Everest Group Healthcare Data and Analytics Services PEAK Matrix® Assessment 2023

Focus on Accenture

June 2023

Everest Group
PEAK MATRIX®

Introduction

Data and analytics is increasingly playing a critical role in healthcare enterprises' growth strategies, given the increasing importance of data-driven decision-making in the healthcare industry. While in the past, the focus of data and analytics services was primarily on only reducing costs and optimizing operations, it has given way to a renewed emphasis on enhancing health outcomes and customer experience. The healthcare industry is currently experiencing a significant increase in investments in advanced analytics and data integration to enable the implementation of use cases in key areas such as value-based care, population health, interoperability, and data privacy. Even though payers are still ahead of providers when it comes to data and analytics adoption, providers are quickly catching up, the trend has partly been accelerated by the pandemic. Service providers can help to assist healthcare enterprises in defining their data and analytics strategy and roadmap, upgrading their infrastructure, extracting valuable insights, and offering relevant recommendations for enterprise-level decision-making that ultimately delivers tangible business benefits.

In this research, we present an assessment and detailed profiles of 35 service providers featured on the **Healthcare Data and Analytics Services PEAK Matrix®**. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading service providers, client reference checks, and ongoing analysis of the healthcare data and analytics services market.

The full report includes the profiles of the following 35 leading service providers featured on the Healthcare Data and Analytics Services PEAK Matrix® Assessment 2023**:**

- **Leaders:** Accenture, Cognizant, Deloitte, EXL, HCLTech, NTT DATA, Optum, and TCS

- **Major Contenders:** Atos, CitiusTech, Concentrix, DXC Technology, Emids, EPAM, EY, Fractal Analytics, Genpact, HARMAN DTS, IBM, Infinite Computer Solutions, Infosys, Innova Solutions, LTIMindtree, Persistent Systems, PwC, SoftServe, Tech Mahindra, Virtusa, and Wipro

- **Aspirants:** Apexon, Capgemini, GAVS, Marlabs, Mastek, and Smart Data Solutions
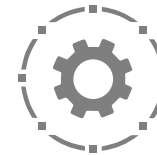
Scope of this report

Geography
Global

Providers
Healthcare (payer and provider)

Services
Data & analytics services

Healthcare data and analytics services PEAK Matrix® characteristics

Leaders

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

- Leaders position themselves as strategic partners to healthcare enterprises and are willing to invest in the latest and greatest in technologies to get an edge over competition
- They exhibit strong thought leadership, domain and technical expertise, and a dedication to innovation. They harness their wide network of technology partners to create unique data and analytics use cases specific to healthcare and showcase a proactive approach to delivering these solutions to clients
- Leaders offer a wide portfolio of healthcare-specific solutions across the entire data and analytics value chain and have made investments in mergers and acquisitions to further strengthen their capabilities

Major Contenders

Atos, CitiusTech, Concentrix, DXC Technology, Emids, EPAM, EY, Fractal Analytics, Genpact, HARMAN DTS, IBM, Infinite Computer Solutions, Infosys, Innova Solutions, LTIMindtree, Persistent Systems, PwC, SoftServe, Tech Mahindra, Virtusa, and Wipro

- Major Contenders have made cost-effectiveness and strong client responsiveness as major pillars of their engagements with healthcare enterprises, helping them to retain a loyal base of satisfied customers for their healthcare data and analytics services
- While their portfolio of offerings might not be as impressive as that of the Leaders, Major Contenders are investing heavily in partnerships with technology vendors and acquisitions of niche providers to augment their capabilities and gain a foothold in the market

Aspirants

Apexon, Capgemini, GAVS, Marlabs, Mastek, and Smart Data Solutions

- Aspirants need to address capability gaps in their offerings by building more IP across the data and analytics value chain
- It is essential for them to build a more robust technology partnership ecosystem and make calculated investments to expand their data and analytics capabilities and improve their market presence and brand recall

Everest Group PEAK Matrix®

Healthcare Data and Analytics Services PEAK Matrix® Assessment 2023 | Accenture is positioned as a Leader

Everest Group Healthcare Data and Analytics Services PEAK Matrix® Assessment 2023[1]
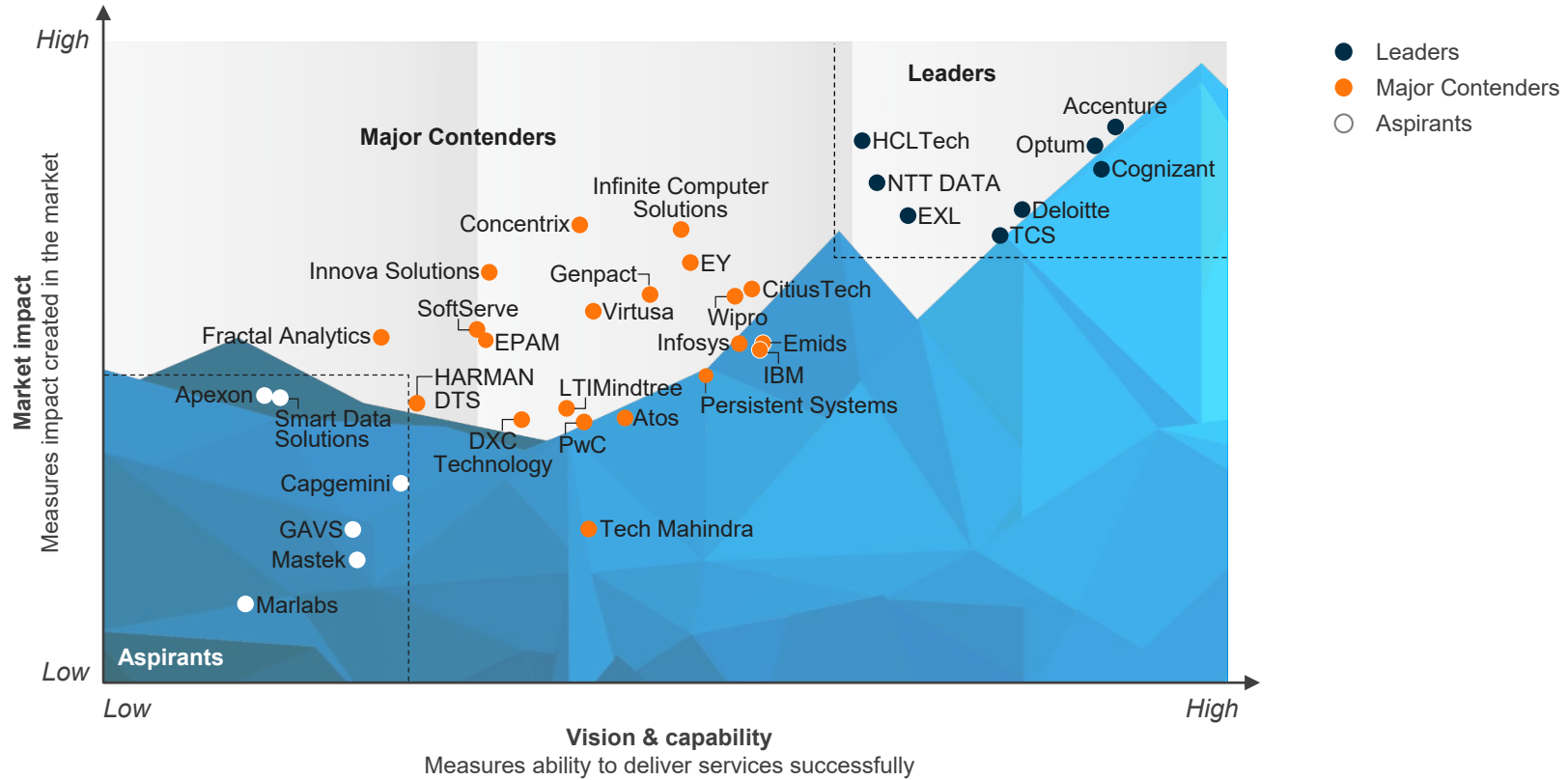
1   Assessments for Atos, Capgemini, Deloitte, DXC Technology, EY, IBM, Infosys, PwC, Tech Mahindra, and Wipro exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with healthcare buyers

Source: Everest Group (2023)

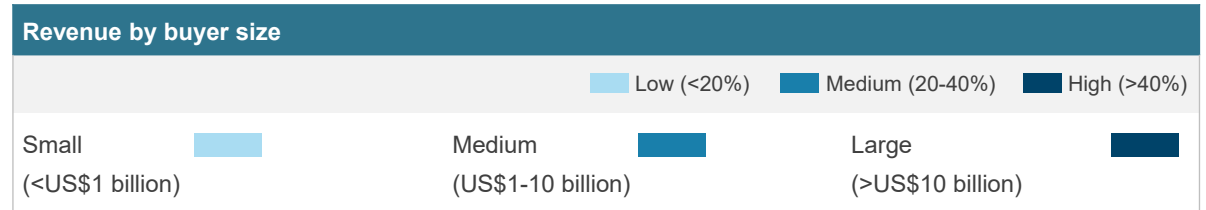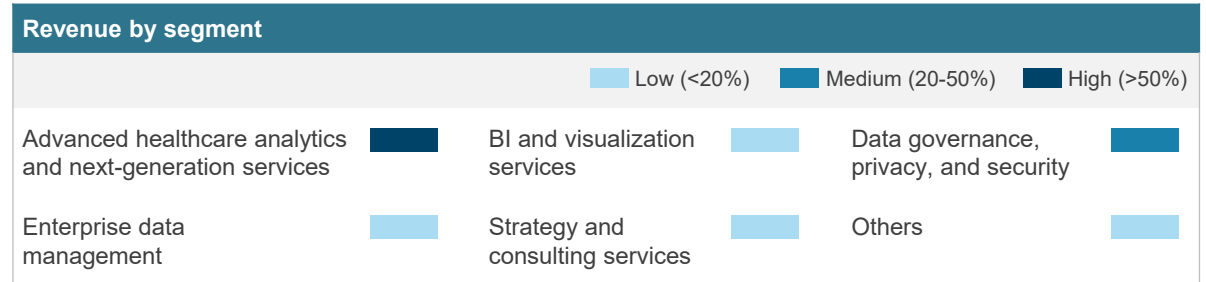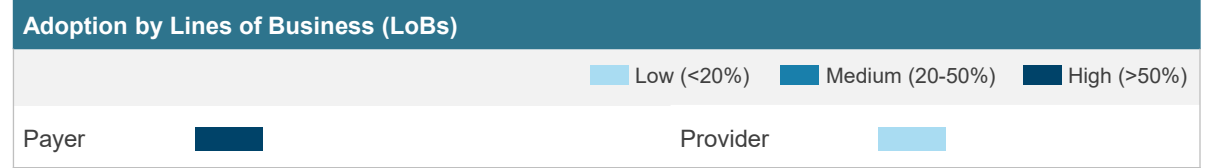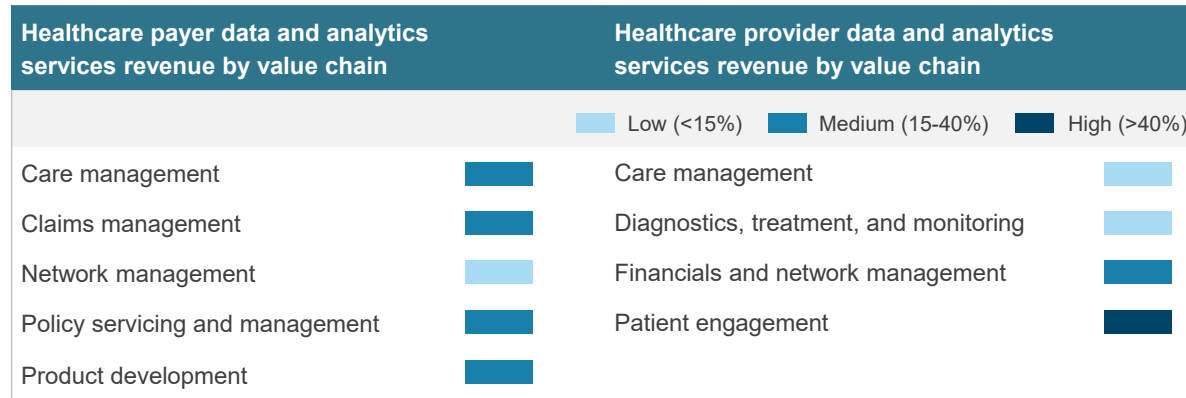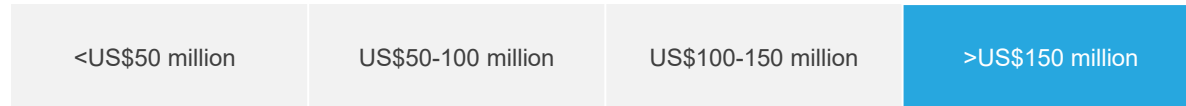# Accenture profile (page 1 of 4)
Overview

Company mission/vision statement

Accenture's vision is to be its clients' reinvention partner in the digital era while supporting their organization in redesigning and humanizing the healthcare system. Accenture's healthcare sector leverages the power of technology–particularly its data, AI, and cloud solutions–with human innovation to help clients improve healthcare access, experience, and outcomes.

Overview of the client base

Healthcare payers, providers, public health, and non-traditional health organizations are among Accenture's clients. Its clients are spread across 23 countries and include government agencies, ministries of health, Non-governmental Organizations (NGOs), and public service organizations. It serves nearly all the top 20 of the largest health payers / PBMs in North America and more than 70% of the largest healthcare systems.

Healthcare D&A services revenue

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

Healthcare payer data and analytics services revenue by value chain / Healthcare provider data and analytics services revenue by value chain

Low (<15%) | Medium (15-40%) | High (>40%)

Healthcare payer data and analytics services revenue by value chain		Healthcare provider data and analytics services revenue by value chain	
Care management	Medium	Care management	Low
Claims management	Medium	Diagnostics, treatment, and monitoring	Low
Network management	Low	Financials and network management	Medium
Policy servicing and management	Medium	Patient engagement	High
Product development	Medium		

Adoption by Lines of Business (LoBs)

Low (<20%) | Medium (20-50%) | High (>50%)

Payer	High	Provider	Low

Revenue by segment

Low (<20%) | Medium (20-50%) | High (>50%)

Advanced healthcare analytics and next-generation services	High	BI and visualization services	Low	Data governance, privacy, and security	Medium
Enterprise data management	Low	Strategy and consulting services	Low	Others	Low

Revenue by buyer size

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

Small (<US$1 billion)	Low	Medium (US$1-10 billion)	Medium	Large (>US$10 billion)	High

Revenue by geography

Low (<15%) | Medium (15-40%) | High (>40%)

North America	High	United Kingdom	Low	Europe	Medium
Asia Pacific	Low	South America		Middle East & Africa	Low

Accenture profile (page 2 of 4)
Case studies and frameworks

NOT EXHAUSTIVE

Case study 1	Using AI to capture incremental risk revenue

Business challenge
The regional health plan was facing challenges with its Risk Adjustment (RA) processes. The existing processes were heavily dependent on skilled resources. There was a need to drive better efficiencies and accuracy in the processes.

Solution
Accenture identified the opportunity to use AI to drive efficiencies and accuracy in the processes. It leveraged its patented AI for Risk Score Accuracy Medical Record Review Application to perform a second-pass review of ~52K medical records. Accenture's platform leverages proprietary knowledge libraries of eight billion+ clinical combinations across the diagnosis of conditions, medication, lab results, etc., to draw meaningful insights from medical records. The output was reviewed by a Certified Professional Coder (CPC) for quality assurance and validation.

Impact
- ~US$8 million in total confirmed incremental revenue identified for the health plan
- ~US$7 million in total suspected incremental revenue identified for the health plan
- 1 in every 6 charts confirmed the incremental diagnosis codes identified

Case study 2	Enabling improved operations and cost management

Business challenge
With developing margin pressures, a national provider system sought better visibility into operations to drive improvement. The client needed insights into the key components of operations that drive probability and performance and wanted to transform disparate data sources into real-time analytical insights that would be displayed in a sustainable, data-driven way.

Solution
Accenture leveraged design resources to quickly prototype, and wireframe use cases for developers to industrialize on the Azure platform using Tableau by:
- Developing practice archetypes to create similar groups for comparative analytics
- Building prototype reporting solutions and generating data-driven insights into key hypothesis areas
- Identifying action plans to drive improved performance, including an opportunity estimate and roadmap
- Hardening the analytics solutions and deployed solutions for the leadership to enable data-driven decisions

Impact
- Over 50 Tableau dashboards developed for almost 30 prioritized use cases
- Over US$35 million in identified operational improvement opportunities with a prioritized portfolio of initiatives organized into a value realization roadmap based on complexity, integration points, and bandwidth

Consultative frameworks (representative list)

Framework	Details
360° Value Meter	A multi-dimensional form comprising six dimensions that helps measure and deliver value. The process begins with an understanding of what's important to the client in each dimension. With this foundation, Accenture and the client can then jointly understand the value beyond the metrics. Effective business transformation using jointly defined performance-tracking methods and tools that monitor and measure the value that can be created together.
Human Health Insights (HHI)	Accenture has the capability to discover and deploy value-driving, market-differentiated insights at scale to transform healthcare delivery and operations. Accenture industrialized health analytics talent, an FHIR-based feature store, pre-built solutions and accelerators, bespoke development and ethical AI frameworks, and platform expertise. The solutions used include ML, NLP, image speech/handwriting recognition, natural language generation, and more advanced generative modeling methodologies. HHI supports various partnership models, including platform design and build, managed services, Platform-as-a-Service (PaaS), data-driven consulting, data science consulting, and Insights-as-a-Service (IaaS).

Accenture profile (page 3 of 4)
Proprietary solutions and key events

NOT EXHAUSTIVE

Proprietary solutions for healthcare D&A services (representative list)	
Solution	**Details**
Accenture Healthcare on Azure	It is a modular solution based on Azure for healthcare businesses that harnesses the power of data and delivers data ingestion, transformation, translation, analytics, and distribution of clinical data to deliver better insights.
Intelligent Data and AI Platform	It is a scalable platform that brings the necessary cloud strategy and security infrastructure together with data science and analytics, data management, quality and governance, and ML operations enabled by its ecosystem partnerships and in adherence to security and compliance policies and procedures.
INTIENT	It is a suite of digital health solutions spanning the entire continuum of patient care, from drug discovery to real-world care. The suite includes INTIENT Pharmacovigilance, a platform that embeds real-time AI, ML, and advanced operational and scientific analytics. It includes INTIENT Patient, graph analytics, NLP for search, and integration with chat solutions.

Key events (representative list)		
Event name	**Type of event**	**Details**
Acquisitions and ventures to enhance services	Acquisition and venture investments	In the financial year 2022 (ending August 31, 2022), Accenture invested US$3.4 billion in acquisitions. It has acquired health-focused companies and invested in companies in the last few years to bring unique assets, skills, and scale to the workforce in the areas of health, data and analytics, and cloud to help it to lead in digital transformation. The acquisitions include Gevity, Soltius/Zag, OpusLine, End-to-End Analytics, Sentelis, and Byte Prophecy. Through Accenture Ventures, the investments include IXLayer, Geneyx, Tripleblind, IQBit, Good Chemistry, and Synthesis Health.
Ecosystem partner and technology alliances in building tools and solutions for the healthcare industry	Partnerships/Alliances	• Formed dedicated teams known as Accenture Business Groups (with Microsoft, Google, Amazon, SAP, Oracle, Salesforce, etc.) focused on joint investments, go-to-market activities, and co-developing tools and solutions for the healthcare industry • Specialization ecosystem partners and alliances include global technology companies: Microsoft, AWS, Azure, Google Cloud, Oracle, SAP, Salesforce, IBM, and Adobe and healthcare technology companies: Palantir, Epic, Assurecare, Cerner, HealthEdge, and League
Innovation and capabilities to support healthcare D&A services	Acquisition and venture investments	• Accenture's digital talent: invested significantly in hiring and acquiring digital talent subject matter experts and a workforce focused on AI, cloud, security, and digital transformation • Invested in the Accenture Heath Center of Data Insights (CDI), to ensure that data and analytics and AI services were embedded into its solutions through rapid and efficient access to expertly source and validate data from varied sources.

Accenture profile (page 4 of 4)
Everest Group assessment – Leader

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

- Accenture, with its strong focus on AI, has an extensive set of end-to-end offerings for data and analytics across the entire payer and provider value chain. It offers comprehensive platforms such as Human Health Insights (HHI), frameworks, and accelerators across areas such as care management, claims, and clinical analytics, all backed by its focus on thought leadership and consulting

- Accenture's wide spectrum of global acquisitions and investments in the healthcare space, including those focused on analytics, data, and AI such as Bridgei2i, Core Compete, and Gevity, have helped to bolster its technical capabilities

- Accenture's strong ecosystem of strategic partnerships backed by co-innovation with enterprise platform vendors, hyperscalers, and niche technology vendors (such as AWS, Snowflake, SAP, Tableau, Teradata, and Splunk) adds value to client engagements

- Clients consider Accenture to be a key strategic partner, and have appreciated its domain and technical expertise, as well as its focus on business outcomes as key strengths

Limitations

- Accenture still derives most of its healthcare data & analytics revenue from large firms. It should look to increase its presence within small to midsize buyers

- Since Accenture takes an integrated approach to its solutions, it can deter new/first-time healthcare enterprises looking for problem-specific offerings within D&A

- Clients cite Accenture as being quite expensive in their pricing as compared to its peers, despite it offering innovative price constructs. It should look to embrace more flexibility in its pricing, and change market perception around this

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Appendix

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

Everest Group PEAK Matrix
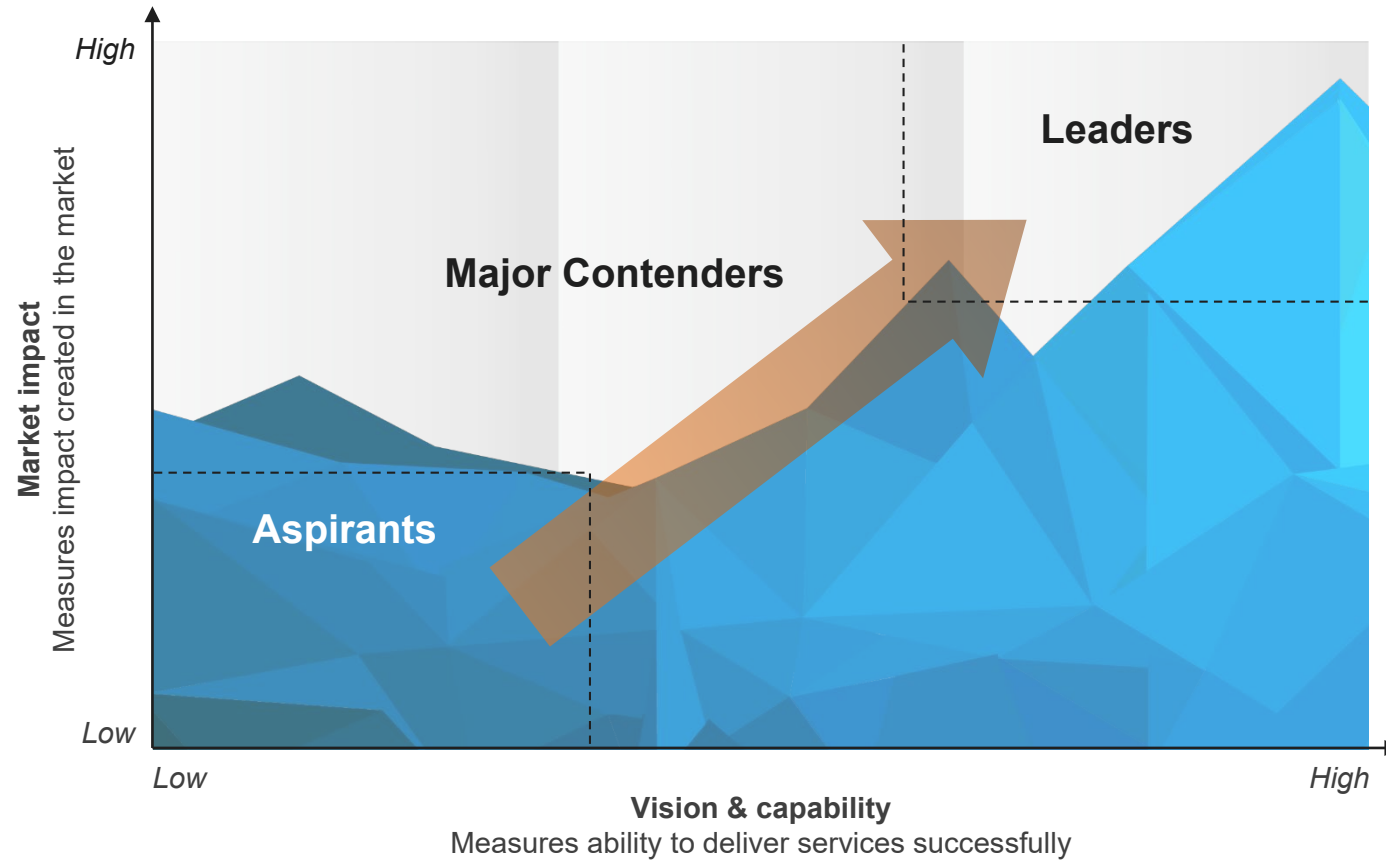
Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

Number 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

Market impact

Leaders

Major Contenders

Aspirants

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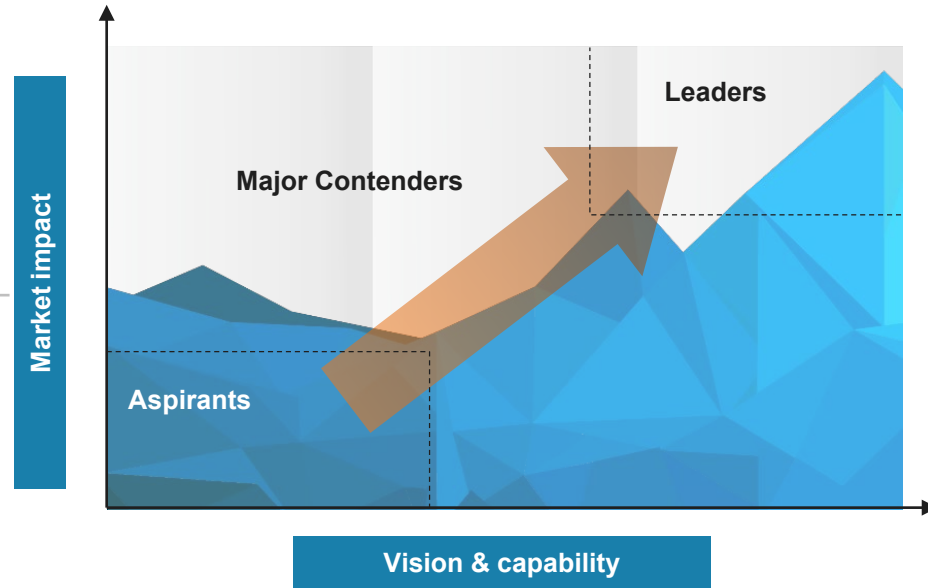
Measures ability to deliver services successfully. This is captured through four subdimensions

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, M&A, etc.

Delivery footprint

Delivery footprint and global sourcing mix

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results 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 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 the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?
A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
  - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
  - In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?
- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
  - Issue a press release declaring positioning; see our citation policies
  - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
  - Use PEAK Matrix badges for 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 Everest Group; please contact your CD or contact us

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve enterprises' current and future needs. 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 and to serve enterprises' future expectations.

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With you on the journey

Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at **www.everestgrp.com**.

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