Everest Group PEAK Matrix® for Healthcare Provider Digital Services 2020

Focus on NTT DATA

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

Everest Group®
RESEARCH

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

Everest Group Healthcare Provider Digital Services PEAK® Matrix Assessment 2020
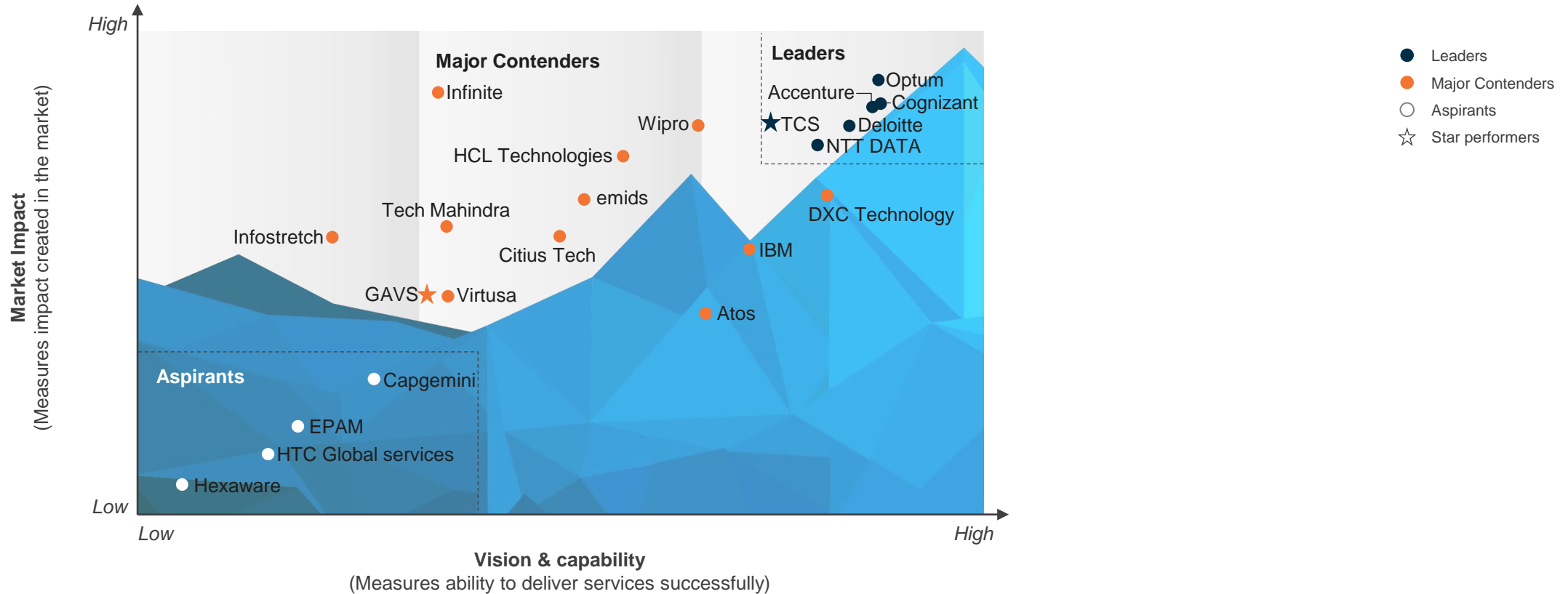
1 PEAK Matrix specific to healthcare provider digital services
2 Assessments for Atos, Capgemini, Deloitte, EPAM, Hexaware, HTC Global Services and IBM excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

Overview

Vision

NTT DATA aims to leverage its Digital Health Platform, enabled by NTT DATA Nucleus for Healthcare. It also aims to provide a digital roadmap for care systems, pre-wired capabilities through best-in-class partnerships for accelerated speed to value, and connected digital foundation capabilities to accelerate, secure, and deliver journey to cloud, RPA, AI, and analytics necessary for digital transformation.
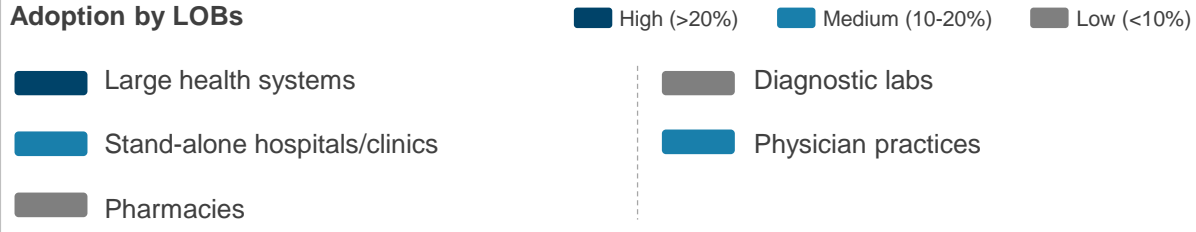

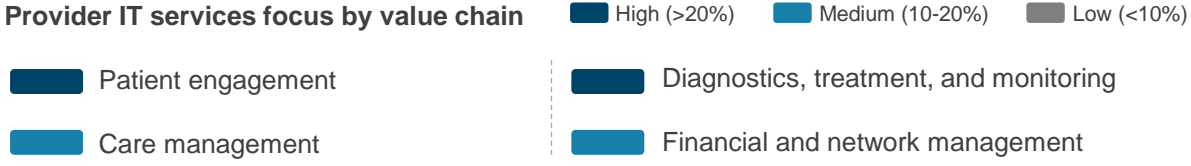**Healthcare provider digital services revenue**

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

Key leadership

Bob Pryor, CEO, NTT DATA Services

Mary Edwards, President, Healthcare Provider, NTT DATA Services

---

Adoption by LOBs   High (>20%)   Medium (10-20%)   Low (<10%)

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

Provider IT services focus by value chain   High (>20%)   Medium (10-20%)   Low (<10%)

Patient engagement (High)	Diagnostics, treatment, and monitoring (High)
Care management (Medium)	Financial and network management (Medium)

Revenue by buyer size   High (>40%)   Medium (20-40%)   Low (<20%)

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

Revenue by geography   High (>20%)   Medium (10-20%)   Low (<10%)

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

Everest Group® RESEARCH

Offerings

Proprietary solutions (representative list)

Solutions name	Details
NTT DATA Nucleus for healthcare	An end-to-end integrated Digital Health accelerator that provides consumer/clinician engagement through personalized communication, consolidated clinical and financial data, and predictive analytics. IT connects patient journey from scheduling, digital onboarding through care plan development, care access including virtual, and payment options/facilitation
NTT DATA Unified Clinical Archive (UCA)	A cloud-based medical imaging and reporting archiving solution with analytics capabilities, giving clinicians and patients easy and secure image access to facilitate patient engagement, automation of imaging workflows, and improvement in data management and security
Virtual care solutions	Solutions that leverage services and software to integrate all telehealth technologies with EHR and other critical systems to enable remote care delivery with online virtual visits and remote monitoring capabilities. Offers virtual care maturity assessment & strategy consulting to transform providers' enterprise telemedicine initiatives
Healthcare Provider Analytics (HePA)	Cloud-based analytics platform for accelerating ingestion and integration of provider data using standard healthcare data models for enabling insights about better clinical outcomes, lowering cost of care, and providing patient-centric use cases
ehCOS Suite	A set of eHealth products developed by everis (an NTT DATA company) for the healthcare industry. Its primary goal is to help health professionals save lives, improve patient care, make accurate decisions, and manage day-to-day healthcare facilities of all kinds of healthcare systems
Digital engagement solution	A solution that leverages social intelligence to optimize engagement. It helps in developing digital engagement strategies for mobile, social, and multi-modal online channels, CRM, and IoT

Recent activities (representative list)

Development	Details
Acquisitions	Acquired Dell Services, Cognosante, Sierra Systems, and FLUX7, among others, to enhance digital portfolio and support clients' move to digital
Investment	Invested in Statistica, Python programming, SAS, SPSS, R, JMP, web analytics tools (Omniture, TeaLeaf, and Radian6), MINITAB, Hyperion, BusinessObjects, microstrategy, advanced Excel, VBA, Clarabridge, and Tableau to leverage care-driven analytics to empower the formation and delivery of day-to-day clinical and business decision-making. Invested in care coordination analytics that leverages performance data to forecast financial outcomes in risk-based agreements
Partnership	Partnered with nference (an NTT venture Capital JV) for augmented intelligence AI platform for analytics, with SCI solutions, VisitPay to offer online scheduling, referral management and consumer healthcare finance solutions, with InTouch Health to provide a turnkey virtual care solution, and with Google to develop next-generation healthcare solutions

COVID-19 initiatives (representative list)

Development	Details
Power free COVID-19 screening	Sharecare in partnership with IPsoft and NTT DATA has launched a free interactive screening solution that allows self-screening for COVID-19 symptoms and receive next-steps guidance
COVID-19 care coordination (EC3)	NTT DATA and Enli jointly announced a patient management program designed to record, manage, and monitor patients at risk for, or who have already contracted COVID-19
COVID-19 insights and tracker app	COVID-19-specific app that leverages "Augmented Curation" to enable personalized healthcare for COVID-19 patients and unlock a wealth of information from unstructured data

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

- Strategic investments in horizontal (Enli and visitpay) and healthcare-focused partnerships (InTouch Health and SCI Solutions) to strengthen its healthcare digital portfolio

- Strong platform play with Nucleus for Healthcare, with a focus on value chain coverage, digital enablement, patient-centricity, and business outcomes

- Good mix of onshore and offshore resources to optimize the delivery portfolio according to the client

Areas of improvement

- Improve on its presence in healthcare provider markets outside the United States

- Proactively explore risk-sharing/outcome-based model with the clients to gain confidence

- Clients cite nimbleness and agility as key areas of improvement. This can help NTT DATA work in a more collaborative and synergized manner with start-ups
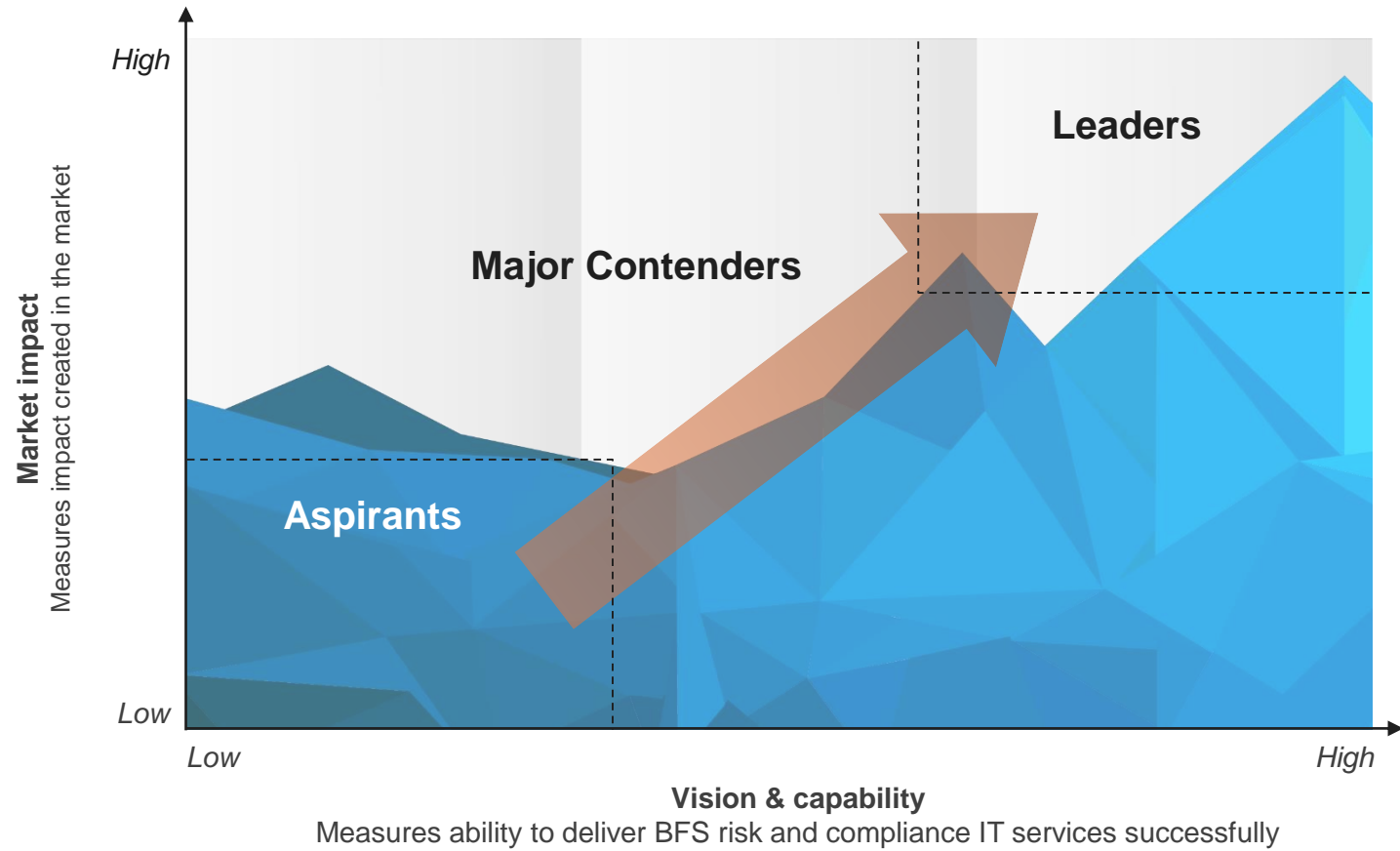
Everest Group® RESEARCH

Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

Everest Group PEAK Matrix

Market impact
Measures impact created in the market

High

Low

Low

Major Contenders

Leaders

Aspirants

Low

High

Vision & capability
Measures ability to deliver BFS risk and compliance IT services successfully

Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
No. of clients, revenue base, YOY growth, and deal value/volume

Portfolio mix
Diversity of client/revenue base across geographies and type of engagements

Value delivered
Value delivered to the client based on customer feedback and transformational impact demonstrated through case studies

Market impact

Leaders

Major Contenders

**Aspirants**

Vision & capability
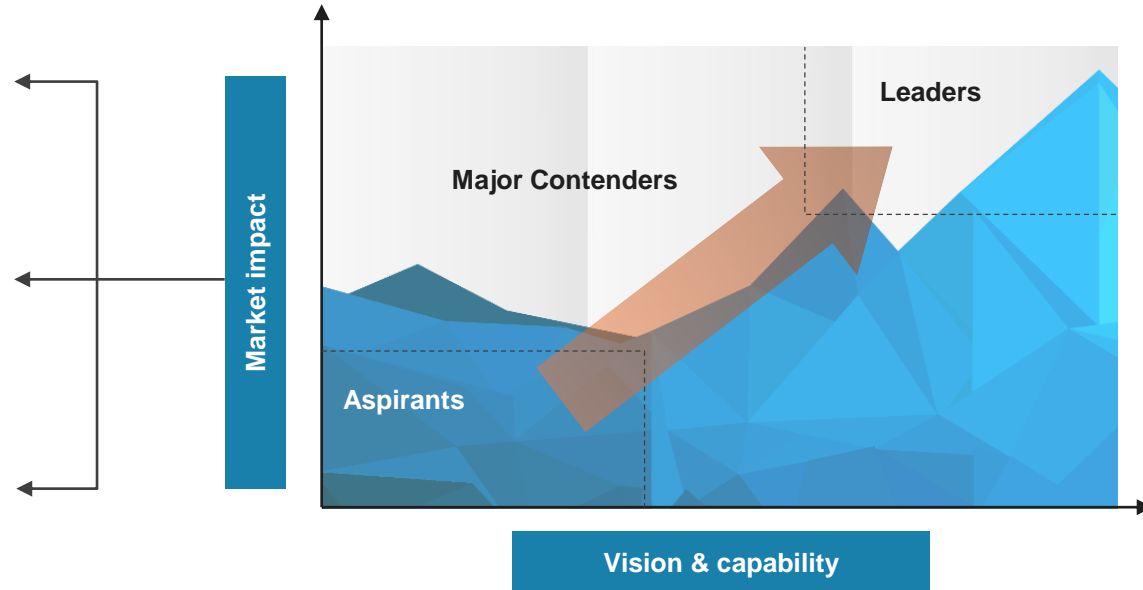
Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Scope of services offered
Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, and M&A

Delivery footprint
Delivery footprint and global sourcing mix

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
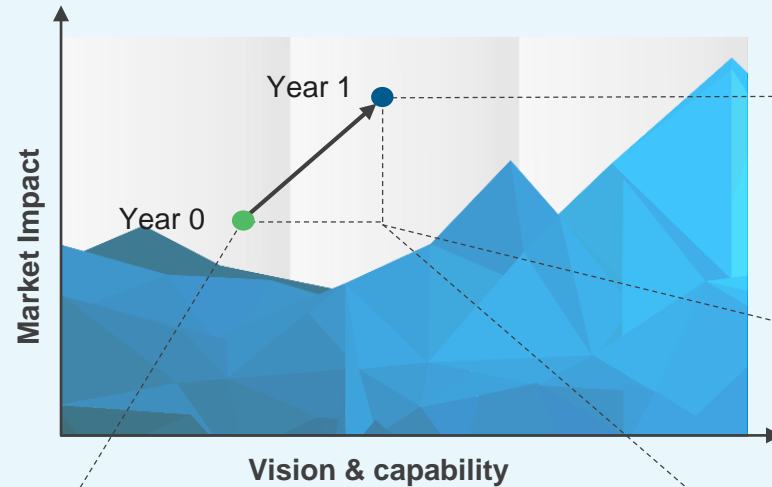
In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:
- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value 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

Everest Group®
RESEARCH

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.

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

New York
info@everestgrp.com
+1-646-805-4000

Toronto
canada@everestgrp.com
+1-416-388-6765

Stay connected

Website

www.everestgrp.com

Social Media

@EverestGroup

@Everest Group

Blog

www.everestgrp.com/blog/