

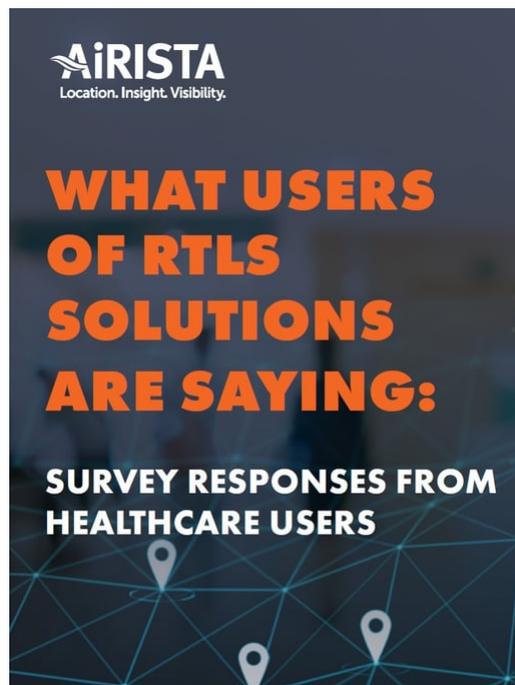


## April Newsletter

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### RTLS Customer Survey

[AiRISTA](#) commissioned a survey in late 2022 of customers and their practical experience using RTLS solutions. With the help of [HIMSS](#) and the market research firm [Brafton](#), the results explore how customers use RTLS, the value returned, underlying technologies and trends.



Click [here](#) to download the customer survey.

The survey's insights offer best practices and suggestions for how to best manage and extend an RTLS solution. The survey asked 23 questions. The following are a sample of some of the questions.

- **What use cases do you address with RTLS technology?**
- **How satisfied are you with your RTLS solution?**
- **How large is your deployment in terms of number of tags?**
- **Is the RTLS solution integrated with other applications and systems?**
- **What technology choices and directions are being considered?**
- **What enhancements are most desired?**

RTLS solutions are proving to be surprisingly valuable to the healthcare providers that are using them. Customers' expectations for these solutions are not infrequently being exceeded, and utilization of the systems continues to grow as a result. Location insights regarding patients, staff and assets have proven valuable tool in increasing hospital efficiency and patient outcomes.

Click [here](#) to download the customer survey.

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## Sy Sajjad Interviewed by InsightsCare



Insights Care is a leading publication catering to issues affecting healthcare. In their words, they “bring you the key highlights of the sector, sharing the struggles and accomplishments of the global Healthpreneurs and the disruptors that are redefining

health sciences.” In the February issue of the magazine, Insights Care investigated RTLS solutions including an interview with AiRISTA’s CEO, Sy Sajjad.

Click [here](#) to go to the magazine’s Q&A interview.

After sharing a brief history of the company, the conversation quickly turned to topics affecting healthcare delivery systems and advice for entrepreneurs looking to enter these types of markets. Here are several excerpts from the interview.

**Advice for healthcare providers when evaluating RTLS vendors.** “Most importantly, providers should consider the viability of the software platform first. Ask whether the architecture scales to address the entire enterprise, not just one unit or facility. Consider the future demands on that platform as IoT devices enter the arena and location insights need to be shared across your enterprise’s applications. Think of the RTLS platform as an enterprise location service bus.”

**Ensure a high level of company productivity.** “The nature of RTLS requires skills across many disciplines, a UI developer, for example, might have an interest in protocol implementation. Hence, cross-training creates flexibility in the company’s workforce, encouraging professional growth.”

**Manage supply chain disruptions.** “We were able to lock up suppliers with early forecasts and payment. We also created shadow designs of our hardware that allowed us to shift to alternate components when needed.”

**Advice for entrepreneurs entering this market.** “make sure that you are well-funded. Look to where VCs are investing, and acquisitions are occurring, as Gartner expects the indoor location market to grow from \$1.9 billion in 2021 to \$55 billion by 2030.”

Through its review of the RTLS market and the various vendors, Insights Care awarded AiRISTA with the distinction “Most Leading RTLS Solutions Provider in Healthcare 2023”.



## AiRISTA Insights

### Articles We Found Interesting And We Thought You Might Too

#### [Muhammad Ali: A Case Study in Purpose-Driven Decision Making](#)

"Harvard Business School professor Robert Simons discusses how Ali made decisions throughout his life and career to leave a lasting impact on the world in his case." Harvard Business Review

#### [What Makes Health Care Workers Stay in Their Jobs?](#)

"getting back to basics is crucial — and in health care that means focusing organizational culture on the noble cause of reducing patients' suffering, and then supporting caregivers in that work." Harvard Business Review

#### [What is supply chain?](#)

A description of the types of supply chains and the pressures they are experiencing. McKinsey & Company

#### [Gartner's Magic Quadrant for Indoor Location Services](#)

AiRISTA has been named a LEADER in Gartner's Magic Quadrant for Indoor Location Services, 2023, for its ability to execute and completeness of vision. For insights into the market and trends, [click](#) for your free report.

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### AiRISTA is Hiring

We are experiencing growth as customers embrace our simplified approach to location based services. If you would like to be part of our team, we are looking for people with experience in Sales, Customer Service, Systems & Solutions Engineers, and Project Managers. Send us an email at [HR@airista.com](mailto:HR@airista.com) or visit <https://www.airistaflow.com/service/careers/>

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