



Everest Group Healthcare Payer Digital Services PEAK Matrix[®] Assessment 2023

Focus on TCS
January 2024



Introduction

Healthcare enterprises have made digital adoption the bedrock of their growth strategy to optimize processes, realize cost efficiencies, and enhance member experience. With the healthcare industry evolving, enterprises are leveraging digital services to unlock prominent business use cases such as social health equity and population health management and to comply with changing regulations.

To support enterprises on their digital transformation journeys, providers are forging industry-specific partnerships and acquiring relevant companies. They are also investing in Centers of Excellence (CoEs) and innovation labs to accelerate development of capabilities. This has driven the need for research and market intelligence on demand and supply trends in healthcare payer digital services. Everest Group's healthcare ITS research program addresses this market need by analyzing demand themes and service provider capabilities in healthcare payer digital services.

In this report, we present an assessment of 32 healthcare ITS providers. These service providers are mapped on the [Healthcare Payer Digital Services PEAK Matrix® Assessment 2023](#), which is a composite index of a range of distinct metrics related to a provider's capability and market impact. We focus on payer digital services market size and growth, digital services themes for healthcare payers, assessment of the service providers on several capabilities and market success-related dimensions, and Everest Group's independent remarks on service providers.

The full report features the following 32 leading service providers on the Healthcare Payer Digital Services PEAK Matrix:

- **Leaders:** Accenture, Cognizant, Deloitte, HCLTech, Infosys, NTT DATA, Optum, TCS, and Wipro
- **Major Contenders:** Brillio, Capgemini, Concentrix, Conduent, DXC Technology, Emids, EPAM, IBM, Infinite Computer Solutions, Innova Solutions, LTIMindtree, Mphasis, Smart Data Solutions, UST, and Virtusa
- **Aspirants:** Ascendum, HTC Global Services, Quantiphi, SoftServe INC, and Vee Technologies
- **Star Performers:** CitiusTech, Persistent Systems, and Tech Mahindra

Scope of this report



Geography
Global (focus on the US)



Providers
Providers of healthcare digital services to payers



Services
Digital services

Healthcare Payer Digital Services PEAK Matrix® characteristics

Leaders

Accenture, CitiusTech, Cognizant, Deloitte, HCLTech, Infosys, NTT DATA, Optum, TCS, and Wipro

- Leaders have established themselves as front-runners to support large payer accounts in their digital transformation journeys across various areas of the payer value chain such as claims management, network management, and policy servicing
- They differentiate themselves through balanced portfolios, strong thought leadership, innovative digital solutions, and continued investments in technology and service capability development (internal IP/tools, CoEs, etc.)
- Leaders are also able to forge strategic partnerships with hyperscalers to co-innovate and develop joint Go-to-market (GTM) offerings to enhance market presence
- Enterprises prefer Leaders to be their strategic partners due to their strong healthcare experience and consulting expertise, understanding of the client's business, the ability to execute large-scale projects, and a robust partner ecosystem

Major Contenders

Brillio, Capgemini, Concentrix, Conduent, DXC Technology, Emids, EPAM, IBM, Infinite Computer Solutions, Innova Solutions, LTIMindtree, Mphasis, Persistent Systems, Smart Data Solutions, Tech Mahindra, UST, and Virtusa

- The service offerings of Major Contenders are not as well-rounded as those of Leaders and often lack comprehensive coverage of the payer value chain. Nevertheless, Major Contenders are actively working to narrow the gap with Leaders by investing in initiatives such as forming partnerships with niche vendors and establishing innovation labs to expand their services and enhance their value proposition
- Major Contenders have made cost-effectiveness and strong client responsiveness as the 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
- Major Contenders' focus on being more client-centric, agile, and flexible is well acknowledged by enterprises. Clients get adequate face time with senior leadership and appreciate the responsiveness of the senior management

Aspirants

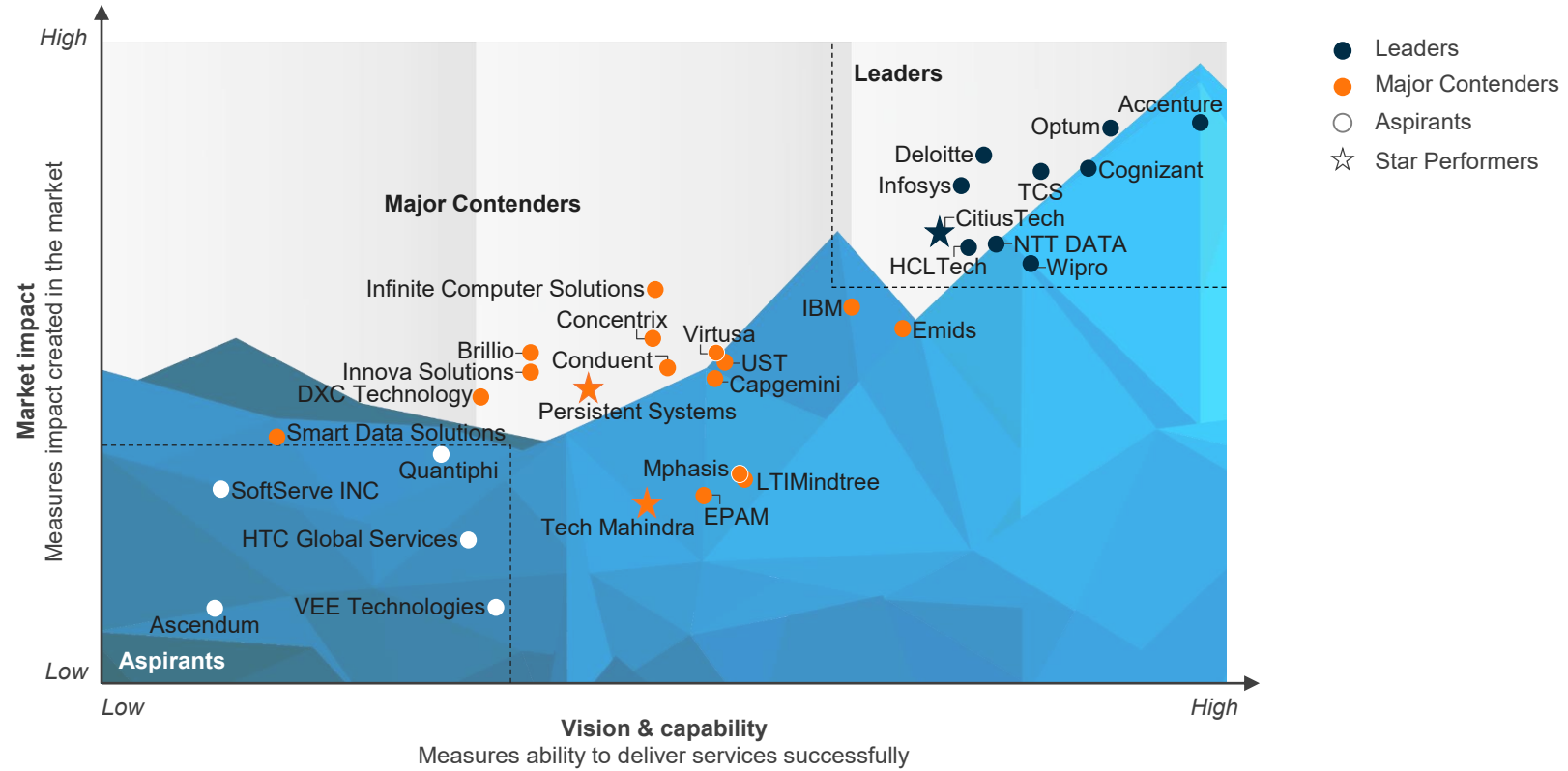
Ascendum, HTC Global Services, Quantiphi, SoftServe INC, and Vee Technologies

- It is essential for Aspirants to build a more robust technology partnership ecosystem and make investments to expand their digital capabilities and develop healthcare-focused offerings
- To strengthen their brand recall and mindshare in the payer market, Aspirants should invest in marketing initiatives supported by relevant case studies and proof points

Everest Group PEAK Matrix®

Healthcare Payer Digital Services PEAK Matrix® Assessment 2023 | TCS is positioned as a Leader

Everest Group Healthcare Payer Digital Services PEAK Matrix® Assessment 2023^{1,2}



1 Assessments for Ascendum, Conduent, IBM, Optum, and VEE Technologies, excludes service provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group’s interactions with healthcare buyers

2 Analysis for Concentrix is based on its capabilities before its merger with Webhelp

Source: Everest Group (2023)

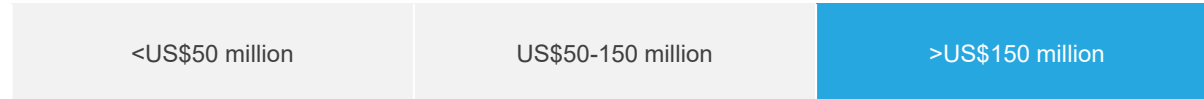
TCS profile (page 1 of 6)

Overview

Company mission/vision statement

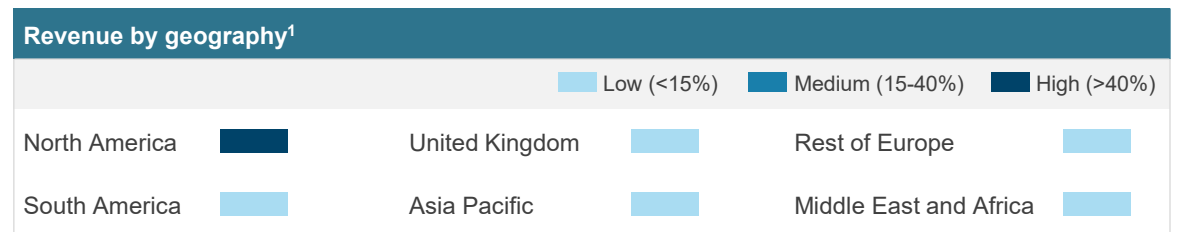
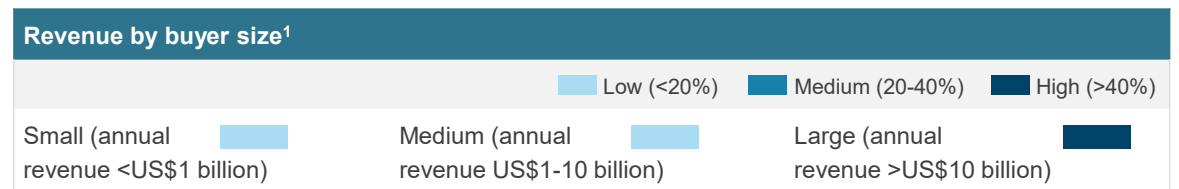
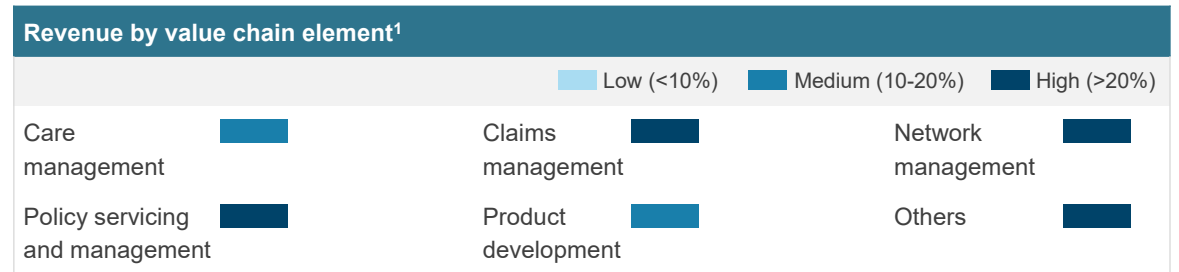
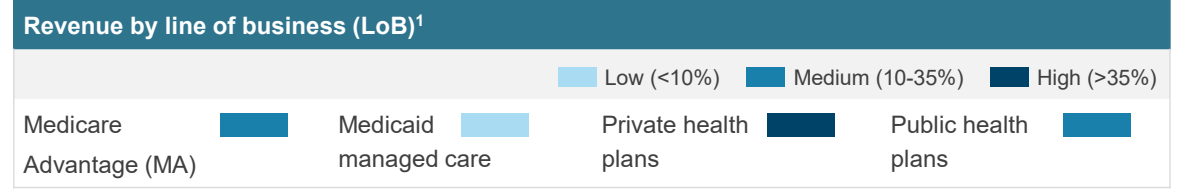
TCS Healthcare believes the pursuit of health and wellness is a basic right and a shared fundamental responsibility. This belief drives its vision of assisting payers in optimizing healthcare delivery and improving company performance across all capabilities using transformative technologies such as generative AI, digital twin, cloud, cognitive automation, advanced data analytics, metaverse, and interoperability as digital technologies. TCS assists payers in growing in areas such as customer experience, sales and marketing, ecosystem modernization and implementation, developing novel population health and care management programs, and realizing new opportunities in increasingly digitized business models.

Healthcare payer digital services revenue



Key partnerships

- AWS
- SAP
- Oracle
- Tableau
- Microsoft
- OutSystems
- IBM Watson
- Automation Anywhere
- DataRobot
- Carnegie Mellon University
- Berkley
- Singapore Management Institute (SMU)



¹ All the revenue components add up to a total of 100%

TCS profile (page 2 of 6)

Key offerings

NOT EXHAUSTIVE

Proprietary solutions (representative list)	
Solution name	Details
TCS Healthcare Analytics	It is a FHIR-based interoperable tool that applies analytics to payer HIPAA EDI transactions, enrollments, CMS risk files, provider contracts, and EHR data. It also contextualizes with SDoH and generates a patient longitudinal record. It also aids clinical and financial operations by supporting providers in risk modeling and anticipating quality ratings. It integrates payer data for reimbursement with clinical data from the electronic health record to support value-based care strategy.
TCS Health and Wellness solution	It is a solution that provides many benefits to healthcare partners while providing patients with high-quality data. Patients can routinely monitor their health with technology advances and IoT devices (wearables) and TCS's health and wellness solution examines the patient data and alerts its provider to any anomalies.
ignio™ for claims pattern detection	It is a cognitive AI system that enables better decision-making in order to accelerate transformation, improve performance, and foresee and prevent problems. It predicts and prevents problems using context and AI, allowing users to take proactive action. It also employs AI, ML, and automation to solve problems. It employs predictive analytics to forecast claims rejection for providers in order to boost claim pass rate and benefit payers by reducing the processing of erroneous claims. It uses AI and ML to detect claims that result in overpayments, rework, modifications, and late payment interest. Claims that have been flagged for payment can be rectified.
TCS Living with Confidence (TCS LwC) platform for elderly	It is a digital platform that orchestrates connected and dynamic ecosystems and services centered on an individual's needs, resulting in real-time, personalized, end-to-end living service experiences for a higher quality of life. It allows for a unified one-stop experience for the aged and shifts the paradigm of care from curative to preventive.
TCS Decision Fabric™ solution	It is an optimized human-AI model for fundamental payer functions, driven by TCS Decision Fabric™. It enables payers to transition from current legacy health insurance processing models to operations centered on improving user and customer experience and delivering enhanced health and wellness outcomes.
TCS TwinX - Digital Twin	It is a feature of the TCS health and wellness application that allows users to visualize their fitness journey using a biological digital twin. This solution covers a wide range of weight management and general fitness maintenance issues.
TCS Contextify™	It is an intelligence system that orchestrates contextually appropriate consumer experiences across all channels of engagement and provides real-time assimilation of context and purpose of customer journeys in order to anticipate, automate, and generate omnichannel experiences. It works in combination with TCS TwinX™, which mimics customer journeys and proactively recommends next-best actions.
TCS Smart Document Extractor	It is a cognitive Intelligent Character Reorganizer (ICR) / Optical Character Recognition (OCR) that assists in data extraction from multiple intake modes and converting unstructured electronic data to the necessary format for further auto-processing or agent inspection.
Information Extraction Tool	It is an integrated cognitive information extraction solution that employs open source and deep neural network-based components to allow intelligent information extraction.
SMS Tool	It is an internal tool for improving communication, connecting with customers, and reducing reliance on paperwork.
Chatbots	It is a conversation AI chatbot that handles benefit and coverage interactions with providers and members.

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Key offerings

NOT EXHAUSTIVE

Proprietary solutions (representative list)

Solution name	Details
TCS Cognix™	It is a human-machine enterprise intelligence platform that translates inputs from numerous sources into a problem for the machine to determine and solve, with the enterprise response engine orchestrating the chosen course of action, resulting in a touch-less and intelligent process. It includes a 360-degree digital ecosystem that includes ignio™ as an intelligence layer, RPA as an automation layer that uses both in-house and third-party RPA providers, embedded operational analytics, TCS workflow, personas, mass personalized for users, and mobility as a user experience layer.
TCS Digital Enrollment	It is an end-to-end digital enrollment solution that eliminates missing information and numerous handoffs, allows groups/brokers to specify the format in which they want to deliver data, and has the power to do automated data validation in real time. The scrubber is a TCS data integrator interoperability solution that is used to process enrollment files that arrive from separate organizations and have multiple formats. Agents and organizations are also given the option of self-service, which reduces processing time.
Intelligent Character Reorganizer (ICR) solution for claims area	It is an AI-based ICR that is used instead of OCR to process paper claims (dental and vision), resulting in increased processing accuracy and reduced manual verification work. Before being transferred to the claim engine for processing, data is cleansed and checked using the rule engine.
Data integrator	It is an interoperability solution used to handle enrollment files received from different sources in various formats. These files are processed and enhanced through the use of a scrubber. Self-service capability (portal for error rectification and error reporting through email) was supplied to agents and groups, resulting in an 80% reduction in processing time and human effort.
ediCare	It is a data integrator designed to provide machine-led compliance for X12 EDI operations. The emphasis is on claims, which include professional, institutional, and dental claims as well as enrollment, eligibility, and claims inquiry. Real-time bulk validations of many EDI files as well as automation, allow for full validation of EDI files for correctness and compliance with standards
TCS prior authorizations	It is a solution that allows health plans, providers, and Pharmacy Benefit Managers (PBMs) to digitize and automate the approval process in near real-time by leveraging the principles of interoperability, ML, and AI.
TCS HealthCare analytics - risk adjustment	It is a risk adjustment tool that provides precise budgeting and resource allocation to health plans and providers by simulating risk ratings and offering near-real-time modeling. It helps to identify care gaps to gain actionable insights.

TCS profile (page 4 of 6)

Recent developments

Key events (representative list)			
Development	Type	Year	Details
Reuters Total Health 2023	Industry event	2023	TCS was a silver sponsor at the Reuters Total Health conference and hosted a workshop on Transformative Technology and its Impact on Healthcare , attended by top industry leaders. The workshop highlighted how to improve operational efficiencies through generative AI and other novel technologies, drive engagement and positive patient outcomes, and increase market share gain and reduce churn.
HIMSS 2023	Industry event	2023	TCS was a sponsor and key participant at the HIMSS 2023, which featured a TCS booth at the event and sessions themed on interoperability, connected care, and cloud. The participation saw great engagement from customers as speakers and participants, as well as industry leaders and enthusiasts.
HLTH 2023	Industry event	2023	TCS was a sponsor and an active participant at HLTH 2023. It had a dedicated meeting pod and engaged in the hosted buyer meeting program, facilitating discussions with prospects, customers, and other industry leaders. Its representatives delved into topics such as value-based care, patient engagement, and healthcare interoperability, exploring potential collaborations and future partnerships.
TCS PACE Port™	Innovation	2023	TCS held the PACE Port™ innovation day/workshop to discuss with a large payer's CIO and delegation to discuss numerous creative ideas across all LoBs.
Broker journey transformation	Innovation	2022	TCS collaborated with users, business, and key stakeholders to develop a roadmap for the changed broker experience.
Center of Excellence (CoE)	Innovation	2021	TCS established an innovation center, TCS PacePorts™ Amsterdam, a co-innovation and advanced research center aimed at assisting customers in effectively navigating their growth and transformation journeys.
CoE	Innovation	2021	TCS invested in the establishment of rapid laboratories in order to develop rapid Minimum Viable Products (MVPs) to address healthcare sector and account-specific difficulties by employing cutting-edge technologies.
Healthwise	Partnership	2021	TCS partnered with Healthwise to minimize costs, assure correct care, and assist consumers in better navigating their health-care experiences. TCS Healthcare deployed the Healthwise care management system as part of a TCS SaaS service, ACUITYnext™, which provides a whole-person approach to care management as part of the relationship.
OutSystems	Partnership	2021	TCS collaborated with OutSystems, an industry specialist in minimal code platforms, allowing organizations to design, deploy, and manage enterprise quality applications.
Databricks	Partnership	2021	TCS partnered with Databricks, a software platform that assists companies in unifying their analytics across business, data science, and data engineering. It also offers a single analytics platform on which data science teams may engage with data engineering and LoBs to create data products.

TCS profile (page 5 of 6)










Recent developments

Key events (representative list)			
Development	Type	Year	Details
Automation Anywhere	Partnership	2021	TCS partnered with Automation Anywhere, a global leader in RPA, to enable customers to automate end-to-end business processes with intelligent software bots and AI-powered digital workers that perform repetitive and manual tasks, resulting in dramatic productivity gains, improved customer experience, and more engaged employees.
Veeam	Partnership	2021	TCS partnered with Veeam to help protect clinical applications for over 20,000 healthcare providers worldwide that use every major EMR, including Cerner, Allscripts, and Meditech.

TCS profile (page 6 of 6)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- TCS has strong capabilities across the payer value chain, especially in care management and product management; for instance, they have TCS Health & Wellness, a digital platform that provides personalized care in line with the patient's needs and helps physicians make informed decisions by providing a complete historical pattern of the patient
- While TCS maintains a strong foothold in the North American market, it is also trying to tap into other growing markets such as Asia Pacific, South America, Europe, and the Middle East
- TCS has a strong partner ecosystem through strategic partnerships with technology providers and hyperscalers such as Microsoft, AWS, and Google
- Clients have cited price competitiveness, technical expertise of resources, and client management as key areas of strength for TCS

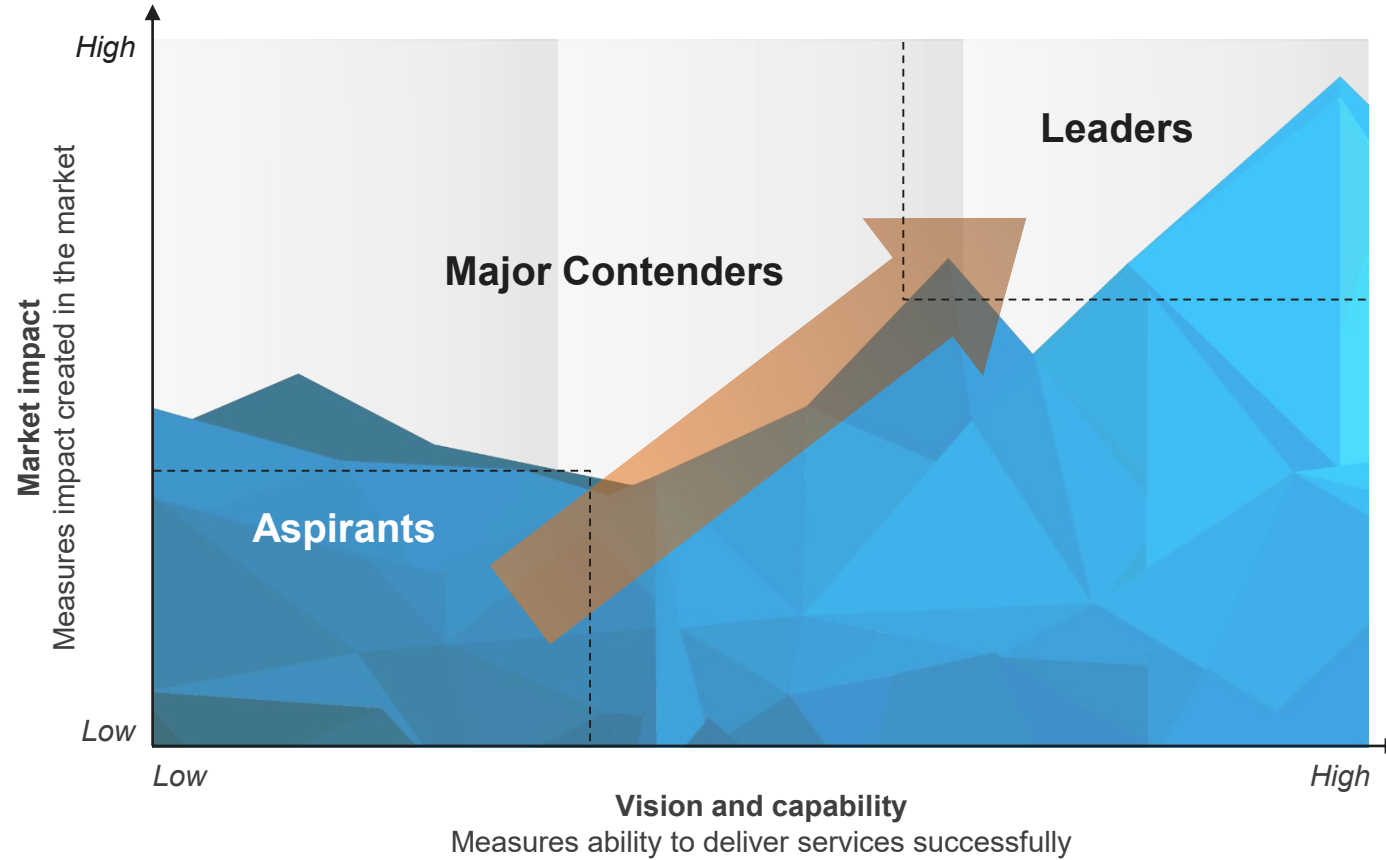
Limitations

- TCS has a robust presence in the large buyer segment; however, there is an opportunity to further increase its client base by focusing on the SMB segment
- While TCS is perceived as a cost-friendly player by clients, it should look to proactively explore and pitch risk-based pricing models
- TCS should increase its marketing activities, especially through thought leadership activities such as webinars and blogs around emerging topics that cut across healthcare payers and digital themes

Appendix

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

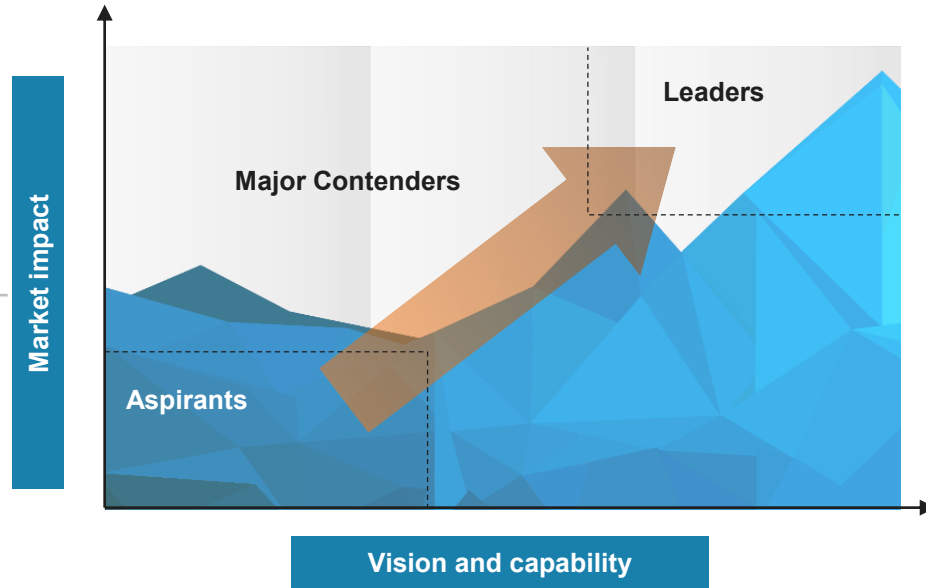
Everest Group PEAK Matrix



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



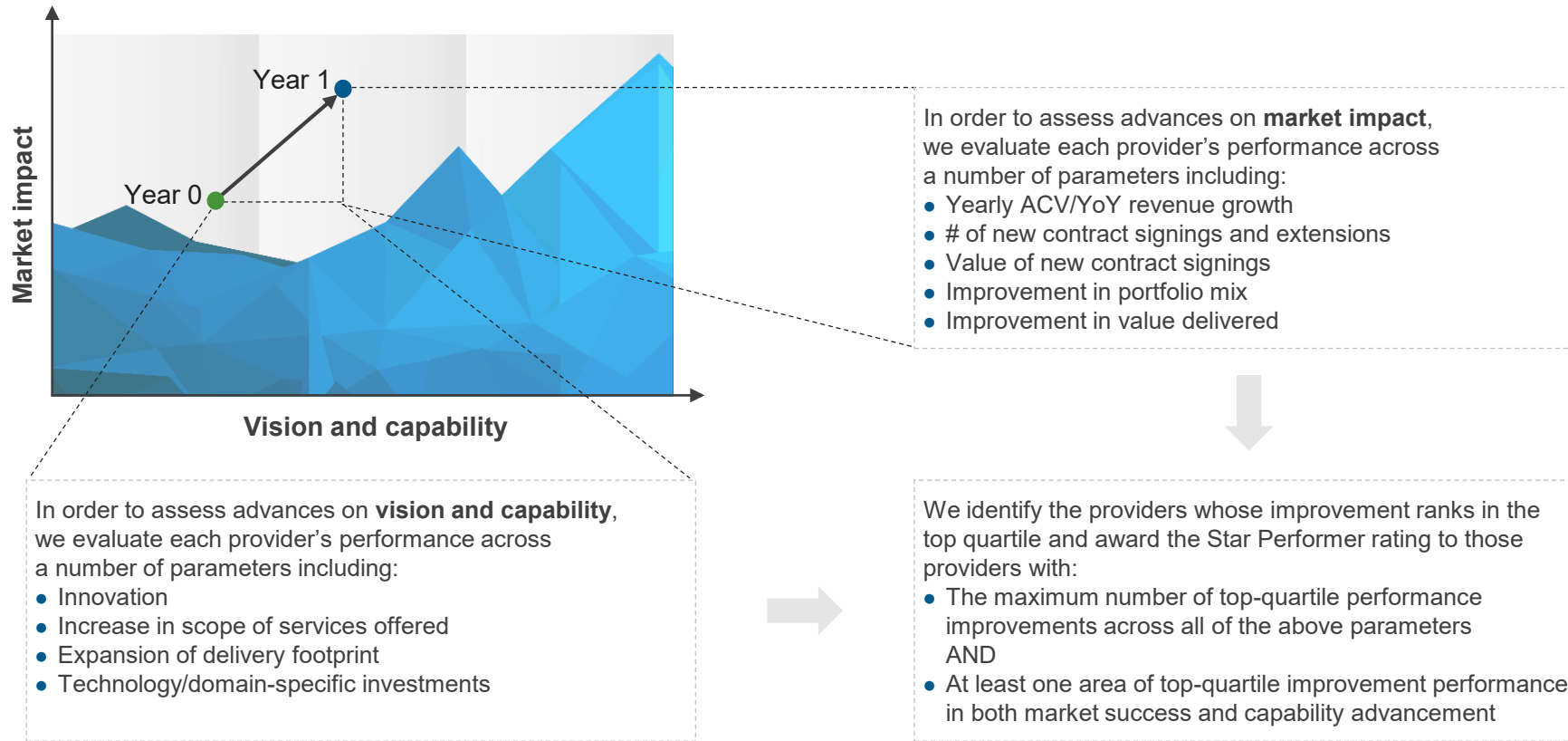
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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

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



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 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 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.



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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