push notifications / alerts
- Access camper details



- Online forms / digital signature
- Secure files transfers
- Review / approval workflows



- CRM integration
- Prepopulate data
- Forms validation
- HIPAA compliance



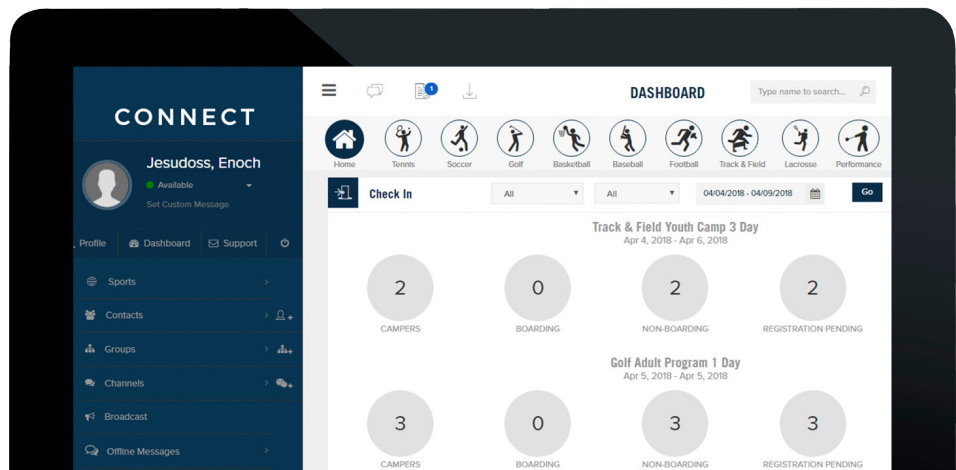
- Schedule integration
- Content publishing
- Chat communication
- Transportation requests



The mobile app enables seamless communication and collaboration between staff and students, as well as pushes real-time updates of class schedule variations or changes. With student safety in mind, the app also supports broadcast communication to inform all students in real time of any emergency issues on campus, as well as send reminder alerts of campus curfew times.

>The Results

By bringing a secure mobile solution with context-aware capability to a very complex process, Zyter helped the sports camp provider reduce the average time for sports camp enrollment from four or more weeks to just four days. Because staff can now review all enrollment forms dynamically, the sports camp provider has achieved its goal of fostering real-time communication and collaboration with student parents and making the enrollment process faster, easier, and less confusing. What's more, with the elimination of the previous manual paper process, errors have been significantly reduced.



A powerful dashboard provides staff with visibility into operations, workflows and communications across campus.

Throughout the year, 5,000 students concurrently use the app to easily navigate the 500-acre campus and get real-time information on schedule changes and alerts, as well as viewing cafeteria menus and other campus amenities with just a tap on the app. In addition, the average student wait time at the registration kiosk when they arrive on campus is now an average of 5 minutes rather than 45 since staff no longer have to review paper forms and deal with potential errors. Most of all, students stay engaged with fellow students, coaches, and staff to make their sports camp experience richer and more meaningful.

“Previously, it was very difficult for students and staff to communicate and collaborate,” says Rao. “If there was a change in schedule at the last minute, it was impossible to get the word out to everyone in time. But now, the app sends push notifications in real-time so that everyone is on the same page. It is a much more efficient way for coaches to engage with the student-athletes in their respective camps.”



For More Information

To learn more about Zyter Smart Universities & Schools or to arrange a product demonstration, please contact +1 (301) 355 7760, sales@zyter.com or visit www.zyter.com/SmartUniversity

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Zyter Delivers End-to-End Visibility of Shipments, Driver Analytics, and Cost Savings for Beverage Distributor

>The Challenge

A large distributor serving international markets transports their goods using both a company-owned fleet of trucks and a fleet of hundreds of trucks contracted through third-party shipping companies. While the company's trucks are equipped with tracking sensors, the majority of the contracted vehicles did not support any type of tracking solution. As a result, the distributor had zero visibility into the real-time location of their goods along the route when transported by a third-party.

Even worse, if the logistics managers wanted to find out where the goods were at any given time, they had to make a phone call to someone at the trucking company, who would then call the driver, and then call the logistics manager back. This manual process was often unreliable and never satisfied the need for real-time information. In addition, the company had no way of knowing the safety record of third-party drivers, nor did they have a solution for tracking the driver's driving behavior along the route.

The company reached out to Zyter with the request for a logistics tracking solution that would track the real-time location of goods in transit on contracted trucks. The logistics managers were both surprised and pleased to find that Zyter Smart Logistics™ would provide a far more robust solution than tracking alone.

At a Glance

Client

A distribution company serving international markets.

Challenge

Logistics managers had zero visibility of the real-time location of goods transported by third-party trucking companies.

Approach

Implement Zyter Smart Logistics to provide real-time tracking of trucks and goods, temperature monitoring of perishable goods, and alerts and notifications for faster, smarter logistics decisions.

Results

- Improved operational efficiency
- Eliminated manual processes
- Gained analytics for rating driver performance
- Reduced insurance costs

Product Spotlight: Zyter Smart Logistics

Zyter Smart Logistics is the logistics module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time – all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter Smart Logistics delivers an intuitive and seamless experience across a full range of apps and services – regardless of devices and data sources.
- Identify and address potential issues quickly before they escalate using context-aware incident reporting, predictive analytics and contextual alerts.



>The Approach

Zyter Smart Logistics can connect to any kind of device (on-board diagnostics sensors, battery-powered trackers, mobile phones, and more) to provide end-to-end, real-time visibility of goods in transit. The distribution company licensed the Zyter Smart Logistics solution which consists of a mobile app that resides on the driver's smartphone and an enterprise dashboard used by the company's logistics teams.

Zyter Smart Logistics first and foremost fulfills the company's need to know exactly where their goods in transit on a contracted truck are located at any given time. Additionally, logistics managers receive alerts and notifications pushed from the driver's app to the dashboard if there are any anomalies along the route, such as an accident or breakdown, or issues with the driver or the truck that could cause a delay in shipment delivery.

Once the contracted truck drivers install the Zyter Smart Logistics mobile app on their smartphones, they sign in to the app to receive purchase orders and instructions as to where to pick up and deliver the next shipment of goods. When a driver arrives at the point of origin, they open up a QR code on the Zyter app and scan it to gain entrance to the facility and validate that they are the right driver from the right company to pick up the shipment. Another scan of the QR code notifies the warehouse staff and confirms which goods need to be loaded onto the truck.

When the driver is close to the delivery destination, the Zyter app alerts the warehouse of their impending arrival so they can prepare to unload the goods. After the delivery has been completed, the Zyter app sends a notification to the company dashboard that the trip has been completed. This is one of many ways that the Zyter Smart Logistics solution eliminates manual processes to save time while ensuring that goods are loaded, shipped, and unloaded when and where they should be.

The Zyter app is also tracking and collecting data on the contracted driver's driving habits, such as over-steering, changing lanes too quickly, speeding, harsh braking, and turning corners too fast. The Zyter app also tracks the driver's location at any point in time on the route, including any stops at rest areas and breaks. If a driver on break walks too far away from the truck, for example, or if the driver goes off of the designated GPS route, the Zyter app sends alerts to the driver and to the company's dashboard for follow-up by the logistics team. The Zyter solution integrates all of these data sources into driver behavior analytics that can be used to determine driver safety ratings and identify the safest third-party drivers for future contracts.



>The Results

Zyter Smart Logistics provided the distribution company with a solution that far exceeded their expectations. Not only do logistics managers now have greater control over managing shipments with third-party companies, they also have unprecedented intelligence on contracted drivers so they know which drivers have the highest safety scores. The company can share these driver analytics with the third-party vendor, as well, to ensure that only the best drivers will be assigned to future jobs.

Zyter Smart Logistics drives many operational and cost-saving benefits for the company, including:

- Eliminated manual processes for improved operational efficiencies
- Delivered real-time visibility of the location of goods in transit
- Provided insights on driver behavior so only the drivers with the best safety ratings and driving habits are hired
- Reduced the risk of theft or loss of goods during rest stops
- Lowered the cost of insuring goods in transport, as well as trucks and drivers

Another unique benefit of the Zyter Smart Logistics solution is the per-usage pricing model. The distribution company pays only for the time a driver is using the solution during a delivery run. Other than a nominal onboarding or setup fee, no monthly fees are required making the solution not only invaluable to the beverage distributor, but also cost-effective.



For More Information

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Major U.S. Healthcare Provider Protects High-Risk Patients from COVID-19 with Zyter ThermalAlert™

>The Challenge

A leading healthcare provider on the U.S. West Coast faced a new, critical challenge when the COVID-19 pandemic began to spread in early 2020. Besides preparing for a potential influx of cases, it was imperative for the two hospitals and lab facilities on the provider's main campus to protect their patient population. Most suffer from cancer, diabetes, and other significant diseases that put them at much higher risk for complications from COVID-19.

Hospital leaders quickly took proactive measures to make their facilities secure and COVID-free. They met with their physicians, nurses, surgeons, oncologists, research staff and the IT department to come up with a solution to identify and isolate potential COVID patients the moment they enter the hospitals and labs.

According to the Centers for Disease Control and Prevention, an elevated body temperature or fever is one of the first common symptoms of COVID-19. Therefore, hospital leaders began evaluating mass temperature screening solutions to handle the large volume of patients who enter the main hospital daily to check in for outpatient treatments or to be admitted for long-term care. Other main points of entry on the campus are the blood lab and the diagnostic lab.

Manually screening so many visitors and patients would be a slow process, requiring significant resources, potentially leading to delays in treatment and exposing staff. The healthcare provider believed the stand-alone Zyter ThermalAlert imaging system was a far better solution.

At a Glance

Client

Major U.S. healthcare provider on the West Coast focusing on care for patients with cancer and diabetes

Challenge

Ensure that two hospitals, labs, and other campus buildings are COVID-free to protect high-risk cancer patients and provide a safe workplace

Approach

Install the Zyter ThermalAlert smart imaging system for continuous, automated, highly accurate mass temperature screening at all main entry points to hospitals and labs

Results

There have been no COVID-19 outbreaks at the hospital campus and the provider has been able to continue scheduling critical elective surgeries; mass screening takes less time and requires fewer resources compared to individual screening, helping the bottom line

Product Spotlight: Zyter ThermalAlert

- A smart imaging system that supports automated, accurate mass temperature screening
- Scan up to 6 people in a group in less than one second with accuracy of $\leq \pm 0.5^\circ\text{F}$
- Images can be managed on a single computer, iPad or tablet
- Device-to-device 256-bit AES encryption as standard
- Standalone deployment within 48 hours



>The Approach

Zyter ThermalAlert is a smart imaging system that supports continuous, automated, highly accurate mass temperature screening. The system has the unprecedented ability to measure human body temperature (between 86°F to 113°F) of up to 6 people simultaneously within the temperature detection zone from a distance of up to 20 feet. Other solutions typically detect human body temperatures from a distance of only 1-6 feet. Stand-alone installation by a Zyter technician takes only 48 hours and includes immediate customer support through a dedicated 24/7 toll-free number and email.

Six Zyter ThermalAlert cameras are currently live at the main hospital campus. Two cameras operate 24/7 and cover the front and back entrances at the main hospital. An additional two cameras cover the front and back entrances at the second hospital. One camera monitors the blood lab, and one covers the diagnostic lab. At the latter three locations, security guards set up the cameras during normal business hours at 6 a.m. and shut them down at 10 p.m. Security staff also provide support to the nurses in case any issues arise during the mass temperature screening process.

Nurses manage and monitor a customizable dashboard on the ThermalAlert terminal that displays optical and thermal images, as well as body temperatures. The system alerts the nurses if one or more persons entering the building are identified as having a fever. The nurses then redirect any individual with an elevated temperature reading for additional screening and a COVID-19 exposure assessment. Persons deemed at risk are given a COVID-19 test and are sent home to quarantine for 14 days. They are not allowed back into the hospital campus until they test negative.

Hospital staff and employees are also screened daily using the ThermalAlert system when they arrive for work. In addition to ensuring the utmost vigilance, the system's contactless temperature screening capabilities have dramatically reduced the likelihood of becoming infected for screeners and security guards. In contrast, administering in-person temperature scans using a handheld device is not only slower, but also poses significantly higher risk to staff.

The Zyter ThermalAlert platform stood out from other thermal imaging systems because of its capability to seamlessly integrate with the hospital's Epic Electronic Health Record (EHR) software and all third-party applications.



>The Results

The Zyter ThermalAlert platform stood out from other thermal imaging systems because of its capability to seamlessly integrate with the hospital's Epic Electronic Health Record (EHR) software and all third-party applications. The flexibility and compatibility with existing systems, plus a rapid 48-hour deployment, satisfied the healthcare provider's requirements for a quickly implemented and cost-effective solution. Since implementation, ThermalAlert has helped the hospital campus remain free of a COVID-19 outbreak.

The hospital campus has also benefited from the time saved and the reduced number of caregivers and screening stations that would have been required for manual temperature screening. Extra security personnel also would have been needed for crowd management and ensuring social distancing while waiting in line. In addition, it takes at least 30-40 seconds to manually screen an individual, while the Zyter ThermalAlert cameras can scan up to 6 people in a large group in less than one second with accuracy of $\leq \pm 0.5^{\circ}\text{F}$.

Perhaps best of all, ThermalAlert has given the hospital campus and wider community a feeling of safety and trust. Workers feel safer coming to work each day, as do patients and visitors to the campus. Despite the pandemic, the healthcare provider has been able to remain open and continue critical elective surgeries.



For More Information

To learn more about Zyter's ThermalAlert solution or to arrange a product demonstration, please contact +1 (301) 355 7760, sales@zyter.com or visit www.zyter.com.

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Zyter Mobile App Increases Engagement and Convenience at International Art Fairs

>The Challenge

Multiple international contemporary art fairs feature more than 100 art galleries each. Art lovers attend the fairs to view specially commissioned contemporary art projects from around the world and participate in discussion programs and artist-led education sessions.

The promoter of the art fairs wanted a way to engage more than 75,000 annual visitors to the fairs and create a more personalized experience. At the time, the fair's website was the only way to obtain information about each event. The promoters asked Zyter to develop an interactive mobile app that would enable interactive maps, push alerts, and other real-time functionality for engaging attendees at all three fair locations.

>The Approach

To enhance mobile app functionality, Zyter first deployed Smart Events. Smart Events is a customized event module which leverage SmartSpaces, Zyter's IoT-enablement platform that connects to and consolidates data from a wide variety of deployed sensors and IoT devices.

Drawing upon extensive experience in the entertainment and event management industry, Zyter designed a single mobile app with personalized user interface themes for each of the three art fair locations. Users can simply click on the logo and color theme of the art fair location they want to attend.

At a Glance

Client

A multi-location international art fair.

Challenge

Boost attendee engagement and the customer experience.

Approach

Deploy Zyter Smart Events™ and develop an intuitive mobile app.

Results

- Art fair attendees now enjoy a more informed, interactive and personalized experience
- Easier, convenient navigation to specific locations and artwork displays
- Real-time alerts and notifications
- Increase marketing insights from a steady stream of user data

Product Spotlight: Zyter Smart Events

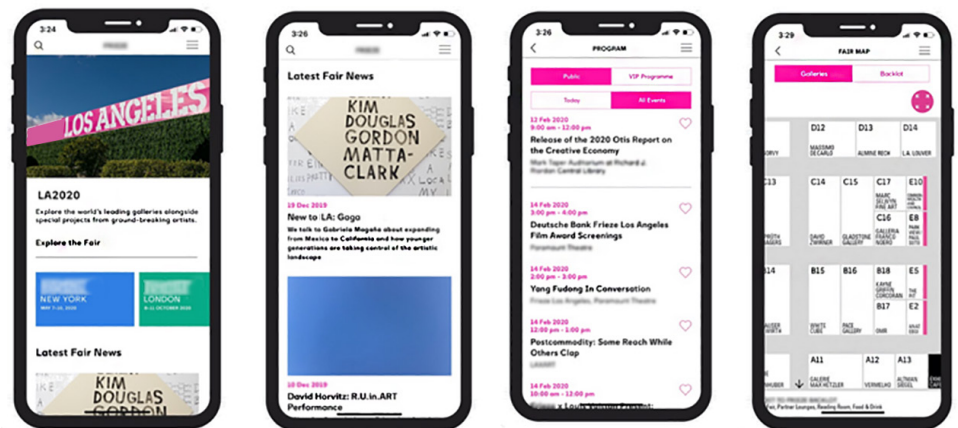
Zyter Smart Events is the event module of SmartSpaces, a proven integration platform for intelligent IoT providing complete visibility of what is happening across your entire network of connected sensors and IoT devices in real-time – all from one intuitive dashboard.

- Simplify and automate day-to-day management tasks to achieve long-term efficiency improvements and significant cost reduction.
- Get actionable insights so you can make intelligent and informed decisions faster using real-time data streams, comprehensive dashboards, incident reports and prescriptive actions.
- Using a human-centered design methodology, Zyter Smart Events delivers an intuitive and seamless experience across a full range of apps and services – regardless of devices and data sources.
- Identify and address potential issues quickly before they escalate using context-aware incident reporting, predictive analytics and contextual alerts.



On the fairgrounds, attendees use the Zyter app to make navigating the art fair an easier and more personalized experience. Interactive gallery maps guide fair attendees to the geographic locations of the specific artwork and projects they came to see. A program listing by date and time provides information on exhibits which the user can “favorite” to receive alert notifications. Once they arrive at the gallery and view the artwork, they can scan a distinct QR code for each exhibit to hear audio commentary and view a description and images embedded in the Zyter app. In addition, attendees who register for VIP access to specific galleries can receive real-time news feeds, alerts, and notifications regarding gallery events.

To keep attendees informed of any additions or changes to the fair schedule, the marketing team can push real-time updates thanks to the dynamic content publishing capability of the Zyter mobile app. In addition to the content management system, Zyter also integrated a dashboard and reporting tool for user data analytics to help marketing gain new insight into the preferences and behavior of fair attendees.



>The Results

Zyter Smart Events and the new mobile app have significantly increased engagement and the customer experience for all attendees at each art fair. Attendees now enjoy a much more personalized experience with custom itineraries and maps as well as relevant content and real-time notifications.

Because the Zyter mobile app was so well received by attendees, Zyter is expanding its contract with the art fair promoters to add new functionality. Currently, in response to the COVID-19 situation, Zyter is developing an artificial intelligence (AI) component to create virtual gallery viewing rooms in which attendees can remotely experience fair events and practice social distancing.



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