

Salesforce Healthcare Services PEAK Matrix[®] Assessment 2021

December 2020: Complimentary Abstract / Table of Contents



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- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

Early adopters of Salesforce services were looking to effectively manage customer relationships, market targeted products, explore sales performance, and drive cost efficiencies riding on the cloud wave. As the Salesforce technology landscape broadened, enterprises' approach toward Salesforce has evolved from a “reactive” relationship management to a “proactive” approach toward Customer Experience (CX).

Healthcare enterprises are looking to leverage Salesforce for not just engaging with patients, but for their end-to-end business functions as well as addressing the broader healthcare trends, such as reducing technical debt, cost containment, driving patient centricity, and data interoperability. Healthcare enterprises seek to create a 360-degree patient/member view by leveraging advanced analytics to better engage and offer personalized experience to patients/members, improve care outcomes, and drive cost efficiencies. They are integrating customer data across Sales, Service, Marketing, and Commerce Cloud to provide a unified customer experience and achieve data interoperability mandates.

With these changing enterprise expectations and evolving Salesforce technology landscape, service providers are investing in building strong healthcare-specific solutions to expedite time-to-market for their clients and are taking a strong inorganic approach with tuck-in acquisitions to fill gaps across their Salesforce services portfolio and further enhance their geographic footprint.

In this research, we present an assessment of 18 service providers featured on the Salesforce healthcare services PEAK Matrix®.

The assessment is based on Everest Group's annual Request For Information (RFI) process for calendar year 2020, interactions with leading Salesforce service providers, client reference checks, and an ongoing analysis of the Salesforce services market.

This report includes the profiles of the following 18 leading service providers featured on the Salesforce healthcare services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, and Deloitte
- **Major Contenders:** Coastal Cloud, IBM, Infosys, NTT DATA, Penrod, Persistent Systems, PwC, Silverline CRM, TCS, Torrent Consulting, Virtusa, and Wipro
- **Aspirants:** Acumen Solutions, Customertimes, and Virsys12

Scope of this report:



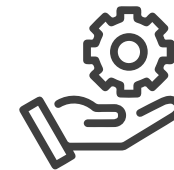
Geography
Global



Industry
Healthcare



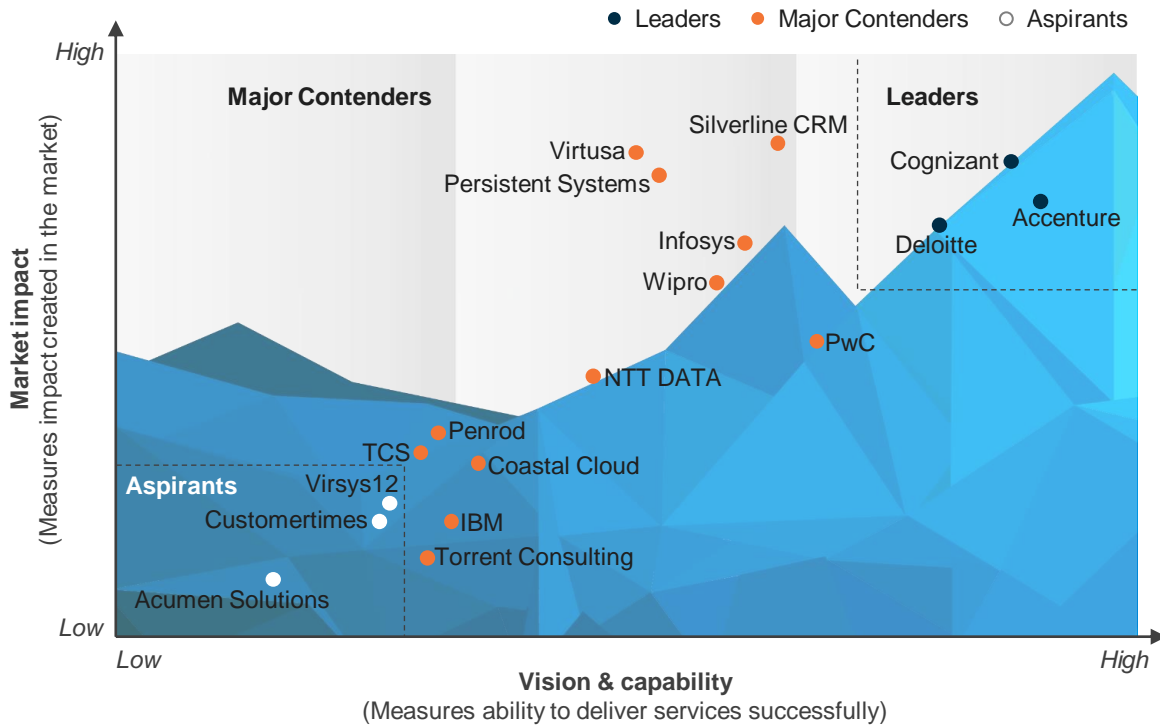
Services
Salesforce
services



Service providers
18 leading Salesforce
service providers
for healthcare

This study offers four distinct chapters providing a deep dive into key aspects of Salesforce healthcare services market; below are three charts to illustrate the depth of the report

Everest Group Salesforce Healthcare Services PEAK Matrix® Assessment 2021



Capability assessment

Illustrative example

Measure of capability: ● High ○ Low

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Service provider 1	●	○	●	●	●	○	●	●	○
Service provider 2	○	○	○	○	○	○	●	○	○
Service provider 3	○	●	●	●	●	○	○	○	●
Service provider 4	○	○	○	○	●	○	○	○	○
Service provider 5	○	○	○	○	○	○	○	○	○
Service provider 6	○	○	○	○	○	○	○	○	○
Service provider 7	○	○	○	○	○	○	●	○	○
Service provider 8	○	○	○	○	○	○	○	○	○
Service provider 9	○	○	○	○	○	○	○	○	○

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ○ Low

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
○	○	●	○	●	○	○	○	○

Strengths

- Service provider has meaningfully invested to build good IP tools/frameworks/accelerators such as contact center solution, mobile medicare enrollment, patient care management, and patient onboarding to expedite time-to-market for its clients
- It has a differentiated Salesforce strategy for targeting different segments of payers and providers

Areas of improvement

- Service provider needs to enhance its focus on consulting offerings to position itself as an end-to-end partner for clients, who expect Service provider to be more proactive in bringing in value-addition and innovation
- The company should diversify its portfolio of clients to find alternate growth opportunities by enhancing engagement with small and mid-sized enterprises through competitive pricing and engagement models

Note 1: Assessments for Accenture, Acumen Solutions, Coastal Cloud, Deloitte, IBM, Penrod, PwC, TCS, Torrent Consulting, and Virsys12 exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

Note 2: As of December 1, 2020, Salesforce has signed a definitive agreement to acquire Acumen Solutions

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information will be presented back to the industry only in an aggregated fashion

Research calendar

Healthcare IT Services (ITS)

■ Published
 ■ Planned
 ■ Current release

Flagship Healthcare ITS reports

Release date

Healthcare Payer State of the Market – Key Trends, Service Provider Performance in 2019, and Outlook for 2020	February 2020
Healthcare Provider State of the Market – Key Trends, Service Provider Performance in 2019, and Outlook for 2020	March 2020
Healthcare Provider Digital Services PEAK Matrix® Assessment 2020	June 2020
Provider Digital Services – Service Provider Profile Compendium	July 2020
Salesforce Healthcare Services PEAK Matrix® Assessment 2021	December 2020
Salesforce Healthcare Services – Service Provider Profile Compendium	Q4 2020
State of the Market – Salesforce Healthcare services	Q4 2020
Healthcare Specialists PEAK Matrix® Assessment 2021	Q4 2020
Healthcare Specialists – Service Provider Profile Compendium	Q4 2020

Thematic Healthcare ITS reports

Release date

Big Tech in Healthcare: What it Means for CIOs?	Nov 2019
Unpacking the Rise of Telehealth	July 2020
Data Monetization in Healthcare	July 2020
Platform-based Modernization of Healthcare Payer	September 2020

Note: For a list of all of our published Healthcare ITS reports, please refer to our [website page](#)



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