Everest Group PEAK Matrix® for Healthcare Provider Digital Services 2020

Focus on Cognizant

July 2020

Background of the research

Healthcare providers have historically been mired down by the legacy IT estate and regulations that have had the unfortunate consequence of incentivizing them to maintain the status quo. However, that is not an option anymore, particularly as healthcare providers scramble to meet the unprecedented needs of a world disrupted by the COVID-19 pandemic. Healthcare providers are now being forced to jump on the digital bandwagon to meet the demands faced by the healthcare ecosystem to battle this outbreak.

To support enterprises on their digital journeys, service providers are ramping up capabilities through healthcare-specific partnerships and acquisitions. This, in turn, is driving the need for research and market intelligence on demand and supply trends in healthcare provider digital services. Everest Group's healthcare ITS research program addresses this market need by analyzing demand themes and service provider capabilities in healthcare provider digital services.

In this report, we analyze the capabilities of 22 IT service providers specific to the healthcare provider sector globally. 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:

Provider digital services market size and growth	**Digital services themes for healthcare providers**	**Assessment of the service providers on several capability- and market success-related dimensions**	**Everest Group's independent remarks on service providers**

Scope of this report

- **Geography:** Global
- **Services:** Digital services
- **Industry:** Healthcare provider

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Healthcare Provider Digital Services PEAK Matrix® characteristics

Leaders:

Accenture, Cognizant, Deloitte, NTT DATA, Optum, and TCS

- Leaders have established themselves as front runners to support healthcare provider clients that look to service providers to help them achieve transformation through digital initiatives
- Leaders have a balanced mix of solutions in their portfolios, are able to come up with innovative digital use cases for healthcare firms, and continue to keep pace with the market dynamics through continued investments in technology and services capability development (internal IP/tools, CoEs, innovation centers, M&A, partnerships, etc.)
- They have showcased high levels of proactiveness in taking their innovations and next-generation service offerings to clients. They have delivered value and exhibited success in large provider engagements
- They have displayed a holistic vision for the broader healthcare domain and tend to be the providers of choice for large healthcare firms looking for partners with a similar global footprint
- That said, the current Leaders face a stiff challenge from progressive Major Contenders in terms of both digital services capabilities and commercials. Hence, they need to focus on building effective solutions that leverage next-generation technology trends and also address the cost-takeout mandate

Major Contenders:

Wipro, DXC Technology, HCL Technologies, IBM, Atos, emids, CitiusTech, Infinite, Virtusa, Infostretch, Tech Mahindra, and GAVS

- Major Contenders have witnessed decent traction in select areas within the provider digital services domain. However, they require to expand their vision to address the broader market
- While some have built meaningful capabilities to deliver a wide range of digital services for the healthcare provider lines of business and value chain, their service portfolios are not as balanced and comprehensive as those of Leaders, which is also reflected in demonstrable market success. Having said that, a few of these players are establishing strong foothold in the market either through their healthcare domain expertise (such as CitiusTech and emids) or client intimacy (such as Infinite and Infostretch)
- Most Major Contenders are making continued investments in developing internal IP and tools, as well as expanding their service and technology partnership networks in order to plug their capability gaps, and are, thereby, positioning themselves as strong challengers to the Leaders in this space

Aspirants:

Capgemini, EPAM, Hexaware, and HTC Global Services

- The provider services business of Aspirants is in the initial stages of growth and is not a primary focus area or source of revenue generation
- Most of these players offer vertical-agnostic offerings applicable to healthcare providers, instead of solutions built specifically for healthcare provider clients
- These companies require making investments to build broader capabilities to cater to buyers (through service and technology partnerships as well as internal IP/tools)

Everest Group PEAK Matrix®

Healthcare Provider Digital Services PEAK® Matrix Assessment 2020 | Cognizant positioned as Leader

Everest Group Healthcare Provider Digital Services PEAK® Matrix Assessment 2020
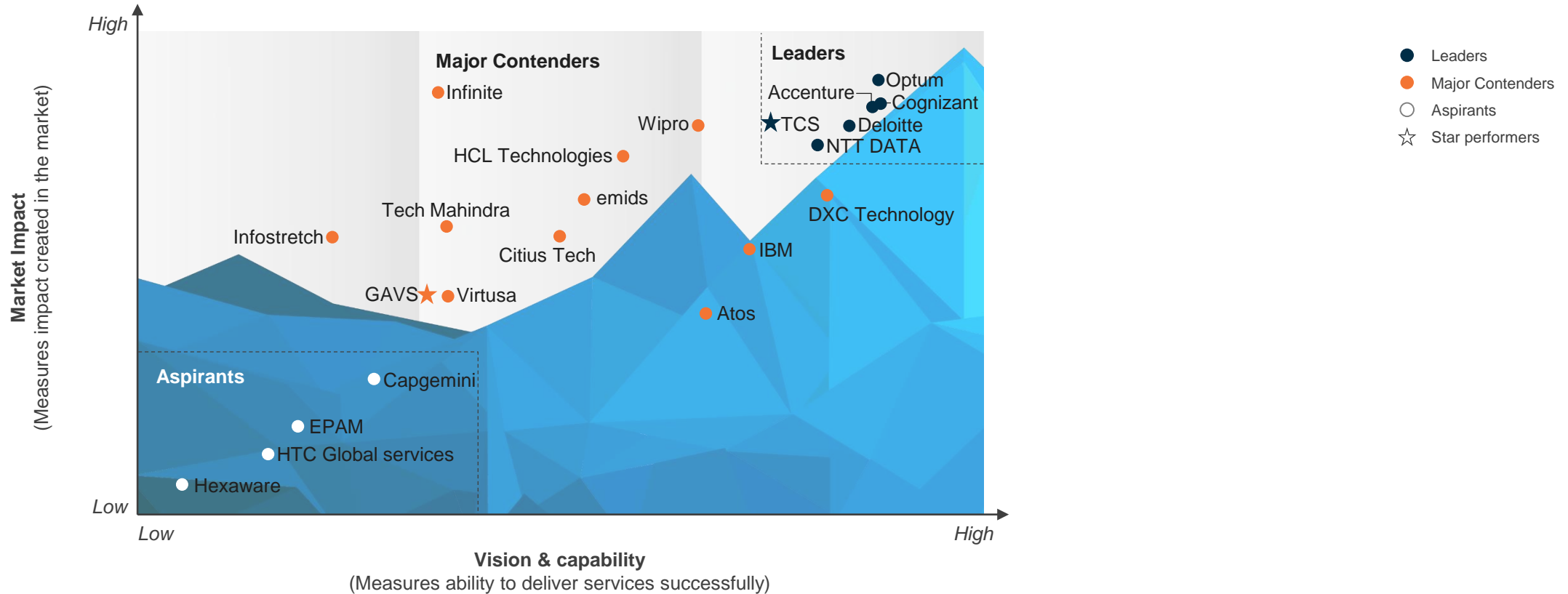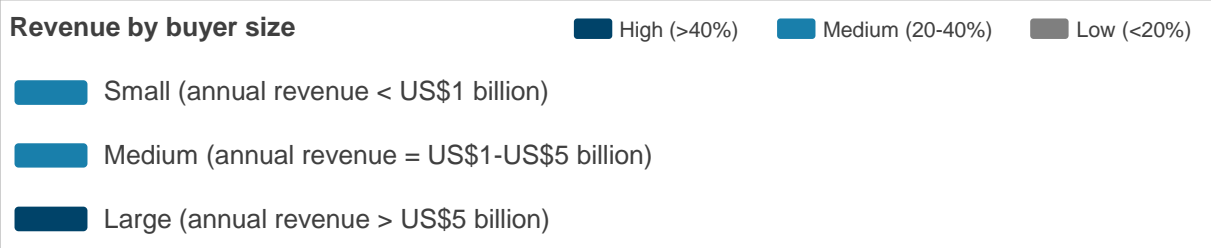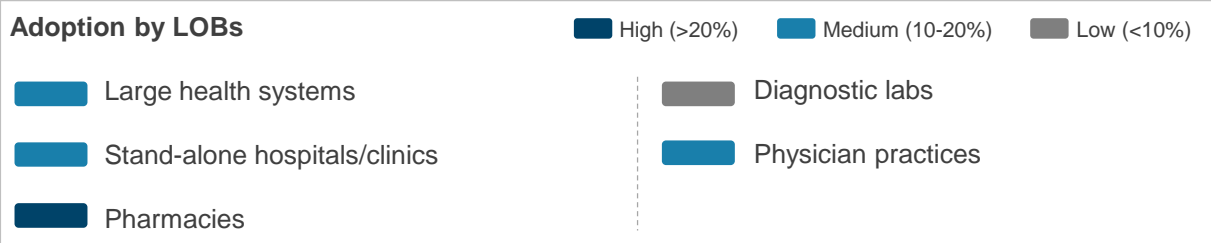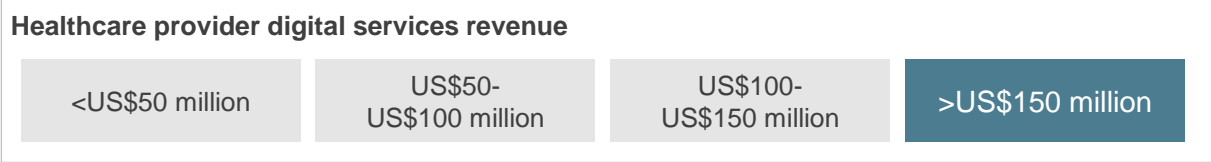

1   PEAK Matrix specific to healthcare provider digital services
2   Assessments for Atos, Capgemini, Deloitte, EPAM, Hexaware, HTC Global Services and IBM excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers
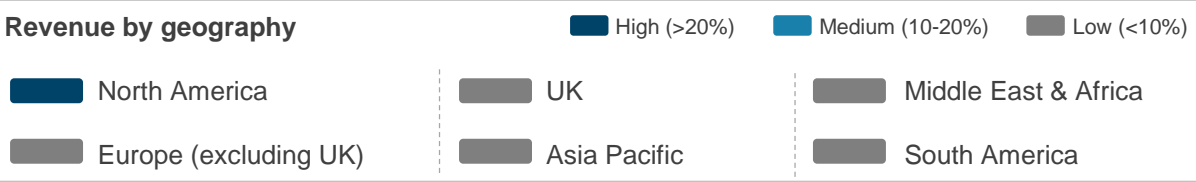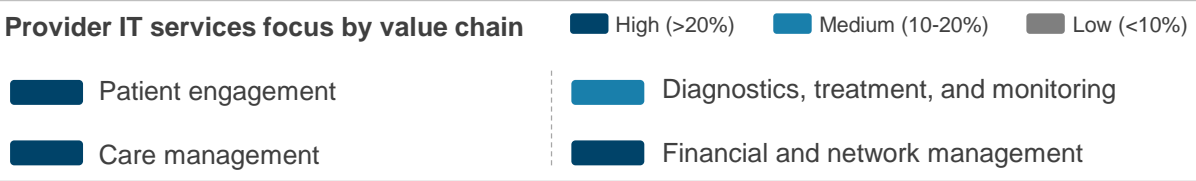
Overview

Vision
Cognizant's vision is to develop digital strategies/solutions in support of "Digital for Provider," while focusing on AI/ML, digital therapeutics, and senior care, and assist clients in building strategy and roadmap to enhance their digital capabilities through HPA, cognitive scale, and other digital assets.

Healthcare provider digital services revenue

<US$50 million	US$50-US$100 million	US$100-US$150 million	>US$150 million

Adoption by LOBs

High (>20%) ■ Medium (10-20%) ■ Low (<10%) ■

- Large health systems — Medium
- Stand-alone hospitals/clinics — Medium
- Pharmacies — High
- Diagnostic labs — Low
- Physician practices — Medium

Revenue by buyer size

High (>40%) ■ Medium (20-40%) ■ Low (<20%) ■

- Small (annual revenue < US$1 billion) — Medium
- Medium (annual revenue = US$1-US$5 billion) — Medium
- Large (annual revenue > US$5 billion) — High

Key leaders

Jack Brock, Leader, Healthcare Provider Practice
Patricia Birch, SVP, Practice Leader, Healthcare Consulting
Andrew Cohen, Vice President and Partner, Healthcare Consulting
Peter Borden, Chief Digital Officer, Healthcare

Provider IT services focus by value chain

High (>20%) ■ Medium (10-20%) ■ Low (<10%) ■

- Patient engagement — High
- Care management — High
- Diagnostics, treatment, and monitoring — Medium
- Financial and network management — High

Revenue by geography

High (>20%) ■ Medium (10-20%) ■ Low (<10%) ■

- North America — High
- Europe (excluding UK) — Low
- UK — Low
- Asia Pacific — Low
- Middle East & Africa — Low
- South America — Low

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Offerings

Proprietary solutions (representative list)

Solutions name	Details
CareAdvance Enterprise®	A solution that helps transform care management into an automated and data-driven activity that provides targeted, effective health information and wellness campaigns and delivers care management capabilities across utilization, case, and disease management
ClaimSphere™ Clinical+	A provider registry to track individual physician practices and performance against quality and value-based initiatives
Remote patient monitoring	A tool, powered by Microsoft's Azure IoT platform, that enables real-time monitoring and optimization of patient care by connecting to mobile health and wearable devices
IoMT	A medical-grade platform having components that integrates people (patient, doctors, and clinician), products (med-devices and drugs), and processes (patient care and diagnostics, tele medicine, and clinical trials) through secured and protected patient data for efficient patient outcomes
Onvida	An omni-channel contact engagement platform that integrates people, processes, and a cloud platform suite – pre-configured for healthcare and delivered as-a-Service
TranZform	A SaaS-based, multi-channel, modular solution that facilitates value-based care collaboration. Enables digital integration and engagement across the care continuum
TriZetto® Provider Solutions (TPS) and TriZetto® Touchless Authorization Processing	TPS is a suite of clearing house and revenue cycle management products for hospitals and physician practices; TriZetto® Touchless Authorization Processing is a cloud-based platform to process prior authorization and referral requests, ensuring that the requests meet specific payer and clinical rules and are automatically approved
TruProvider	An advanced provider data management platform to onboard and credential providers, and manage provider data
Phynn (Virtual Health Assistant)	Leverages patient's mobile phone and/or voice assistants to provide personalized, continuous touchpoints along the patient journey

Recent activities (representative list)

Development	Details
Acquisition	• In 2019, acquired Zenith to expand its IoT portfolio and extend life sciences domain competencies by providing end-to-end smart factory capabilities • In 2018, acquired Bolder Healthcare, a provider of RCM solutions to hospitals, physician practices, and other US-based specialist healthcare organizations
Partnership	• In 2019, partnered with UK-based Sensyne Health to leverage its Clinical AI as-a-Service and IoT-enabled solutions and BeyondVerbal to leverage its vocal biomarkers for early disease detection • In 2018, became a member of the "Synaptic Health Alliance," assisting with integration efforts to help onboard new alliance members

COVID-19 initiatives (representative list)

Development	Details
CVm-Health™	Web-based software application, developed in partnership with Sensyne Health and Microsoft, that enables the recording of health conditions, symptoms, vital signs, and medications, and creating a health diary that can be shared with healthcare professionals
COVID-19 "Safe Spaces"	An assortment of IoT-based service offerings, targeting the use cases of thermal screening, social distancing monitoring, employee contact tracing, and occupancy tracking

Everest Group assessment – Leader

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

- Strong healthcare industry presence and domain expertise across both payer and provider segments, with capabilities across a wide breadth of industry and business use cases

- Demonstrated thought leadership and alignment of its consulting capabilities to digital transformation focus of healthcare providers

- Healthcare-specific acquisitions and partnerships to strengthen its digital play as well as enhance its products and platform portfolio

Areas of improvement

- Focus on streamlining internal and external communication to enhance clients' experience in ongoing engagements

- Create distinctive market impact by scaling client relationships across small and mid-sized provider segment – stand-alone hospitals/clinics, physician practices, and diagnostic labs

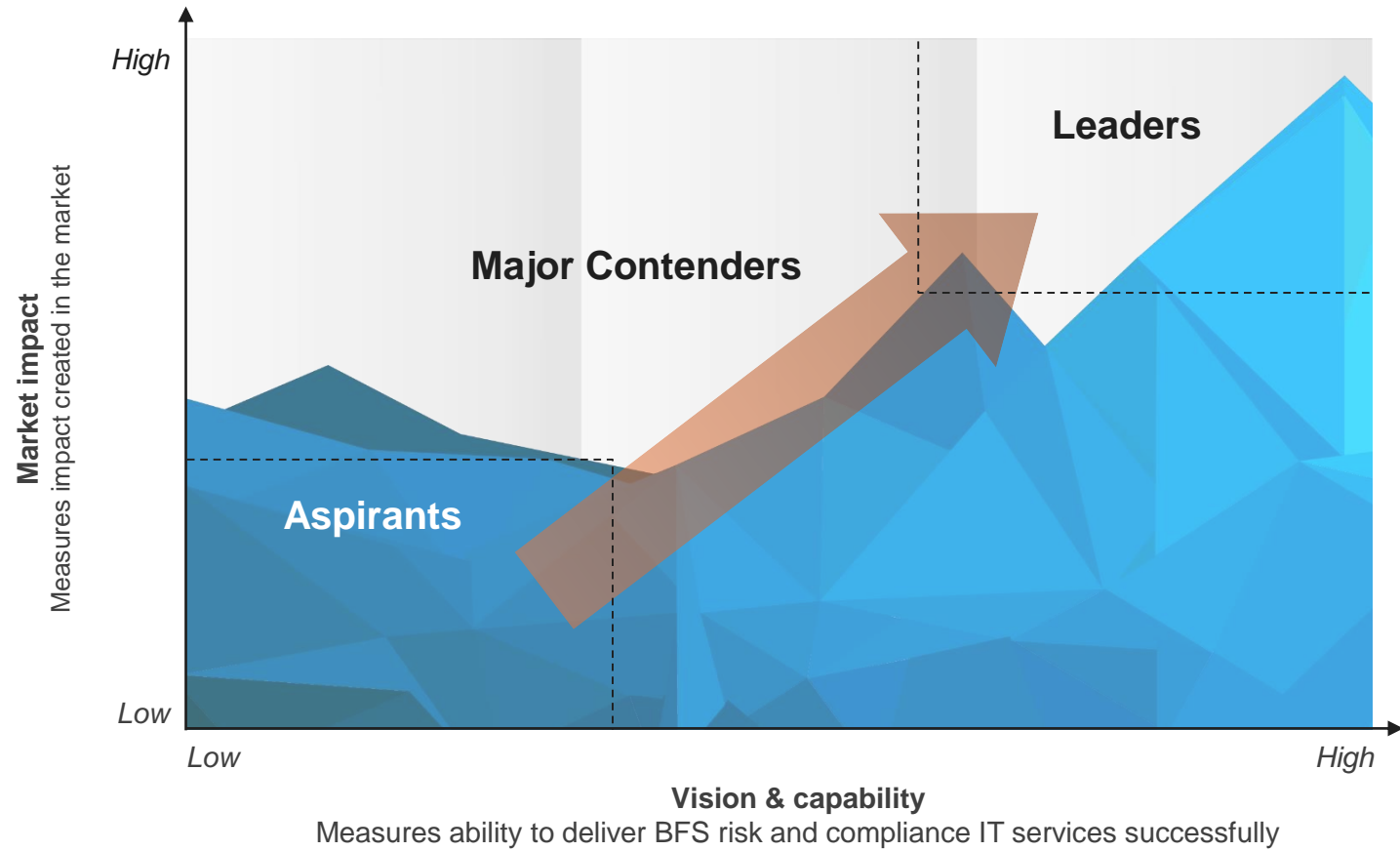- Bring forth flexible commercial and engagement models to promote confidence-building among clients

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Appendix

Everest Group PEAK Matrix

Everest Group PEAK Matrix with axes. Vertical axis: **Market impact** — Measures impact created in the market (Low to High). Horizontal axis: **Vision & capability** — Measures ability to deliver BFS risk and compliance IT services successfully (Low to High). Quadrant labels: Aspirants, Major Contenders, Leaders.
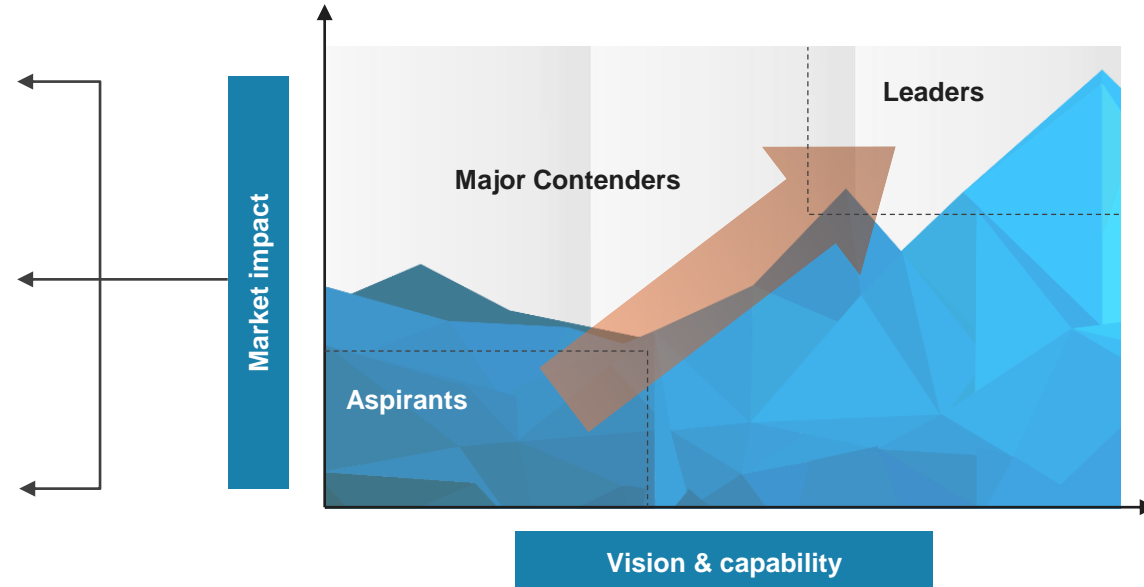
Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology
Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix
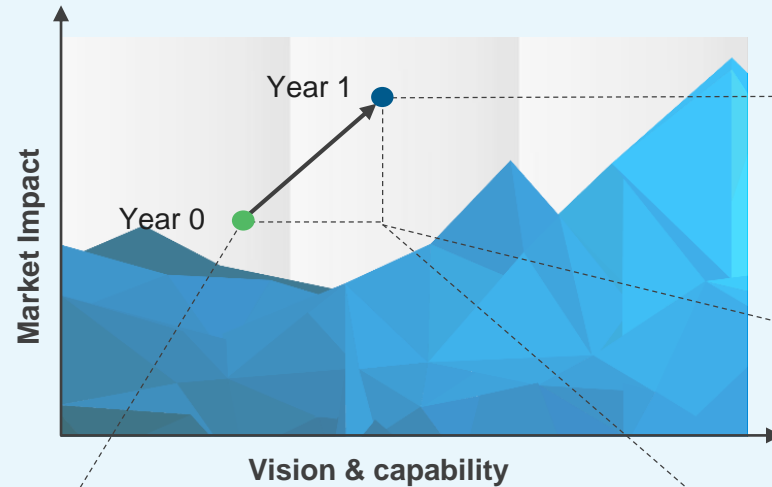
In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:
- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service provider's performance across several parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology-/domain-specific investments

We identify the service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a "Major Contender" or "Aspirant" on the PEAK Matrix, an unfavorable outcome?
No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a "Leader", "Major Contender," or "Aspirant" title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own "profile" that is published by Everest Group as part of the "compendium of PEAK Matrix providers" profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  – Issue a press release declaring their positioning. See citation policies
  – Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  – Quotes from Everest Group analysts could be disseminated to the media
  – Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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