

Healthcare Patient Engagement Platforms – Provider Compendium 2024

April 2024: Complimentary Abstract / Table of Contents



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Overview and abbreviated summary of key messages

This report examines the global patient engagement platforms market and evaluates the positioning of platform providers on the Everest Group PEAK Matrix®. It provides insights into the changing market dynamics, service provider delivery capabilities, and Everest Group’s remarks on platform providers’ key strengths and limitations.

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

Patient engagement platform provider capability

- Patient engagement platform providers are classified into Leaders, Major Contenders, and Aspirants on a capability-market-impact matrix
- Microsoft, Optum, Pega Systems, and Salesforce are the Leaders in this Patient Engagement Platforms PEAK Matrix Assessment 2023 with several IT platform providers emerging as Major Contenders

Platform provider characteristics

- Leaders are strategically investing to enhance their healthcare offerings through internal IPs / tools development, M&As, partnerships, etc. (e.g., Microsoft’s acquisition of Nuance to enhance its cloud and AI capabilities and Optum’s acquisition of AccuReg, Change Healthcare, and DocASAP to enhance its healthcare provider capabilities)
- The Leaders have established themselves as pioneers in offering patient engagement platforms for healthcare enterprises, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises implement the platform and address any grievances
- The majority of the Major Contenders offer comprehensive coverage across various aspects of the patient engagement value chain, extending from patient registration to billing. They mostly offer user-friendly, easy to navigate, and customizable platforms to meet the unique needs of healthcare providers. However, since the client base for Major Contenders is largely limited to the US, they should consider expanding their offerings to other developing markets such as Europe and APAC to enhance their market presence
- Aspirants exhibit strong healthcare domain expertise, with a well-rounded focus on provider solutions. They should consider investing in the expansion of their capabilities within high-growth areas of care management, particularly focusing on care coordination, population health management, and value-based care

The Healthcare Patient Engagement Platforms – Provider Compendium 2024 has 19 provider profiles

Healthcare Patient Engagement Platforms – Provider Compendium 2024

Provider 1 profile (page 1 of 4) Overview

Company mission
Provider's health cloud's mission is to deliver equitable care, automate health operations, engage stakeholders effectively, and connect systems to power person-focused experiences from anywhere. It aims to help health and public health organizations remove unnecessary friction, so that it can focus on patient, member, and provider relationships. It empowers its customers to manage costs while modernizing ecosystems, increase awareness for health services while scaling to meet demand, monitor community health, address health by allowing access from anywhere, build secure applications quickly and innovatively, and deliver differentiated services without compromising individual's data.

Overview of the client base
Health Cloud serves customers in payer, provider, pharmaceutical, medical technology, and public health organizations, and tends to be driven by one of two larger initiatives: enterprise technology initiatives, which aim to achieve operational efficiency gains, or better experience initiatives, which aim to improve the patient or employee experiences, resulting in stronger loyalty and improved patient outcomes.

Key partnership

- Partner A
- Partner B
- Partner C
- Partner D

1 All the revenue components add up to a total of 100%
2 Based on analyst estimates

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Provider 1 profile (page 2 of 4) Case studies

Revenue by geography¹

Case study 1 Upgraded the existing patient data systems to improve operational efficiency

Business challenge
The client faced challenges in delivering cohesive and streamlined customer care due to isolated patient and outdated systems. The annual cost of maintaining this data exceeded half a million dollars. Various departments such as patient engagement, care coordination, and RCM, interacted with patients separately, lacking a unified patient view, resulting in confusion and subpar experiences.

Solution
Provider enabled the client's ability to integrate and visualize pertinent patient information, minimizing the need to switch between systems and engage multiple stakeholders. By leveraging its inventory management tools, dashboards, and reports, provider successfully centralized inventory tracking and curbed wastage. Modernization of legacy systems enabled the automation of critical business workflows, resulting in increased efficiency and improved overall results.

Impact

- Reduced patient scheduling time from two weeks to two to five days
- Reduced inventory costs by 15%.
- Increased savings of around US\$150,000 per year
- Increased RCM processes efficiency by 30%

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Provider 1 profile (page 3 of 4) Offerings

Proprietary patient engagement platform(s) and extended modules (representative list)

Product	Details
Product 1	This product offers capabilities to help healthcare and video visit appointment scheduling, moderated entry, v
Product 2	This product enables agents to schedule in a single co data, and recommends the appointment option that is t
Product 3	This is a digital interaction builder that enables brands of reusable UI components and workflow automations.
Product 14	It is a care management plan that enables providers, h organizations can manage programs, eligibility, and en needed and provides the ability for multiple providers t
Product 5	It use the power of discovery framework and OmniStuc experiences. Assessments can be completed by a hea

NOT EXHAUSTIVE

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Provider 1 profile (page 4 of 4) Recent developments

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Key events (representative list)

Event name	Type of event	Details
Event 1	Initiatives	In 2023, it introduced new, HIPAA-compliant Commerce Cloud capabilities that streamline healthcare commerce experiences and lower the cost to serve customers and patients
Event 2	Product enhancement	In 2023, built an industry-centric customer 360 with XYZ
Event 3	Investment	In 2023, invested in XYZ field service innovations, powered by data cloud and Einstein GPT, that will lower service costs and generate insights across industries including healthcare, public sector, and manufacturing
Event 4	Initiatives	Started an initiative, Personalized Healthcare, with an aim to provide 360-degree personalized service and care

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Research calendar

Payer and Provider Information Technology

Published Planned Current release

Reports title	Release date
Rising adoption of Home-based Healthcare Solutions	September 2023
Patient Engagement Platforms PEAK Matrix® Assessment 2023	October 2023
Revenue Cycle Management (RCM) Platforms PEAK Matrix® Assessment 2023	November 2023
Transforming Healthcare through Generative AI: A Game-changing Impact	December 2023
Healthcare Payer Digital Services PEAK Matrix® Assessment 2023	December 2023
Importance of IT Security Amid Evolving Care Models in Healthcare and Life Sciences	February 2024
Healthcare Payer Digital Services – Provider Compendium 2024	March 2024
Member Engagement Trailblazers	April 2024
Healthcare Patient Engagement Platforms – Provider Compendium 2024	April 2024
Patient and Member Engagement Technology	Q2 2024
Care Management Platforms PEAK Matrix Assessment 2024	Q2 2024
Rising Adoption of Behavioral and Mental Health Services by Healthcare Enterprises	Q2 2024
Healthcare Industry Cloud Services PEAK Matrix® Assessment 2024	Q2 2024
Role of Analytics in Claims Management	Q2 2024
Care Management Platforms – Provider Profile Compendium 2024	Q3 2024

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