Healthcare Payer Digital Services PEAK Matrix® Assessment 2023

December 2023: Complimentary Abstract / Table of Contents

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- Market Vista™
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- Payer and Provider Information Technology
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- SAP Services
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- Software Product Engineering Services
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Introduction

Healthcare enterprises have made digital adoption the bedrock of their growth strategy to optimize processes, realize cost efficiencies, and enhance member experience. With the healthcare industry evolving, enterprises are leveraging digital services to unlock prominent business use cases such as social health equity and population health management and to comply with changing regulations.

To support enterprises on their digital transformation journeys, providers are forging industry-specific partnerships and acquiring relevant companies. They are also investing in Centers of Excellence (CoEs) and innovation labs to accelerate development of capabilities. This has driven the need for research and market intelligence on demand Cand supply trends in healthcare payer digital services. Everest Group's healthcare ITS research program addresses this market need by analyzing demand themes and service provider capabilities in healthcare payer digital services.

In this report, we present an assessment of 32 healthcare ITS providers. These service providers are mapped on the Everest Group PEAK Matrix®, which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on payer digital services market size and growth, digital services themes for healthcare payers, assessment of the service providers on several capabilities and market success-related dimensions, and Everest Group's independent remarks on service providers.

This report features the following 32 leading service providers on the Healthcare Payer Digital Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Deloitte, HCLTech, Infosys, NTT DATA, Optum, TCS, and Wipro
- **Major Contenders:** Brillio, Capgemini, Concentrix, Conduent, DXC Technology, Emids, EPAM, IBM, Infinite Computer Solutions, Innova Solutions, LTIMindtree, Mphasis, Smart Data Solutions, UST, and Virtusa
- **Aspirants:** Ascendum, HTC Global Services, Quantiphi, SoftServe, and Vee Technologies
- **Star Performers:** CitiusTech, Persistent Systems, and Tech Mahindra

Scope of this report

Geography
Global (focus on the US)
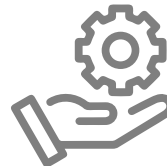
Providers
Providers of healthcare digital services to payers

Services
Digital services

Overview and abbreviated summary of key messages

This report examines the global healthcare payer digital services provider landscape and its impact on the healthcare market. It focuses on provider position and growth in the healthcare market, changing market dynamics and emerging provider trends, and assessment of provider delivery capabilities. It also identifies the key implications of the research findings for buyers and service providers.

Some of the findings in this report, among others, are:

Healthcare payer digital services market

- There has been a strong uptick in the demand for digital services in the healthcare payer market – the overall payer digital services market is close to US$9.8 billion and is expected to grow at a CAGR of 12% between 2022 and 2025
- In the evolving healthcare landscape, payers must future-proof technology, adhere to regulations, manage costs, and meet changing consumer expectations. The adoption of digital solutions is fueled by IoT, core modernization, and the crucial roles of data, analytics, security, and cloud technology

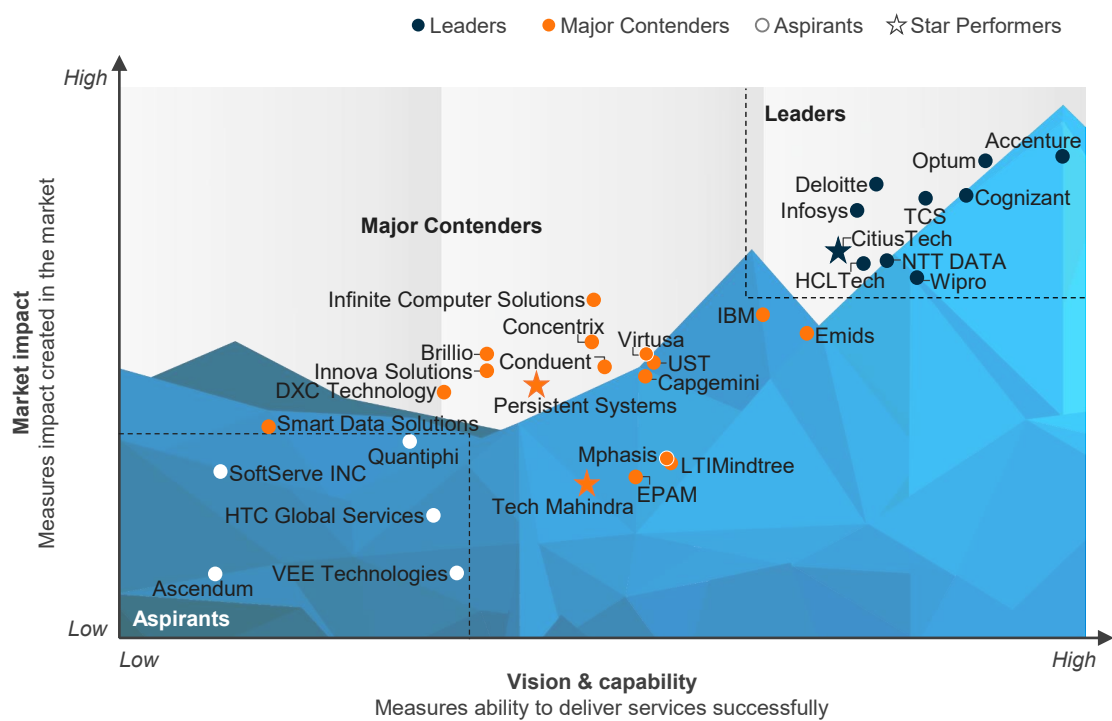**Emerging healthcare payer digital services trends**

- Healthcare payers are actively adopting digital solutions, including telehealth, AI-driven analytics, and blockchain security, to enhance member outcomes, optimize operational efficiency, and ensure the secure management of sensitive health data
- Business themes such as payer-provider collaboration, price transparency, member experience, and evolving care models are driving the demand for digital adoption among payers

Healthcare payer digital service provider capability

- With enterprises focus turning to value-based care, customer satisfaction and data privacy, service providers are aiming to double down on these areas to build brand recall and market presence
- The evolution of the service delivery model has seen service providers increasingly shifting towards engaging clients through managed services
- Most of the service providers have an innovation focus with significant investments in digital labs, partnerships, acquisitions, and collaborations to strengthen their capabilities and further build verticalized digital offerings

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

Healthcare Payer Digital Services PEAK Matrix® Assessment 2023[1,2]

Illustrative example

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers

High

Market impact
Measures impact created in the market

Leaders

Accenture
Optum
Deloitte
Infosys
Cognizant
TCS
CitiusTech
NTT DATA
HCLTech
Wipro
IBM
Emids

Major Contenders

Infinite Computer Solutions
Concentrix
Virtusa
Brillio
Conduent
UST
Innova Solutions
Capgemini
DXC Technology
Persistent Systems
Smart Data Solutions
Quantiphi
Mphasis
LTIMindtree
SoftServe INC
EPAM
HTC Global Services
Tech Mahindra
VEE Technologies
Ascendum

Low

Aspirants

Low ————————————— **High**

Vision & capability
Measures ability to deliver services successfully

Capability assessment

Illustrative example

Measure of capability: ◔ Low ● High

Providers	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	◑	◕	◑	◑	◕	◑	◑	◕	◔
Provider 2	◕	◑	◕	◕	●	◑	◕	◑	◑
Provider 3	◑	◕	◑	◑	◑	◕	◑	◑	◕
Provider 4	◔	◑	◑	◑	◑	◑	◕	◑	◑
Provider 5	◑	◑	◕	◑	◑	●	◑	◕	◑
Provider 6	◕	◑	◑	◕	◑	◑	◕	◑	◑
Provider 7	◑	◕	◑	◑	◑	◑	●	◑	◑
Provider 8	◑	◑	◕	◑	◕	◑	◑	●	◑
Provider 9	◔	◔	◑	◑	◕	◑	◕	●	◑

Everest Group's remarks on providers

Illustrative example

Measure of capability: ◔ Low ● High

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

- Provider 1 strong consulting capabilities, coupled with its healthcare domain expertise, enable it to provide strategic support and industry insights in its healthcare engagements

- Provider 1 has authored multiple thought leadership papers in emerging technology areas (along with healthcare-specific perspectives) such as health equity, behavioral health, price transparency, population health, AI, virtual care, and health-tech

Limitations

- Most of Provider 1 client base are large buyers. It should try to expand into the small and midsize buyer segments

- Provider 1 is perceived as being on the premium side. It should look to improve its cost-competitiveness to be able to cater to a wider spectrum of clients

1 Assessments for Ascendum, Conduent, IBM, Optum, and VEE Technologies, excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with healthcare buyers

2 Analysis for Concentrix is based on its capabilities before its merger with Webhelp

Source: Everest Group (2023)

Research calendar
Payer and Provider Information Technology

Reports title	Release date
Healthcare Cloud-based Core Administration Platform PEAK Matrix® Assessment 2023	March 2023
Healthcare Provider Digital Services – Provider Compendium 2023	March 2023
Risk Adjustment Solutions in Healthcare Market – State of the Market Report 2022	March 2023
Healthcare Customer Experience Platforms – Provider Compendium 2023	March 2023
Healthcare Cloud-based Core Administration Platform – Product Vendor Compendium 2023	May 2023
Healthcare Data & Analytics Services PEAK Matrix® Assessment 2023	May 2023
What Drives Payers' Expenditures on Care Management?	June 2023
Care Management Trailblazers	July 2023
Healthcare Data & Analytics Services – Provider Compendium 2023	Aug 2023
Rising adoption of Home-based Healthcare Solutions	Sept 2023
Patient Engagement Platforms PEAK Matrix® Assessment 2023	October 2023
Healthcare Payer Digital Services PEAK Matrix® Assessment 2023	**December 2023**
Emerging Trends and Applications of Generative AI in Healthcare	Q4 2023
Revenue Cycle Management (RCM) Platforms PEAK Matrix® Assessment 2023	Q4 2023
Rising adoption of Behavioral and Mental Health Services by Healthcare Enterprises	Q4 2023

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