



## news release

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FOR IMMEDIATE RELEASE

## **Outcome Health Earns Point-of-Care Industry's First Independent Certification for Audience Qualification and Impression Measurement from BPA Worldwide**

**SHELTON, CT AND CHICAGO, IL – September 27, 2017** – [Outcome Health](#), announced it has received independent certification of its health intelligence platform in accordance with the BPA Worldwide rules for audience qualification and IAB (Interactive Advertising Bureau) guidelines for impression measurement from BPA's iCompli division.

The Outcome Health platform includes a network of more than 140,000 waiting room screens, patient tablets, wallboards and wi-fi access points in physician practices. Using the platform, patients receive relevant and actionable healthcare intelligence along with contextual advertising in the moments of care.

The certification of Outcome Health's health intelligence platform included reviews of Platform Architecture, Device (Unit) Installation, Inventory Management, Advertising Delivery Process, Impression Measurement, Click Measurement, Data Filtering Procedures, Invalid Traffic Filtering, Reporting, System Monitoring, Hardware Controls, Software Development, Access Control, Documentation Standards and Disclosures and Definitions.

"Outcome Health is committed to maintaining the highest standards of measurement, performance and transparency with all the stakeholders across the healthcare ecosystem, and we are proud to have successfully completed the BPA platform audit in this pursuit," said Vivek Kundra, Chief Operating Officer of Outcome Health. "We are excited to pioneer a new level of accountability and accuracy for the point-of-care industry by establishing a robust, end-to-end auditing framework, and operational excellence will be

our hallmark as we pursue our mission: activating the best health outcome possible for every person in the world. “

“We congratulate Outcome Health as the first health intelligence platform in the industry to receive third-party certification of their point-of-care network,” said Richard Murphy, BPA’s Senior Vice President of Technology Assurance. “The industry is calling for more trust and transparency and Outcome Health is answering the call.”

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**About BPA Worldwide’s iCompli division.** BPA's iCompli division verifies compliance to defined standards providing independent verification of technology or service claims. Customized engagements are performed by auditors who are fully certified in specific areas of compliance testing and analysis. iCompli verifies adherence to the recommended guidelines of industry bodies and government regulations, as well as self-declared or internal policies and controls. Visit [www.bpa-icompli.com](http://www.bpa-icompli.com) to learn more.

#### **About Outcome Health**

Outcome Health's mission is to activate the best health outcome possible for every person in the world through technologies that change behavior to positively shape the human condition. The company serves health information and health intelligence during critical moments of care to enable patients and physicians to make the best healthcare decision possible. The company, founded in 2006 by Rishi Shah and Shradha Agarwal, partners with 231,000 healthcare providers nationwide to impact 500 million patient visits annually.

Outcome Health has offices in Chicago and New York City, employing more than 600 people, and partners with large healthcare systems, private physician practices, medical associations, global life sciences companies as well as pharmacies and payers.

To learn more about Outcome Health's solutions and impact, visit <http://www.outcomehealth.com/outcomes>.