

Emerging Company Spotlight

Proscia Concentriq 2024

Digital Pathology Software Aimed at Overcoming Diagnostic Challenges & Improving Lab Efficiency



Proscia Concentriq: Digital Pathology Software Aimed at Overcoming Diagnostic Challenges & Improving Lab Efficiency

Why This Spotlight?

Labs worldwide feel the impact of rising diagnostic burden and a shortage of pathologists. Slow processes and limited access to analog pathology data contribute to this burden. To help ease this burden, Proscia offers Concentriq, an enterprise pathology platform that allows organizations to digitize their labs and adopt AI applications that help deliver more efficient results. This report examines customer experiences with Proscia Concentriq. (Responding organizations are located in the Netherlands, Spain, and the US.)

What Does Proscia Concentriq Do?

(a customer explains)

"Proscia is a tech company involved with developing software to display the images we use for digital diagnostics. So they developed our image management system (IMS), and they are involved in producing associated software with that, such as AI applications and integration with third parties." —Physician

Bottom Line

All interviewed customers are satisfied or highly satisfied with Proscia Concentriq. Respondents are impressed with the Proscia team's pathology expertise and are very satisfied with the level of support they receive. The scanner-agnostic viewer is seen as an improvement for customers who have switched to Concentriq from other vendors. Some respondents want to see continued and quicker development of the tools. They also note the Proscia team will need to expand to maintain support levels as the company grows.

Key Competitors

(as reported by Proscia)
Tribun, Philips, Sectra

Top Reasons Selected

Technically talented team, vendor-agnostic image management system, user-friendly system, customer service, ability to engage quickly, open system allows access to all data

Number of Customers Interviewed by KLAS

9 individuals (4 in the Netherlands, 2 in Spain, 3 in the US) from 5 organizations (2 each in the Netherlands and the US, and 1 in Spain) (Proscia shared a list of 5 unique organizations; the list represents 100% of the customers that are eligible for inclusion in this study)

Survey Respondents—by Organization Type

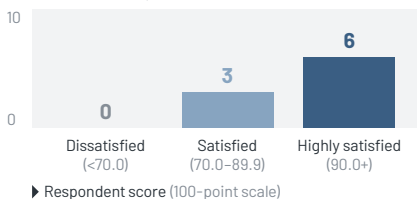


Proscia Concentriq Customer Experience: An Initial Look

Distribution of Overall Performance Score

Based on individual respondents, not unique organizations

▼ # of individual respondents



Key Performance Indicators

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A** (n=5)	B+** (n=5)	A+** (n=5)	A+** (n=5)
Software grading scale (1-9 scale)			
A+ = 8.55-9.0	B+ = 7.65-7.91	C+ = 6.75-7.01	D+ = 5.85-6.11
A = 8.19-8.54	B = 7.29-7.64	C = 6.39-6.74	D = 5.49-5.84
A- = 7.92-8.18	B- = 7.02-7.28	C- = 6.12-6.38	D- = 5.22-5.48
F = <5.22			

**Emerging data

Would you buy again? (n=5)

Percentage of respondents who answered yes



Note: Percentages are calculated based on individual respondent counts, not unique organizations.

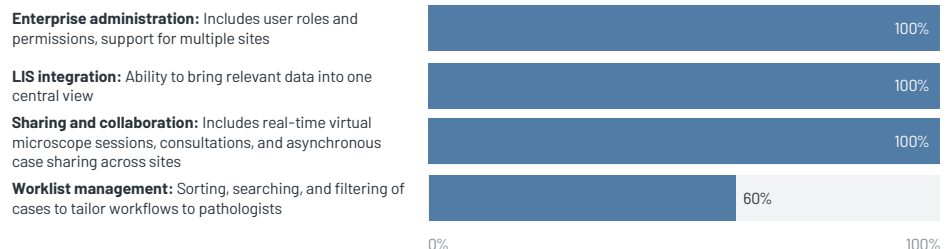
Outcomes Expected by Customers

- ✓ Achieved
- ✗ Unexpected outcome
- ⏸ Pending
- ✗ Not achieved

- ✓ Become scanner agnostic
- ✓ Become AI agnostic
- ✓ House images for research purposes
- ✓ Improve turnaround times
- ✓ Modernize lab to attract talent

Adoption of Key Functionality

Percentage of interviewed organizations using functionality (n=5)



Time to See Outcomes

- Immediately
- Within 6 months
- 6-12 months
- Over 12 months
- No outcomes yet



Strengths

Vendor's digital pathology expertise



"I think Proscia is flexible with the platform. They really know what digital pathology is because they are based in it. It is really good to see that in the depth of the discussion, they really know what the pathologists need." —Manager

Resources are knowledgeable and responsive



"The people at Proscia . . . understand that they need to be responsive and that they are in a space that requires quick adaptation. It is meaningful and impactful on what a healthcare services company is trying to do. . . . My interactions with the people all the way up to the top executives have been great." —VP/other executive

Agnostic platform is an upgrade from previous vendor



"We saw immediately that Concentriq was a better viewer than what we had been using. We wanted to be scanner agnostic, and thanks to Proscia, we are. We are presenting images from different solutions to pathologists with the same viewer. We wanted to be AI agnostic and be able to seamlessly play in that space with one viewer, and we are doing that." —VP/other executive

Opportunities

Need to prepare for growth



"The one thing that is a little difficult is that the vendor has a small team that is super busy. The vendor gives us a lot of attention, but there is stuff that we need to get done that sometimes we would like the vendor to do faster, such as turning on a setting or doing an upgrade. The vendor's team is really bright, but they are pretty lean. Hopefully, as the vendor gets more customers and gets good feedback, their business will grow, and the depth of their team will get deeper." —VP/other executive

Some customers want to see faster development



"Some of the promises Proscia makes are prioritized after others. There is a functionality I really want to have, but I think it will come later. When I started, I got the same answer. I want faster development speed." —Manager

Improved tools would enhance the user experience



"I believe we can improve some aspects of the annotation tools, especially in terms of accuracy, as sometimes there are issues when we use the tools. In terms of image capture, there have been some issues, but those are somewhat linked to the resolution of our screens." —Physician

Points to Ponder

What Does a Customer Need to Do to Be Successful with This Platform?

Customers explain

- **Ensure key stakeholders are trained:** *"I would tell someone implementing Concentriq to make sure that they train everybody on it and create an easy-to-follow workflow in the lab so that however they set things up in Concentriq, there is a lot less work to do in the lab and so that when someone scans something, it goes in a certain queue. The customer should make sure everybody is trained to know that certain cases are in certain queues."* —VP/other executive
- **Build a strong hardware foundation:** *"People should make sure they have good hardware architecture in place before starting."* —Director
- **Understand the necessary information exchange:** *"I would tell a peer that understanding the necessary information exchange is important with Concentriq. Good mapping up front of the IT connectivity is required because that is the main lift while implementing."* —VP/other executive

Proscia explains

- Define your digital pathology strategy and vision for growth; establish measurable KPIs
- Have a detailed understanding of your workflows so that they can be fully mapped in Concentriq
- Involve IT and technical administration early and frequently throughout the selection and deployment processes

Other Relevant Commentary



"In general, our experience with Proscia has been quite good. They have responded quickly when we have had problems, the images have been clear, and the product has worked well. Concentriq is quite agile in general. The program itself is very good. The vendor's support and training are very good. The vendor came and taught us things." —Physician



"From the Concentriq viewing side, things have just been great. Comparing Concentriq to the viewer we used to use is like comparing apples and oranges. Concentriq is just way better." —VP/other executive

Proscia: Company Profile at a Glance

Founders

David West, Coleman Stavish,
Nathan Buchbinder

Year founded

2014

Headquarters

Philadelphia, PA

Number of customers

>100 including life sciences customers;
5 eligible for this study

Number of employees

95

Estimated revenue

[Information not provided]

Funding

Proscia has raised \$80M to date

Revenue model

Annual subscription license that scales
with laboratory volume

Target customer

Reference laboratories, hospital
networks, pharmaceutical companies,
contract research organizations,
biotechnology companies



Healthcare Executive Interview

David West,
CEO

How would your customers describe Proscia Concentriq?

Concentriq is an enterprise pathology platform. The software offers a comprehensive workflow solution that enables laboratories to achieve 100% digitization of their pathology operations and lay the foundation for adopting industry-leading AI applications. Designed for laboratories of all sizes, it delivers an intuitive experience for viewing, interpreting, managing, and sharing whole slide images to help drive confidence and efficiency gains.

Why was Proscia started?

Proscia was founded to accelerate pathology's transition to digital and use the data that's generated to change the way we fight disease.

Accomplishing our mission means giving pathologists the great software they deserve. Pathologists are on the front lines of fighting some of humanity's biggest challenges, like cancer, yet software had not begun impacting the practice until about five years ago. Our aim is to provide pathologists with the solutions they need to reshape the way we diagnose and treat patients, improving outcomes.

What is Proscia's biggest differentiator?

We are more than a provider of digital pathology software and AI. We believe that the transition to digital pathology is generating a new real-world data asset; each whole slide image contains over 1 billion pixels that tell the story of a patient's disease and hold the keys to advancing precision medicine.

Our software platform enables both diagnostic laboratories and life sciences organizations to accelerate the adoption of digital pathology at scale. In turn, we are empowering them to achieve meaningful confidence and efficiency gains as well as capitalize on the full potential of their data in unlocking new insights and opportunities.

Disclaimer: Proscia has responded to the best of its knowledge at the time of the questionnaire. Proscia is not responsible for the statements and responses of its customers interviewed for the report. Certain deployment options for and available features on Proscia's Concentriq platform are cleared for diagnostic use in some geographies.

Platform Technical Specifications Information provided by Proscia

Cloud environment

Cloud agnostic (AWS, Azure)

Security platform

ISO 27001

Confidentiality

HIPAA compliance, BAAs with customers
and relevant suppliers, standard data
privacy compliance

Data encryption

AES-256 for data at rest, TLS 1.2 or greater for
data in transit

Integration approach

Interface engine capable of HL7 2.x, FHIR,
or custom web service interfaces; REST
API available

HITRUST certification

No

AI

Provides portfolio of AI applications
developed by Proscia and leading third
parties; integrates with other AI applications,
including customer-developed solutions, via
an open API

Report Information

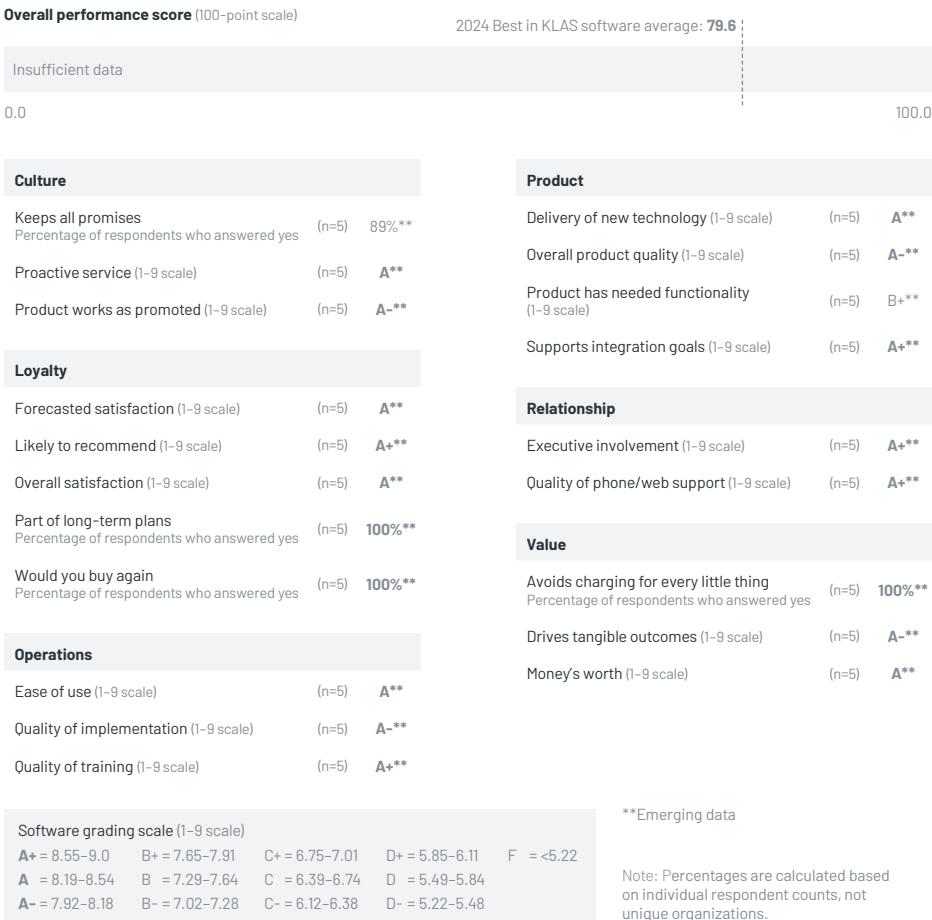
Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (*). If the sample size is 3–5, the data is considered emerging and marked a double asterisk (**); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

Proscia Concentriq Performance Overview

All standard software performance indicators



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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.