

Healthcare Digital Services

Payer Digital Transformation Services

Unveiling competencies of providers in the
healthcare digital transformation space

Customized report courtesy of:

NTT DATA

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Digital transformation continues to reshape the healthcare ecosystem

Digital revolution in the U.S. healthcare sector

Digital transformation continues to be a priority among service providers operating in the U.S. They continue to revolutionize healthcare by enhancing efficiency, accessibility and quality of patient care. Integrated electronic health records (EHRs) streamline information sharing among healthcare providers, fostering a more cohesive and patient-centric approach. Telemedicine services use digital technologies to enable remote consultations, improving access to medical expertise and reducing geographical barriers. Data analytics and AI empower healthcare organizations to derive meaningful insights, leading to more informed decision-making, personalized treatments and proactive health management. Overall, the synergy between digital transformation

and IT services is reshaping the healthcare landscape, driving innovation and optimizing patient and provider outcomes.

Embracing equity, SDOH and holistic patient care

In the U.S., a transformative wave is reshaping the healthcare landscape, propelled by a collective push for equity and a deepened understanding of social determinants of health (SDOH). Conventional industry roles are becoming obsolete, with payers transcending their traditional functions to actively share the responsibility of overall health with their members. Behavioral change is the linchpin for favorable health outcomes, prompting providers to acknowledge the impact of people's actions on their well-being. Providers face the challenge of proactively identifying the most vulnerable individuals, leading to a strategic focus on engaging with communities, homes and workplaces. This strategic shift has intensified the reliance on electronic medical records (EMRs) and SDOH, employing descriptive and predictive analytics, ML and natural language processing (NLP).

The increasing use of **AI** and a huge amount of **data** are pushing the healthcare industry to transform **digitally**. It's not just a choice; it's a must.



Public health promotion programs and the cultivation of self-care awareness are critical to enhancing individual and population health outcomes. Simultaneously, there is a growing inclination to treat individuals as unique entities. Elevated awareness of behavioral and mental health has underscored the necessity for proactive care, driving an increased emphasis on treating people as individuals by applying advanced data models and algorithms for early diagnosis and prevention. Integrated health adopts a comprehensive and whole-patient approach, incorporating insights from SDOH to foster a more holistic and personalized healthcare experience.

Rise of payviders in healthcare

In the U.S. healthcare industry, the payvider model, a mutually beneficial partnership between a healthcare payer and a provider within the Medicare domain, is picking pace. This shift is motivated by a desire for health systems to play a more active role in risk management, pursue growth opportunities and gain a competitive advantage. Two primary factors fueling this trend include the industry's emphasis on value-based care and the

Quadruple Aim, a framework where providers are incentivized for delivering quality care over quantity. Collaboration between providers and payers is seen as a strategic response to the challenge of providing cost-effective healthcare, with shared goals centered around reducing financial risk, ensuring profitability and enhancing overall patient experience. Payvider models take various forms, from healthcare providers creating their insurance plans to payers and providers forming alliances, illustrating a dynamic evolution in healthcare delivery and payment structures. The influence of the Centers for Medicare and Medicaid Services (CMS) and the emphasis on Accountable Care Organizations (ACOs) further contribute to the proliferation of payvider models, fostering a landscape where collaboration and quality-driven outcomes take precedence over traditional fee-for-service approaches.

EHR/EMR transformation

The current market landscape is witnessing a substantial upsurge in the demand for extensive electronic medical records (EMR) and electronic health records (EHR) solutions.

Leading providers in the EMR/EHR space are strategically forming partnerships with service providers, marking a paradigm shift in how healthcare organizations approach their digital health infrastructure. These service providers are positioning themselves as the go-to partners for healthcare providers seeking comprehensive assistance, not only in EMR migration and implementation but also in navigating intricate installations and managing ongoing services.

The ability to offer customized solutions and tailor their approaches to meet each client's unique and specific requirements sets these service providers apart in an industry where one-size-fits-all solutions fall short. This adaptability gives them a distinct competitive edge. Moreover, these partnerships extend beyond the immediate implementation phase, often encompassing ongoing support and optimization efforts.

Transforming healthcare through integrated platform innovations

Service providers in the healthcare provider sector are increasingly focusing on enhancing

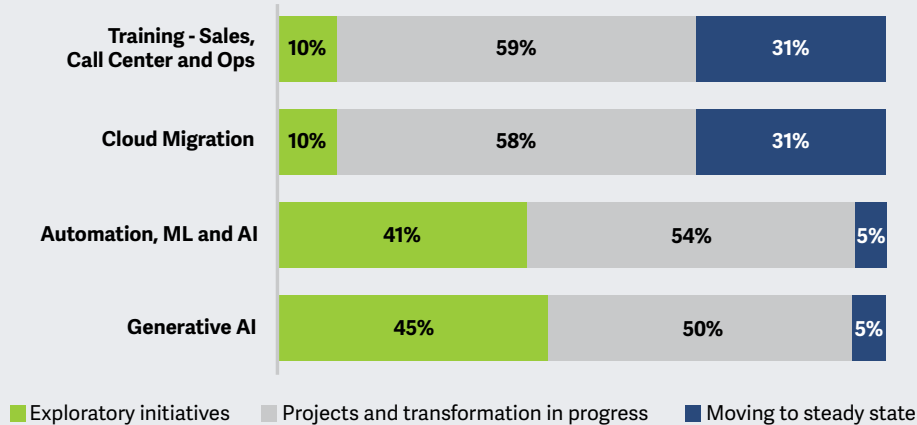
platform capabilities. These platforms integrate consulting, advisory services, ecosystem partnerships, solutions, and delivery capabilities with industry expertise to facilitate a smooth client transition. The platform empowers the creation of flexible, reusable, secure solutions, incorporating the design of conversational and generative user experiences. The service capabilities of these platforms address specific areas for both payers and providers. They span from enrollment and eligibility, claims processing and risk and compliance for payers to EHR, ERP and clinical decision support for providers. Most leaders in the healthcare platform implementation services quadrant provide a comprehensive range of services catering to payers and providers. (Refer to Figure 2 & 3 – Platform table)

GenAI And the move toward co-pilots

The emergence of generative AI (GenAI) has profoundly disrupted what was once deemed achievable, and businesses are just starting to explore the innovative capabilities it brings. In conversations with various service providers, GenAI consistently emerged as a focal point of interest. Its applicability spans industries,



Insurance Industry: AI Will Disrupt Steady-State Initiatives



Source: ISG Buyer Study – Insurance Industry Trends, n=120
 Question: What is your org’s status for of the following initiatives?

and the healthcare sector is actively recognizing its potential, crafting use cases for both payers and providers. Many providers have committed to substantial investments over the next five years to develop GenAI solutions.

These investments encompass creating solutions, establishing COEs, providing extensive training to employees and aligning with the evolving technological landscape.

The ISG Buyer Behavior Study on the insurance industry involved interviewing 120 senior IT and business leaders about their technology and business objectives, challenges, and plans. About a third of respondents say they are moving cloud computing, training and employee support initiatives to a steady state. However, ISG expects GenAI to impact technology capabilities and project economics to such a significant degree in the next two years that every decision about active projects will have to be completely re-assessed. (Refer to Figure 1)

Another significant point of discussion revolves around the concept of GenAI copilot, representing a method to harness GenAI efficiently and effectively. While only a few providers have implemented solutions in this domain, most have plans in the pipeline. Copilots hold the potential to address various business and clinical challenges within the healthcare industry, including clinician burnout and the pursuit of interoperability. Notably, a growing trend of copilot solutions is entering the healthcare arena. A case in point is Microsoft’s introduction of the Nuance DAX

Copilot, a GenAI-based clinical documentation product, in 2023. This innovative tool has already gained traction among many doctors. EPIC has partnered with Microsoft to expedite the adoption of GenAI-powered copilot tools, aiming to assist clinicians in saving valuable time.

Year after year, digital transformation continues to be an investment area for healthcare service providers to enhance efficiency, accessibility and patient care. This is due to new emerging technologies entering the healthcare landscape.



Name of the Service Provider	Payer Capabilities								
	Hyperscaler Partnerships	Enrollment & Eligibility	Provider Network Management	Claims Processing	Care Management (Utilization Mgmt, Population Health Mgmt)	Fraud Detection	Risk and Compliance	Member Engagement (mobile app, call center, campaign mgmt)	Value-based Spend Optimization
Cognizant	✓	✓	✓	✓	✓	✗	✓	✗	✓
EXL	✓	✓	✓	✓	✓	✓	✓	✓	✓
HCLTech	✓	✓	✓	✓	✓	✓	✓	✓	✓
Infosys	✓	✓	✓	✓	✓	✓	✓	✓	✓
TCS	✓	✓	✗	✗	✓	✓	✓	✓	✓
NTT Data	✓	✓	✗	✓	✓	✓	✓	✓	✓
Accenture	✓	✓	✓	✓	✓	✓	✓	✓	✓
Optum	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wipro	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ Yes ✗ Not in



Executive Summary

Name of the Service Provider	Provider Capabilities								
	Hyperscaler Partnerships	Ancillary (Lab, Radiology, RX, etc.)	Electronic Health Records (EHR)	Telemedicine, Virtual Care, or Remote Monitoring	ERP	Revenue Cycle Management	Patient Engagement (mobile app, call center, campaign mgmt)	Analytics	Clinical Decision Support
Cognizant	✓	✗	✓	✓	✓	✓	✓	✓	✗
EXL	✓	✓	✓	✓	✗	✓	✓	✓	✓
HCLTech	✓	✓	✓	✓	✓	✓	✓	✓	✓
Infosys	✓	✗	✗	✓	✓	✓	✓	✓	✗
TCS	✓	✗	✗	✓	✓	✓	✓	✓	✗
NTT Data	✓	✓	✓	✓	✓	✓	✓	✓	✓
Accenture	✓	✗	✓	✓	✓	✓	✓	✓	✓
Optum	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wipro	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ Yes ✗ Not in





Provider Positioning

Page 1 of 4

	Payer Digital Transformation Services	Provider Digital Transformation Services	Healthcare Platform Implementation Services
Accenture	Leader	Leader	Leader
Atos	Product Challenger	Leader	Not In
Beyondsoft	Contender	Not In	Contender
Capgemini	Product Challenger	Market Challenger	Not In
Cigniti	Not In	Contender	Contender
CitiusTech	Rising Star ★	Product Challenger	Product Challenger
Coforge	Product Challenger	Not In	Not In
Cognizant	Leader	Leader	Leader
Conduent	Product Challenger	Not In	Not In
Deloitte	Leader	Leader	Not In





Provider Positioning

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	Payer Digital Transformation Services	Provider Digital Transformation Services	Healthcare Platform Implementation Services
DXC Technology	Contender	Not In	Contender
emids	Product Challenger	Not In	Not In
EXL	Leader	Product Challenger	Leader
Firstsource	Leader	Not In	Product Challenger
GS Lab GAVS	Not In	Product Challenger	Not In
Genpact	Product Challenger	Product Challenger	Product Challenger
HARMAN	Not In	Contender	Product Challenger
HCLTech	Leader	Leader	Leader
Hexaware	Not In	Product Challenger	Not In
HTC Global Services	Contender	Contender	Product Challenger





Provider Positioning

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	Payer Digital Transformation Services	Provider Digital Transformation Services	Healthcare Platform Implementation Services
IBM	Market Challenger	Leader	Not In
Infinite Computer Solutions	Product Challenger	Product Challenger	Product Challenger
Infosys	Leader	Leader	Leader
Kyndryl	Market Challenger	Market Challenger	Not In
LTIMindtree	Leader	Product Challenger	Product Challenger
Mastek	Not In	Contender	Not In
Mphasis	Product Challenger	Not In	Product Challenger
NTT DATA	Leader	Leader	Leader
Optum	Leader	Leader	Leader
Persistent Systems	Product Challenger	Rising Star ★	Product Challenger





Provider Positioning

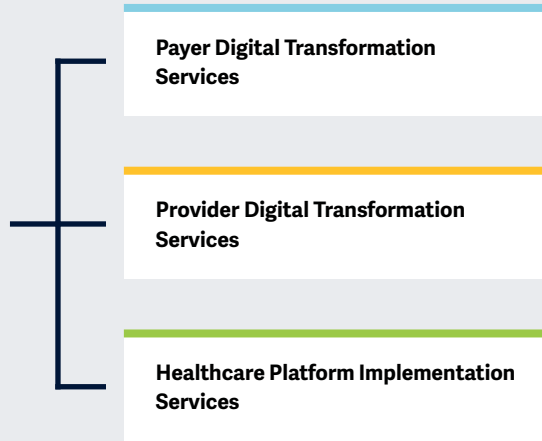
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	Payer Digital Transformation Services	Provider Digital Transformation Services	Healthcare Platform Implementation Services
PwC	Market Challenger	Market Challenger	Not In
Quantiphi	Not In	Not In	Contender
Rackspace Technology	Not In	Contender	Contender
TATA Elxsi	Not In	Not In	Contender
TCS	Leader	Leader	Leader
Tech Mahindra	Product Challenger	Leader	Market Challenger
UST	Leader	Product Challenger	Not In
Wipro	Leader	Leader	Leader
WNS	Contender	Not In	Not In



The **Healthcare Digital Services 2023** study focuses on digital transformation solutions and services for payers and providers.

Simplified Illustration; Source: ISG 2023



Definition

With the convergence of technology and medicine, healthcare is transforming profoundly in the digital age. The public continues to seek improved healthcare outcomes at reduced costs, demanding transparency, suitable data sharing and access to personal records. The U.S. healthcare industry faces new regulations, competitive mergers, acquisitions and the needs of an aging population.

Advancements in digital health have brought a paradigm shift in how healthcare is accessed, delivered and experienced. From telemedicine and remote patient monitoring to analytics-based diagnostics and AI, digital healthcare solutions have emerged as powerful tools in improving access to care, enhancing patient outcomes and revolutionizing healthcare delivery models. The rapid integration of electronic health records (EHRs) has streamlined data management and enabled healthcare providers to make more informed decisions. The proliferation of healthcare apps and wearable devices has empowered individuals to actively participate in managing their health and well-being.

The Healthcare Digital Services 2023 study includes several criteria for service provider assessment, such as their proficiency in augmenting a client's technological organization and their contribution to the development of blueprints, architectural frameworks and management processes. Providers can offer insights into their vision and preparedness for upcoming technological advancements in the healthcare industry according to clients' future technological advancement plans.



Scope of the Report

This ISG Provider Lens™ quadrant report covers the following three (spell out the number of quadrants, do not use a digit) quadrants for services/solutions: Payer Digital Transformation Services, Provider Digital Transformation Services and Healthcare Platform Implementation Services.

This ISG Provider Lens™ study offers IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments (quadrants)
- Focus on the regional market

Our study serves as the basis for important decision-making by covering providers' positioning, key relationships and go-to-market (GTM) considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

Provider Classifications

The provider position reflects the suitability of IT providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the IT service requirements from enterprise customers differ and the spectrum of IT providers operating in the local market is sufficiently wide, a further differentiation of the IT providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions IT providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between \$20 million and \$999 million with central headquarters in the respective country, usually privately owned.

- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above \$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product Challenger, Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens™ quadrant may include service providers that ISG believes have strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

- **Number of providers in each quadrant:** ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).





Provider Classifications: Quadrant Key

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not in means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





Payer Digital Transformation Services

Who Should Read This Section

This quadrant report is relevant to healthcare payer enterprises across the U.S. for evaluating service providers offering digital transformation services to improve patient and member services.

In this quadrant, ISG highlights the current market positioning of service providers that offer digital transformation services to payers in the U.S., showing how each provider addresses the rising demands and key challenges in the country.

Due to the transformative technology landscape and frequent regulatory changes, U.S. healthcare has witnessed a shift in the digital healthcare landscape. Healthcare payers are demanding ease in operations, reduced manual errors and data-based decision-making with ongoing technological advancements. The upward trajectory of demand and technological advancements in the U.S. healthcare market forms a clear and consistent growth pattern.

Leading service providers focus on expanding their service portfolio to meet market demands, investing extensively in AI, cloud, analytics and other cutting-edge technologies that enable prior authorization fraud detection, reduce manual efforts and boost overall efficiency. Service providers actively promote interoperability, embrace value-based care and adhere to robust security frameworks. Payers are seeking providers with skilled digital expertise to offer a comprehensive solution that meets all market demands and regulatory requirements.



Digital professionals should read this report to understand digitalization in the U.S. healthcare payer sector and how top providers enable efficiency and effectiveness across payer operations.



Technology professionals should read this report to understand the U.S. healthcare technology landscape and how providers leverage cutting-edge technologies to meet payer needs.



Industry practitioners should read this report to understand providers' relative positioning and capabilities and effectively plan and select appropriate digital services and solutions.

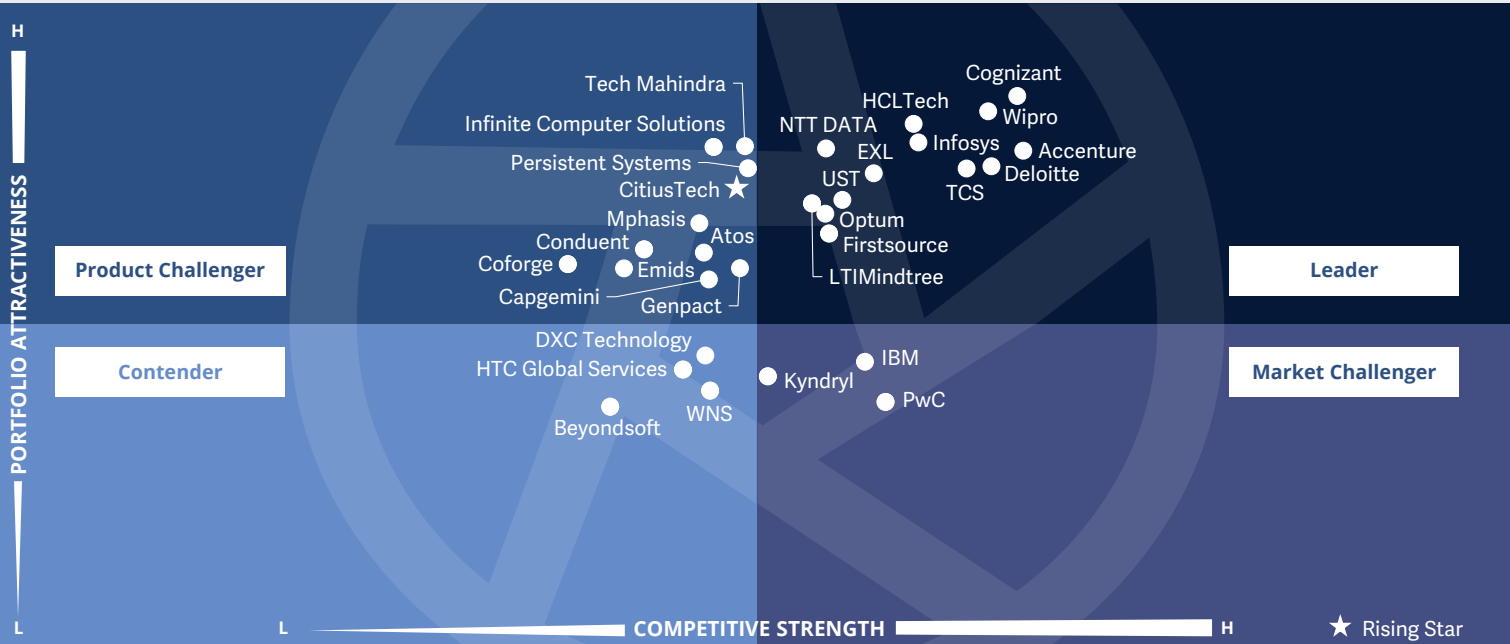


Cybersecurity professionals should read this report to understand the provider's adherence to meeting security and regulations without compromising patient privacy and experience.



**Healthcare Digital Services
Payer Digital Transformation Services**

U.S. 2023



This quadrant assesses service providers' proficiency in providing **comprehensive digital transformation services to payers within the U.S. healthcare domain**. Encompassing consulting, process/system modernization and member experience enhancement.

Rohan Sinha



Payer Digital Transformation Services

Definition

In the healthcare industry, payer digital transformation involves service providers offering specialized digital services to insurance plan companies. These services are designed to assist payers in adopting a digital-first approach to enhance patient care. The objective is to empower insurance companies to effectively engage and serve their members through various digital channels, including computers, remote monitoring devices, smartphones and other mobile devices, for both statutory and private health.

However, the scope of these services extends beyond patient care, encompassing critical operational processes for payers, such as claims processing, member verification and enrollment. These service providers should streamline and optimize their operational aspects for their insurance companies to showcase their modernization capabilities.

The utilization of GenAI is a game-changer for the healthcare market. Generative AI has the potential to simulate novel concepts based on customer data, analyze individual patient information, recommend personalized treatment enhancements and simulate diverse patient health scenarios. Providers are facing increasing pressure to incorporate this technology into their services and develop strategies, components and applications based on generative AI models.

The overarching goal of payer digital transformation services is to elevate the efficiency and effectiveness of healthcare payment systems while harnessing opportunities offered by the digital landscape.

Eligibility Criteria

1. **Technology consulting for appropriate use of traditional and emerging healthcare technologies**, with the ability to plan, develop and implement consumer-grade interfaces for employee systems and member information sources, including mobile apps
2. Established or emerging basic/standard **relationships with trusted partners**, including academia and innovative startups
3. Provide **services for the digitalization of processes** while securely navigating regulation complexities
4. Offer **consultation services on developing models** using ML, AI, generative AI and analytics
5. Possess capabilities in the **modernization of payer systems**, including cloud migration, data center consolidation and application portfolio management
6. Experience in **large transition projects** that include consolidation of merged companies and modernization of systems and applications



Payer Digital Transformation Services

Observations

The healthcare payer digital space is undergoing a notable surge in transformation, propelled by several key factors. The increasing demand for streamlined processes and improved operational efficiencies is a primary driver, with organizations seeking to navigate the complexities of the healthcare landscape effectively. Technological advancements and the growing prevalence of data-driven decision-making contribute significantly, fostering a shift toward modernized systems. The evolving expectations of both providers and members, coupled with the need for enhanced member experiences, are catalysts that accelerate digital transformation initiatives. As the industry grapples with the imperative to stay ahead in a rapidly changing landscape, the rise in healthcare payer digital transformation reflects a strategic response to these multifaceted challenges.

Leaders in this quadrant exhibit significant involvement with payer customers in the U.S. Most offer a full range of services to help payers control costs while improving member

experience and consistently addressing the complex challenges of claims processing and modernization. However, all the companies in this study meet the eligibility criteria and could be suitable for a healthcare payer seeking service providers with specific strengths.

Most organizations covered in this study have a well-defined technology roadmap geared toward amplifying their transformation efforts. Technologies are integral components of strategic investment plans, whether the technology applied is GenAI, ML, blockchain or data and analytics.

From the 34 companies assessed for this study, 31 have qualified for this quadrant, with 13 being Leaders and one Rising Star.

accenture

Accenture invests in its workforce, training analytics, cloud and AI experts. It offers comprehensive services to U.S. payers with innovative healthcare tech for remote work. Its strategic growth is evident in partnerships and portfolio expansion through acquisitions.

cognizant

Cognizant excels in healthcare transformation with its TriZetto solutions, ensuring coverage and interoperability. Its healthcare business process as-a-service (BPaaS) solution uses pre-integrated tech for payer efficiency, effectiveness and cost reduction.

Deloitte

Deloitte innovates healthcare with a holistic approach, modernizing customer journeys and transforming payer solutions. AI-driven automation enhances efficiency for a responsive and member-centric healthcare ecosystem.

EXL

EXL drives payer digital transformation using data-centric expertise in management, analytics and AI. Improving member experiences and business outcomes, it excels in digital operations and payment integrity through a human-digital workforce and strategic partnerships.

firstsource

Firstsource excels in payer advancement with a digital-first model using resources such as process mining and AI for efficiency. Its AI-first approach, with the FirstSense platform, drives impactful transformation in Medicaid, virtual care, patient engagement and GenAI integration.

HCLTech

HCLTech solidifies its position with expertise, strategic investments and robust partnerships in cybersecurity, payer excellence and hyperscaler collaborations. Its diverse services affirm leadership in the payer domain.

Infosys[®]

Infosys leads payer digital transformation with the Live Enterprise Suite, prioritizing persona-first solutions and an AI-first strategy. Streamlining ecosystems and leveraging cutting-edge AI, Infosys drives connected healthcare journeys, epitomizing innovation.



Payer Digital Transformation Services



LTIMindtree enhances digital capabilities for impactful engagements, focusing on value-based care (VBC) and diverse platforms to drive healthcare toward VBC. Its automated intelligence is pivotal in value-based healthcare and population health analytics.

NTT DATA

NTT DATA propels digital transformation with acquisitions, specializing in managing digital interactions and prioritizing payment integrity through automation, core system modernization and reshaping payer operations.

Optum

Optum leads healthcare transformation with payer operational excellence, advanced technology, payment integrity solutions and clinical innovations, enhancing efficiency and patient care.



TCS excels in talent development, academia collaborations and specialized training, notably in GenAI. Its digitized healthcare enrollment solution streamlines processes, leading to data-driven healthcare empowerment and improved outcomes.

U - S T

UST partners with Althea.ai and Hyro for healthcare accessibility. Acquiring Advantasure has strengthened its healthcare transformation. Its MyDoc digital platform showcases smart automation for improved care coordination and insights.



Wipro prioritizes operational efficiency and lasting healthcare partnerships through a platform-centric strategy. It is investing \$1 billion over three years in responsible AI to advance healthcare solutions and enhance cloud and consulting capabilities.

CitiusTech

CitiusTech (Rising Star) pioneers healthcare innovation with dynamic collaborations. It offers solutions such as PERFORM+ Suite and RealSight, the company's price transparency solution. Its expertise spans major hyperscalers, enhancing healthcare contracts, payer operations and analytics.





“NTT DATA leads tech innovation with robust solutions and elevates healthcare engagement with AI-driven digital services.”

Rohan Sinha

NTT DATA

Overview

NTT DATA is headquartered in Tokyo, Japan and operates in more than 80 countries. It has more than 3,30,000 employees across global offices. In FY23 the company generated JPY 3,490.2 billion in revenue. NTT Data is dedicated to implementing cutting-edge technologies such as analytics, AI and intelligent automation throughout the healthcare value chain. To achieve end-to-end process automation, NTT DATA stands at the forefront of driving innovation and efficiency in global healthcare.

Strengths

Strategic technological investments: NTT DATA invests in cutting-edge technologies such as GenAI, digital BPaaS, analytics and AI to strengthen payment integrity through a comprehensive ecosystem and key components such as GenAI.

Elevating digital health engagement: NTT DATA's digital health solution fuses its proprietary and partner technologies in automation, document processing, RPA and business process management. This empowers payers to seamlessly handle digital interactions with members, employers and brokers. Healthcare providers can leverage the solution for effective contract management, claims verification and streamlined documentation submission to payers.

Acquisitions strengthening digital portfolio:

NTT DATA has strengthened its digital portfolio through multiple acquisitions of digital vendors. This includes Acorio, a ServiceNow consultancy; Apisero, an applications and cloud integration leader, and Aspirent, a data, analytics, and advisory firm.

Focus on value-based care: NTT DATA's services focus on value-based care, interoperability and advanced digital capabilities. Through a modular digital health ecosystem using AI, automation and predictive analytics, NTT DATA empowers health plans to go beyond back-office services, generating tangible outcomes for their business and members.

Caution

NTT DATA should focus on client retention in the competitive healthcare digital services market where providers are consistently enhancing their service offerings, especially in the value-based care space.





Appendix

Methodology & Team

The ISG Provider Lens™ 2023 – Healthcare Digital Services study analyzes the relevant software vendors/service providers in the U.S. market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research™ methodology.

Lead Author:

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Sonam Khanna

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The research and analysis presented in this report includes research from the ISG Provider Lens™ program, ongoing ISG Research™ programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of December 2023, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.

The study was divided into the following steps:

1. Definition of Healthcare Digital Services market
2. Use of questionnaire-based surveys of service providers/vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
 - * Strategy & vision
 - * Tech Innovation
 - * Brand awareness and presence in the market
 - * Sales and partner landscape
 - * Breadth and depth of portfolio of services offered
 - * CX and Recommendation



Author & Editor Biographies



Lead Author

Rohan Sinha
Principal Analyst

Rohan Sinha is a seasoned professional with over a decade of experience as an analyst in the healthcare and life sciences industries. He has been at the forefront in offering strategic guidance to industry CIOs, leveraging a wealth of published research and extensive interactions with industry stalwarts.

His work has been instrumental in shaping the strategies and decisions of organizations in these critical industries. Rohan also possesses a keen interest in the world of AI and GenAI, where he continually explores the significant impact of these cutting-edge technologies on the said industries.

Rohan currently is a Principal Analyst at ISG, where his role includes handling IPL reports related to the healthcare and life sciences domains.



*Research Analyst and Author,
Provider Digital Transformation Services*

Sneha Jayanth
Senior Research Analyst

Sneha Jayanth is a senior research analyst at ISG and is responsible for supporting and co-authoring ISG Provider Lens™ studies on Healthcare, Procurement service and platform, FAO and other custom research. She has six years of experience conducting ICT related research and writing thought leadership content within various industries. In her previous role, she handled market analysis, and market intelligence and authored reports focusing on the latest technologies like IoT, AI, cloud, and blockchain.

She has also worked in a thought leadership division in the ICT industry managing blogs, reports, whitepapers, and case studies. She is responsible for writing enterprise content and the global summary report, which includes market trends and insights relevant to the border customer landscape.





IPL Product Owner

Jan Erik Aase
Partner and Global Head – ISG Provider Lens™

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor.

Now as a research director, principal analyst and global head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



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