



Everest Group Healthcare Payer Digital Services PEAK Matrix® Assessment 2023

Focus on Wipro
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

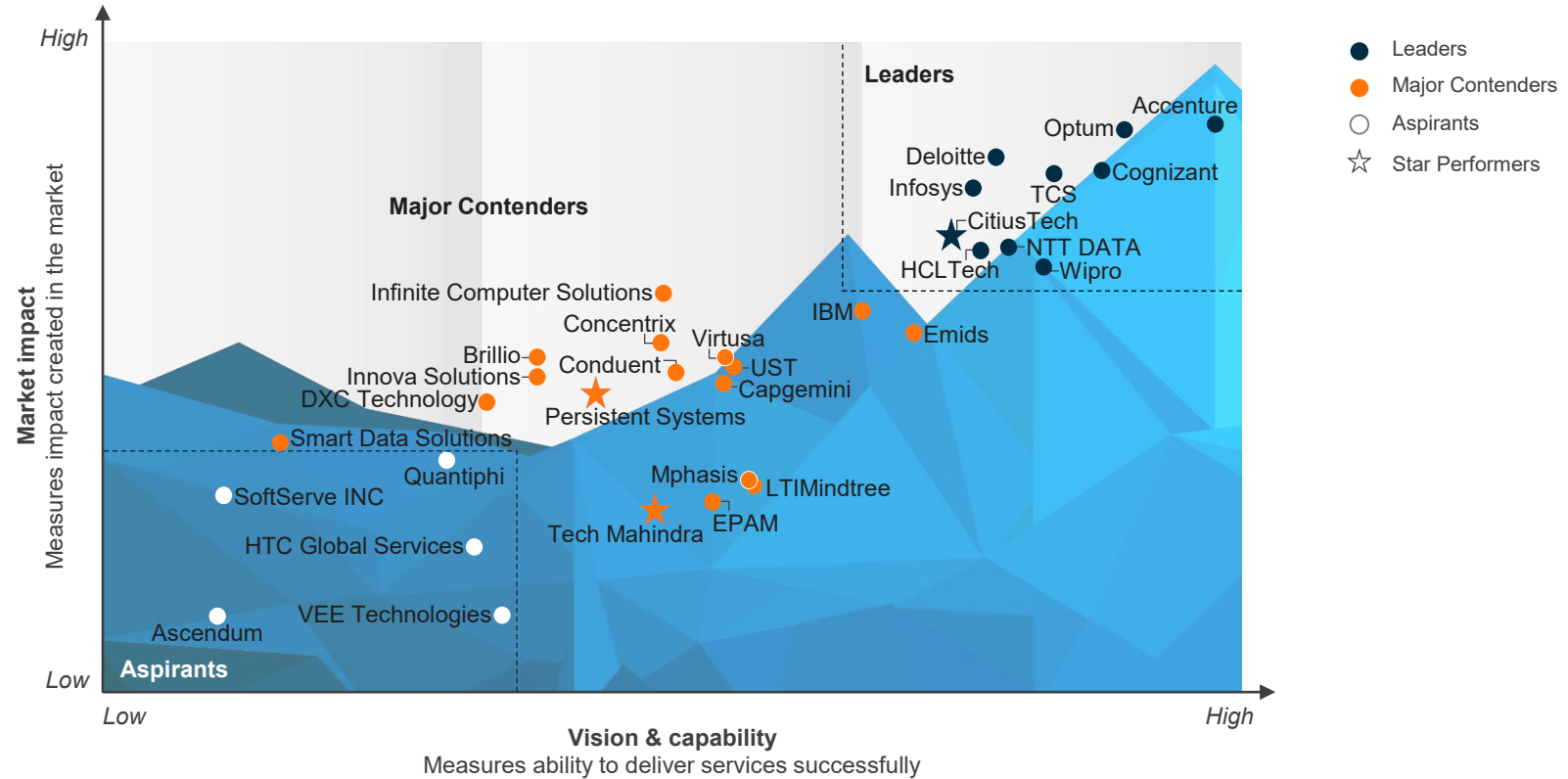
- It is essential for Aspirants to build a more robust technology partnership ecosystem and make investments to expand their digital capabilities and develop healthcare-focused offerings
- To strengthen their brand recall and mindshare in the payer market, Aspirants should invest in marketing initiatives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

Everest Group PEAK Matrix®

Healthcare Payer Digital Services PEAK Matrix® Assessment 2023 | Wipro 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)

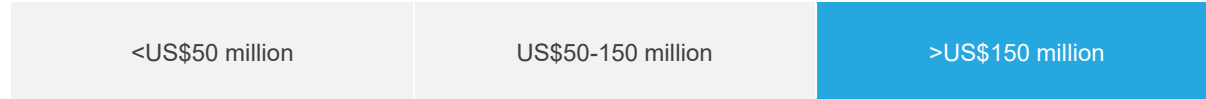
Wipro profile (page 1 of 4)

Overview

Company mission/vision statement

Wipro's vision is to help healthcare payers provide a personalized member experience at a competitive cost. It aspires to be known as a one-stop shop for healthcare payer organizations in terms of design, technology, and process transformation.

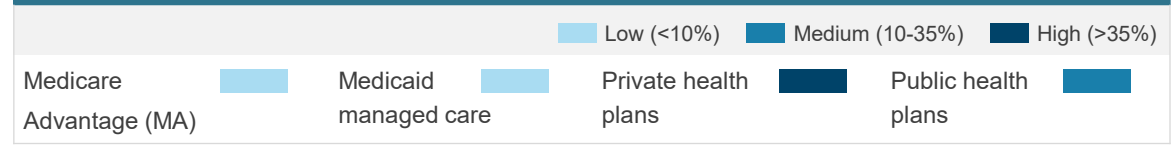
Healthcare payer digital services revenue



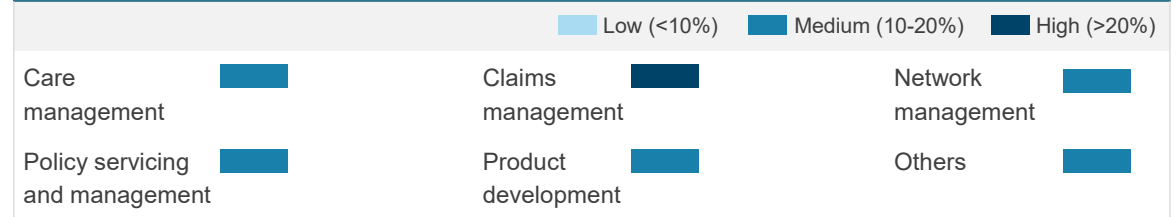
Key partnerships

- Microsoft
- AWS
- Google Cloud
- Pega
- Salesforce
- ServiceNow
- Databricks
- HealthEdge
- Medversant
- Reltio
- Change Healthcare (Optum Insight)
- CAQH
- iCertis
- Plexis
- Get Insured

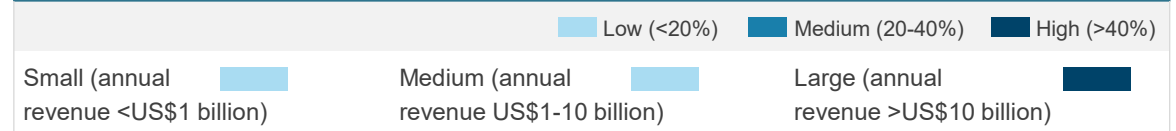
Revenue by line of business¹



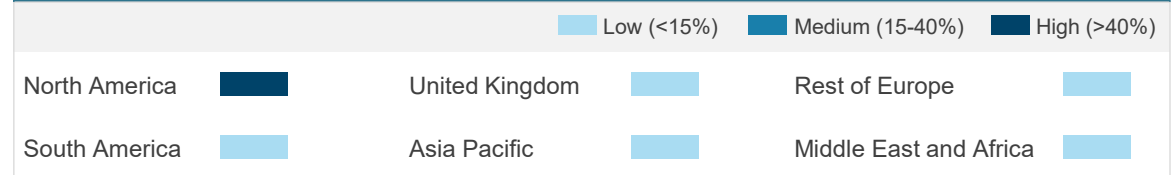
Revenue by value chain element¹



Revenue by buyer size¹



Revenue by geography¹



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

Wipro profile (page 2 of 4)

Key offerings

Proprietary solutions (representative list)	
Solution name	Details
Wipro QCare	It is an automated claims-processing system designed to be an integral part of multiple health plan business processes, as well as an integrated HIPAA and multi-partner Electronic Data Interchange (EDI) solution that supports HIPAA-mandated transactions, security, and privacy (including a tool for tracking protected health information).
Member360 (M360)	It is a full-service Medicare membership management system that includes functions including membership enrollment and maintenance, CMS file reconciliation, and premium invoicing.
MedAdvantge360 platform	It is a complete HITRUST-certified Medicare Advantage (MA) platform that includes Medicare, Medicaid, and MediGap lines of business. It partners more than 100 health plans on an integrated Medicare BPaaS platform.
eEnroll360	It is a modular system for automating health plan operations such as pre-enrollment, agent onboarding, commission administration, and beneficiary health risk assessment, as well as integrated marketing and prospect management workflows.
Connect360	It is a modular, service-oriented, and event-driven solution that allows for smooth interaction with the systems and applications of health plans. It includes a variety of solutions such as managed file transfer for handling various file transfers, API-based integration for real-time integration solutions that include ETL/ELT capabilities with flexible transformations, and the use of read-replica databases for efficient data management.
Wipro Enterprise Medicaid-as-a- Service (EMaaS®)	It is a solution that future-proofs Medicaid systems by elevating modularity, configurability, flexibility, ease of integration, intuitive user experience, availability, and scalability to new heights. Wipro EMaaS is built entirely on SaaS solutions such as HealthEdge and Salesforce, with no custom-built components.
ExchangeLink®	It is an innovative solution that links organizations to all public and private health insurance marketplaces while authenticating and collecting enrollment and financial data across numerous platforms and distribution channels.
Revenue 360	It is a digital revenue reconciliation platform for MA and Medicaid MCO plans. This software enables health plans to manage revenue and subsidies from federal and state agencies with precision.
SalesLink	It is an end-to-end digital platform for the Affordable Care Act (ACA) marketplace individual exchange plans eligibility and enrollment from federal and state exchanges.
ServiceLink	It is a digital platform for ACA premium billing, collection, and member services.
LoyaltyLink	It is a BPaaS digital platform for ACA and MA plan member retention and enrollment.
Wipro HOLMES™	It is a digital solution that has integrated and automated numerous procedures in policy administration, member enrollment, fulfilment, billing, and premium management through the use of virtual assistants that leverage AI/RPA and NLP processing. It also assists providers and members with benefits and claims questions and digitizes numerous end-to-end appeals and grievances processes.

Wipro profile (page 3 of 4)










Recent developments

Key events (representative list)			
Development	Type	Year	Details
Codoxo	Investment	2023	Wipro has invested in Codoxo, an Atlanta-based start-up, which has developed an AI-enabled platform to address fraud and waste in the healthcare industry. Codoxo has developed an AI-powered + rules-based payment integrity solution that supports cost containment efforts at healthcare payers across pre-claim submissions, pre-pay, and post-pay initiatives.
ai360	Investment	2023	Wipro introduced ai360 and has committed to investing US\$1 billion in AI over the next three years, creating an end-to-end innovation ecosystem with responsible AI at its heart. The funds will be used to extend AI, data, and analytics solutions, build new R&D and platforms, and improve FullStride's cloud and consulting skills.
Recon product	Investment	2023	Wipro engaged in developing a recon product as part of its HPS ACA services. The solution reconciles enrollment and financial inconsistencies.
Databricks	Partnership	2023	Wipro collaborated with Databricks on a generative AI solution for price transparency to better understand healthcare costs by unlocking price transparency data from payers and hospitals.
EPIC and EHR practice	Investment	2023	Wipro is constantly investing in expanding its EPIC and EHR practice.
Medicare-in-a-Box platform	Investment	2023	Wipro invested in developing a Medicare-in-a-Box platform to provide a comprehensive and connected Medicare management solution.
Lab45 innovation lab	Innovation	2023	Wipro created the Lab45 innovation lab, a visionary place dedicated to developing ground-breaking solutions to nurture and accelerate innovation across the company.
Kognitos	Investment	2023	Wipro invested in Kognitos, a generative AI solution that self-learns and adapts to existing business processes and acts as a force multiplier within business units and centers of excellence, allowing business users to focus on informed business decisions and supercharging their capabilities to stay ahead in the AI age.
Medicare broker site	Investment	2022	Wipro invested in the development of a Medicare broker site. The system creates and manages hierarchies at various levels, multi-level sales teams, complicated incentive definitions, groups, and books of business.
Rizing	Acquisition	2022	Wipro acquired Rizing, highlighting the company's aggressive growth strategy. Rizing's approach as well as its industry knowledge and SAP consulting capabilities in enterprise asset management, consumer industries, and human experience management help Wipro cement its position as a sought-after advisor for clients' most complex SAP transformations.
Wipro FullStride cloud services	Investment	2021	Wipro committed to investing US\$1 billion in cloud technologies, capabilities, acquisitions, people, and partnerships. Wipro FullStride cloud services bring together the whole spectrum of Wipro's industry-leading cloud-related capabilities and experience to enable clients achieve more with cloud services than they had previously believed possible.
Leanswift	Investment	2021	Wipro invested in Leanswift, an Infor product system integrator whose services include ERP, e-commerce, digital transformation, supply chain, warehouse management systems, business intelligence, and interfaces.

Wipro 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

- Wipro has a strong healthcare solution portfolio across the payer value chain. It also has capabilities catering to specific LoBs to differentiate itself from peers. For instance, Wipro has Revenue360 solution for Medicare Advantage plans and Enterprise Medicaid-as-a-Service (EMaaS) solution for Medicaid plans
- It has a robust partner ecosystem with technology platform providers and specialist firms wherein they co-innovate and adopt a joint GTM strategy to enhance market access; for instance, it partnered with CAQH to deliver solutions that improve provider data management and quality of data with greater regulatory compliance for payers
- Clients cite technical expertise in terms of bringing subject matter experts and talent management including attrition management and resource replacement resolution as key areas of strength

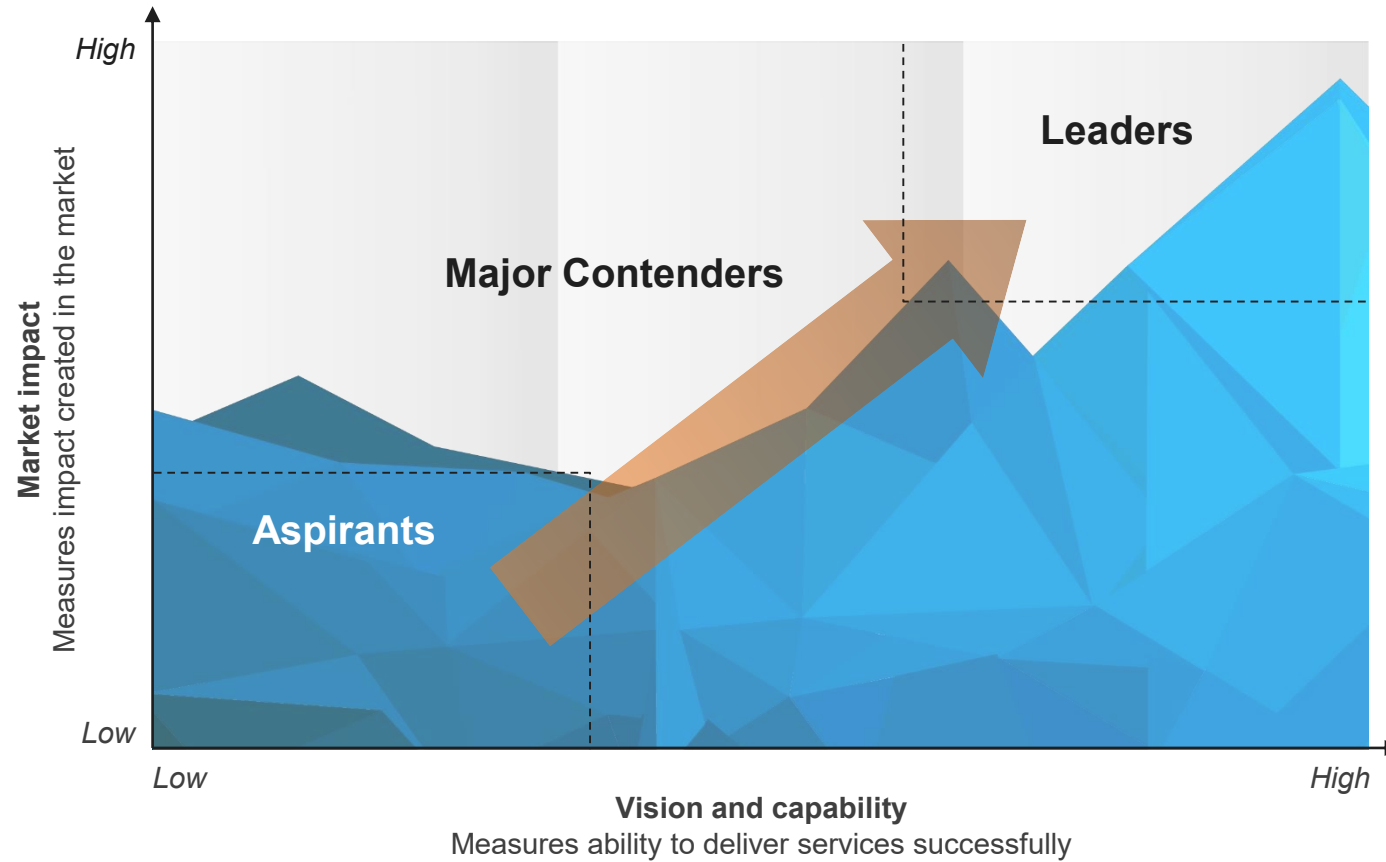
Limitations

- Wipro 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
- It engages mostly with private health plans; however, it could enhance its market success by engaging with other LoBs in the payer market
- Wipro should look to help clients in building their business strategy by proactively identifying and pitching strategic initiatives that drive growth

Appendix

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

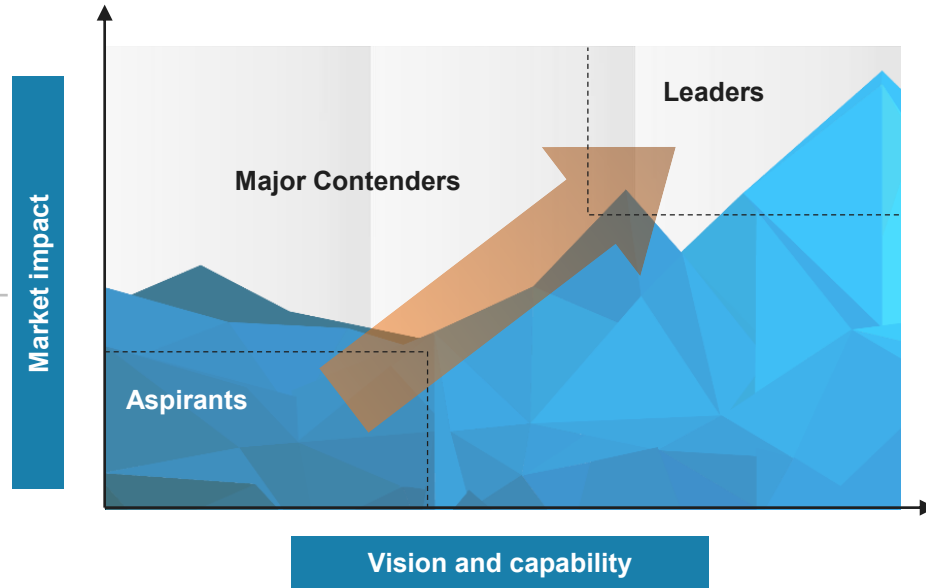
Everest Group PEAK Matrix



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



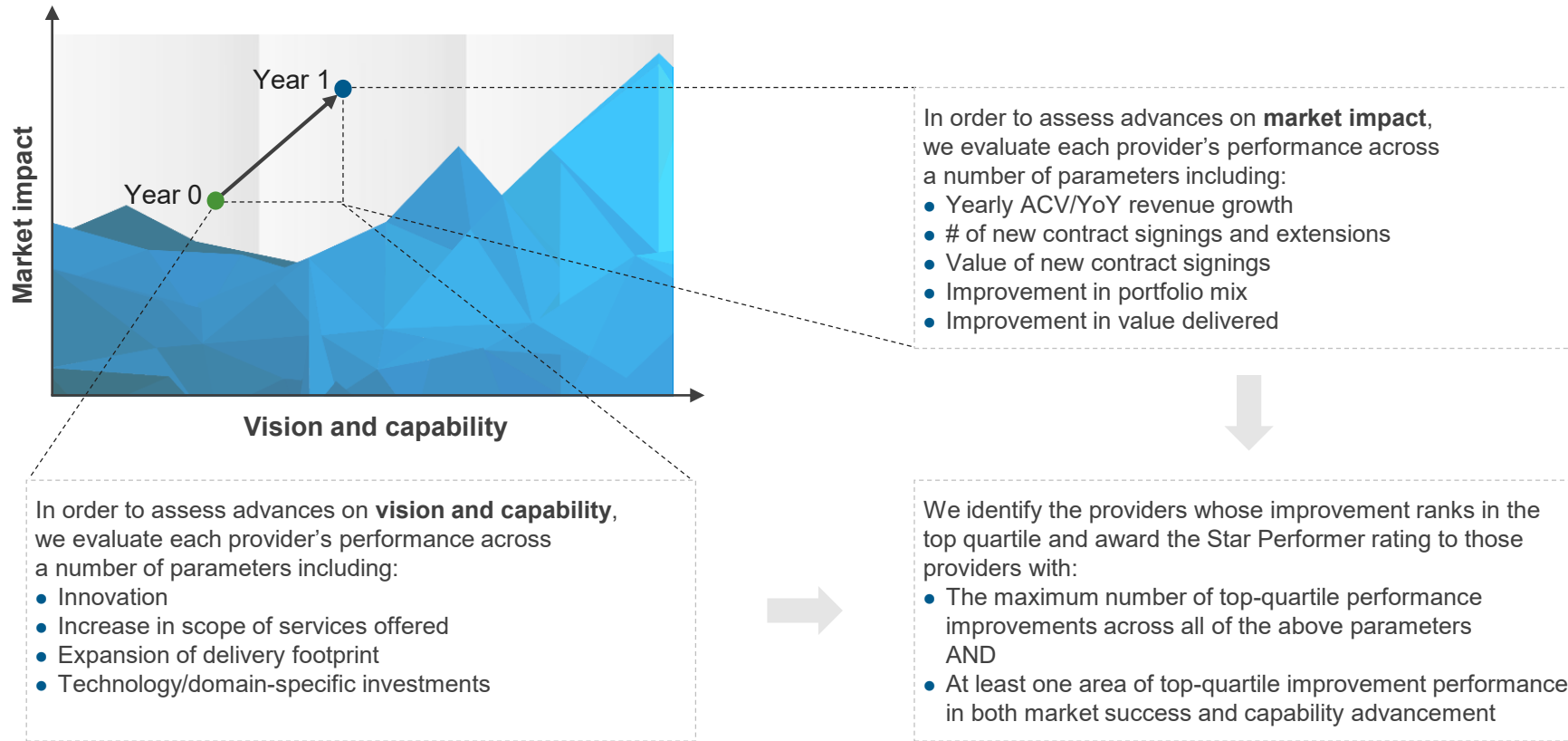
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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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