



Everest Group PEAK Matrix[®] for Healthcare Provider Digital Service Provider 2023

Focus on CitiusTech
March 2023



Introduction

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 present an assessment of 27 healthcare ITS providers. 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 capabilities and market success-related dimensions, and Everest Group's independent remarks on service providers.

The full report features the following 27 leading service providers on the [Healthcare Provider Digital Services PEAK Matrix® Assessment 2023](#):

- **Leaders:** Accenture, Cognizant, Deloitte, NTT DATA, HCLTech, Optum, and TCS
- **Major Contenders:** Atos, CitiusTech, DXC Technology, Emids, EPAM, GAVS, HTC Global Services, IBM, Infinite Computer Solutions, Mindtree, Persistent Systems, SoftServe, Tech Mahindra, and Wipro
- **Aspirants:** Apexon, Capgemini, Hexaware, Marlabs, Mphasis, and Virtusa
- **Star Performers:** CitiusTech, EPAM, HCLTech, and HTC Global Services

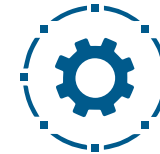
Scope of this report



Geography
Global



Providers
Healthcare provider



Services
Digital services

Healthcare provider digital services PEAK Matrix® characteristics

Leaders:

Accenture, Cognizant, Deloitte, HCLTech, 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 across various areas of the provider value chain such as patient engagement, care management, financials, and network management
- Leaders offer a good mix of solutions in their portfolios, create 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.)
- Strategic acquisition of healthcare-specific organizations and significant investments in partnerships to strengthen their capabilities and further build verticalized digital offerings have turned out to be key differentiators for Leaders
- Enterprises prefer Leaders to be their strategic partners due to their strong healthcare experience and consulting expertise, understanding of the client's business, ability to execute large-scale projects, and a robust partner ecosystem
- However, in terms of both digital service capabilities and commercials, the existing Leaders are up against a tough battle from progressive Major Contenders. They must therefore concentrate on developing efficient solutions that take advantage of emerging technological trends and address the cost-takeout mandate

Major Contenders:

Atos, CitiusTech, DXC Technology, Emids, EPAM, GAVS, HTC Global Services, IBM, Infinite Computer Solutions, Mindtree, Persistent Systems, SoftServe, Tech Mahindra, and Wipro

- Major Contenders' service portfolios are not as balanced as those of Leaders and tend to be less comprehensive in provider value chain coverage. However, Major Contenders are trying to catch up to the Leaders by making investments (e.g., partnerships with niche vendors, and healthcare-specific IPs/tools) to scale up their offerings and increase the value proposition
- Major Contenders' focus on being more client-centric, enhancing domain expertise, and being flexible is well acknowledged by enterprises. Clients appreciate the quick responsiveness and accommodative nature of Major Contenders

Aspirants:

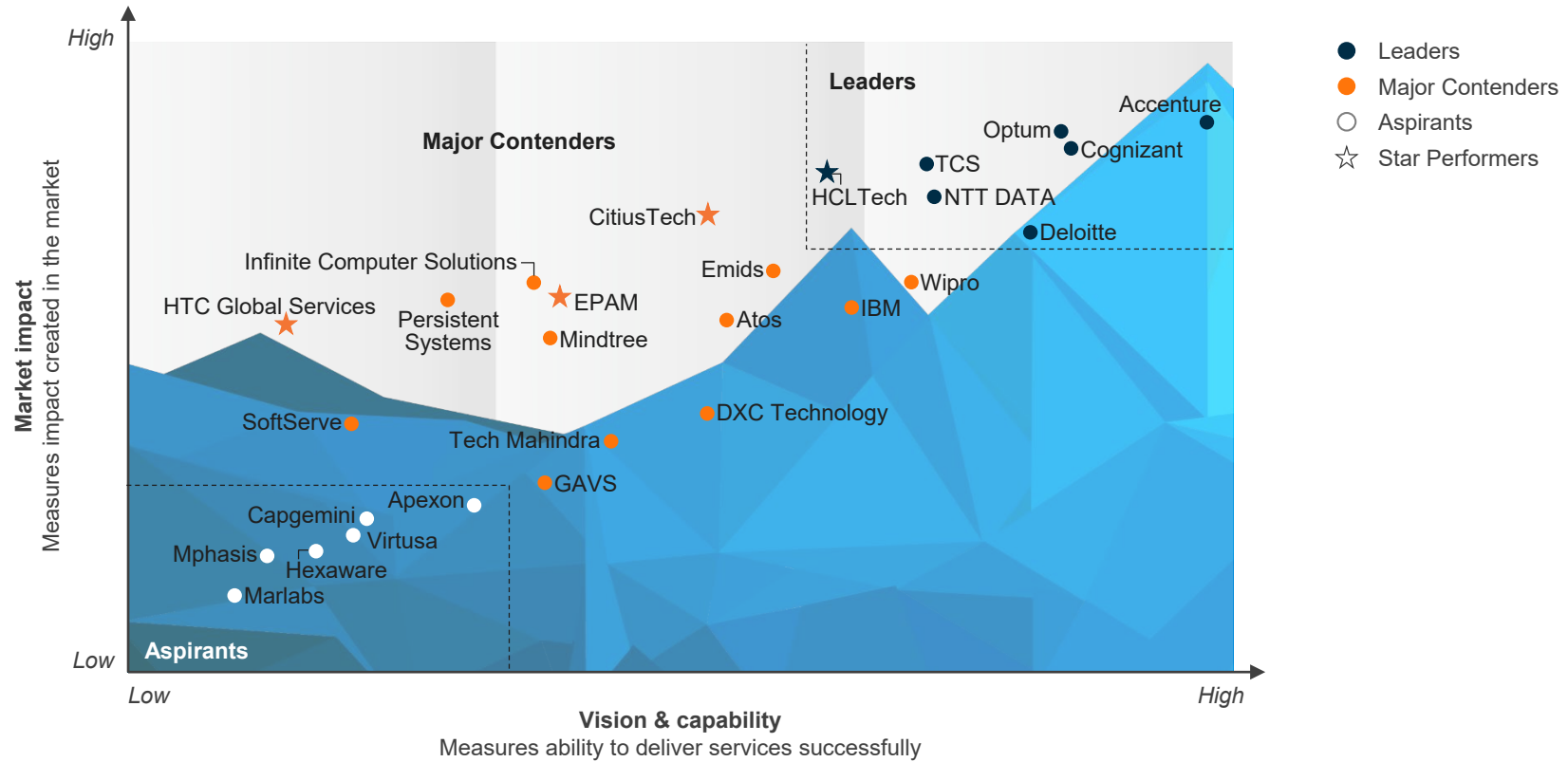
Apexon, Capgemini, Hexaware, Marlabs, Mphasis, and Virtusa

- Majority of the Aspirants offer vertical-agnostic offerings applicable to healthcare providers; however, building healthcare-specific solutions and investing in healthcare-specific partnerships and acquisitions can enhance their solutions by addressing multiple areas within the provider value chain
- To strengthen their vertical story and mindshare in the provider market, Aspirants should invest in marketing initiatives supported by relevant case studies and proof points

Everest Group PEAK Matrix®

Healthcare Provider Digital Services PEAK Matrix® Assessment 2022 | CitiusTech positioned as Major Contender and Star Performer

Everest Group Healthcare Provider Digital Services PEAK Matrix® Assessment 2022^{1,2}



1 Assessments for Apexon, Atos, Capgemini, Deloitte, DXC Technology, Hexaware, IBM, and Virtusa 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
 2 Analysis for Mindtree is based on capabilities before its merger with LTI

Source: Everest Group (2022)

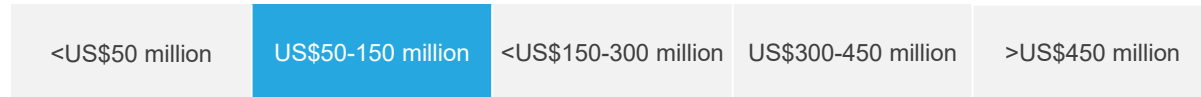
CitiusTech | healthcare provider digital services profile (page 1 of 4)

Overview

Company mission/vision statement

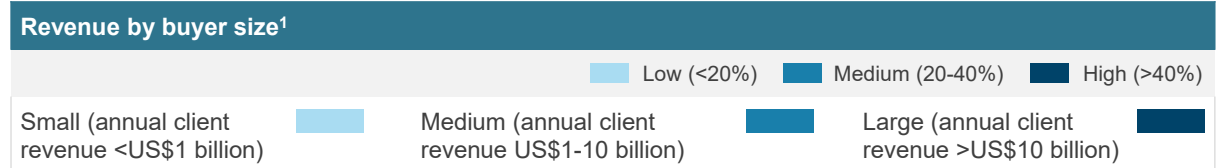
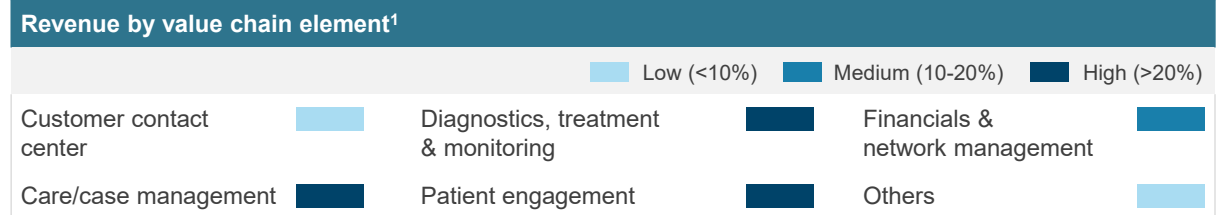
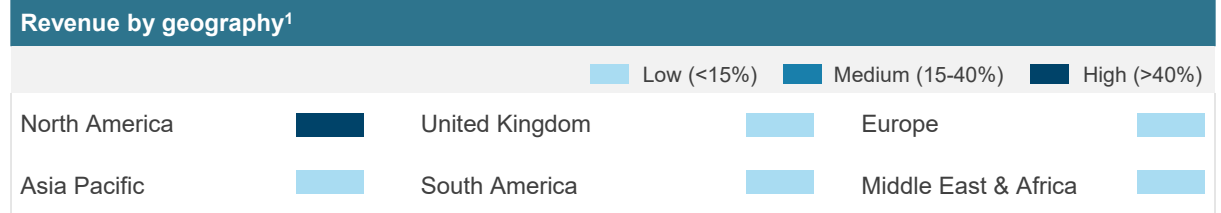
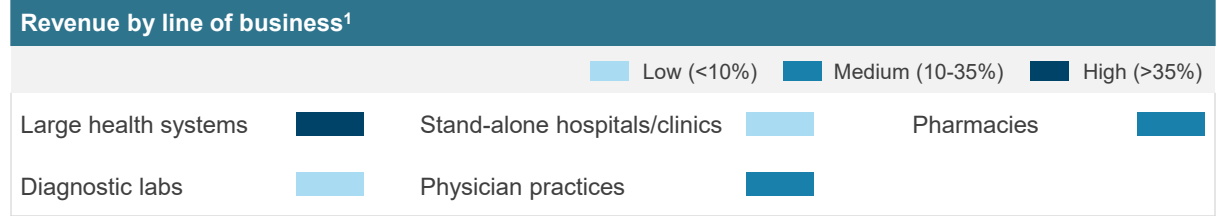
CitiusTech is a provider of healthcare technology services, solutions, and platforms, with a presence in the payer, provider, medical technology, and life sciences markets. Its vision is to build digital capabilities and specialized platforms, enable healthcare organizations to reinvent themselves to stay aligned with changing industry needs, and make a meaningful impact on patients.

Healthcare provider digital services revenue



Key partnerships

- Microsoft Azure
- AWS
- Google Cloud
- Lyniate
- UiPath
- IBM
- Salesforce
- Snowflake



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

CitiusTech | healthcare provider digital services profile (page 2 of 4)

Offerings

Proprietary solutions (representative list)	
Solution name	Details
PERFORM+ Connect	PERFORM+ Connect is a solution that drives the interoperability strategy and accelerates (Fast Healthcare Interoperability Resources) FHIR implementation and adoption across the enterprise, with flexible implementation support across the cloud and in on-premise infrastructure. It helps to leverage FHIR to enable digital strategies and accelerate CMS interoperability rule compliance. It has pre-built features for rapid FHIR implementation, including identity access management and consent management, secure data access, and cloud support.
PERFORM+ DataScale	PERFORM+ DataScale is CitiusTech's next-generation healthcare data integration and management platform. It effectively aggregates, transforms, and standardizes data streaming from several data sources to establish enterprise data architecture.
PERFORM+ Contracts	PERFORM+ Contracts platform provides organizations with a centralized mechanism to manage provider performance, goals, and incentives across multiple quality programs. It helps organizations address coordination challenges, reduce provider abrasion, and create efficiency across the provider network.
PERFORM+ Quality	PERFORM+ Quality is an analytics product that provides healthcare organizations with over 750+ KPIs across clinical, financial, and operational domains. It offers pre-built dashboards and a highly configurable rules engine that can compute complex quality measures. It also includes modules to drive quality compliance, facilitate self-service, identify areas of improvement, and enable proactive oversight to safeguard revenue and avoid penalties.
PERFORM+ Regulatory	PERFORM+ Regulatory enables healthcare organizations to manage their regulatory reporting requirements while driving improvement in quality scores for programs such as HEDIS, MIPS, and ACO. It enables comprehensive, insight-driven quality improvement and provider engagement across multiple regulatory programs. It also provides real-time compliance updates and highly configurable automated workflows for improved efficiency and focused measure prioritization.

CitiusTech | healthcare provider digital services profile (page 3 of 4)










Recent developments

Key events (representative list)			
Development	Type	Year	Details
Investment in talent/training/certifications	Investment	Ongoing	CitiusTech invested in UniverCT, an AI-based course and a knowledge hub of published documents on healthcare technology. The learning catalog is available for digital technologies such as RPA, IoT, cloud, and mobility.
Investment in strategic growth offerings	Investment	Ongoing	CitiusTech invested in digital front-door growth offerings, which are outcome-based packaged solutions to address the industry needs and challenges. It provides real-time access and personalized care.
Investments in strategic consulting (management, functional, and IT)	Investment	Ongoing	CitiusTech has an experienced team of consultants with expertise in the US government programs, digital innovation, business operations, and enterprise software platforms. It has extensive life sciences consulting capabilities – patient/provider engagement, commercial launches, and product life cycle strategy.
Wilco Source	Acquisition	2022	CitiusTech acquired Wilco Source, a leading provider of Salesforce consulting and implementation services for healthcare and life sciences companies. The acquisition of Wilco Source enables CitiusTech to strengthen its patient and member-centric digital offerings, by combining CitiusTech's deep healthcare domain and digital innovation expertise with strong Salesforce implementation, integration, and product engineering capabilities from Wilco Source.
SDLC Partners	Acquisition	2021	CitiusTech acquired SDLC Partners, a 350-plus FTE technology consulting company that focuses on next-generation technology solutions for organizations across digital transformation (Cognitive/AI/ML, cloud, mobility, big data, and analytics) and automation (RPA).
FluidEdge	Acquisition	2021	CitiusTech acquired FluidEdge Consulting, a 150-plus FTE consulting company that focuses on next-generation solutions for organizations across business, technology, and operations.
Corporate certifications (HITRUST, ISO, Privacy Shield, and CMMi)	Certifications	Ongoing	<ul style="list-style-type: none"> • CitiusTech is certified for HITRUST CSF-validated assessment. It ensures compliance with healthcare security, privacy, and regulatory norms including HIPAA • CitiusTech is certified for ISO 27701 (privacy information management system) standards. It ensures compliance with data privacy global practices and various data privacy laws such as GDPR, CCPA, and PIPEDA

CitiusTech | healthcare provider digital services profile (page 4 of 4)

Everest Group assessment – Major Contender and Star Performer

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

- CitiusTech has enhanced its healthcare and technology consulting capabilities by acquiring Wilco Source (a leading provider of Salesforce consulting and implementation services for healthcare and life sciences companies)
- It has strong market access built through strategic partnerships and reseller partnerships with technology vendors such as Microsoft, AWS, GCP, and Salesforce
- Clients cite client management, responsiveness, and transparent communication as its key strengths, stating it as the golden standard for communication as compared to other vendors
- The company has a reasonable spread of digital services across buyer segments, leading to a better market presence

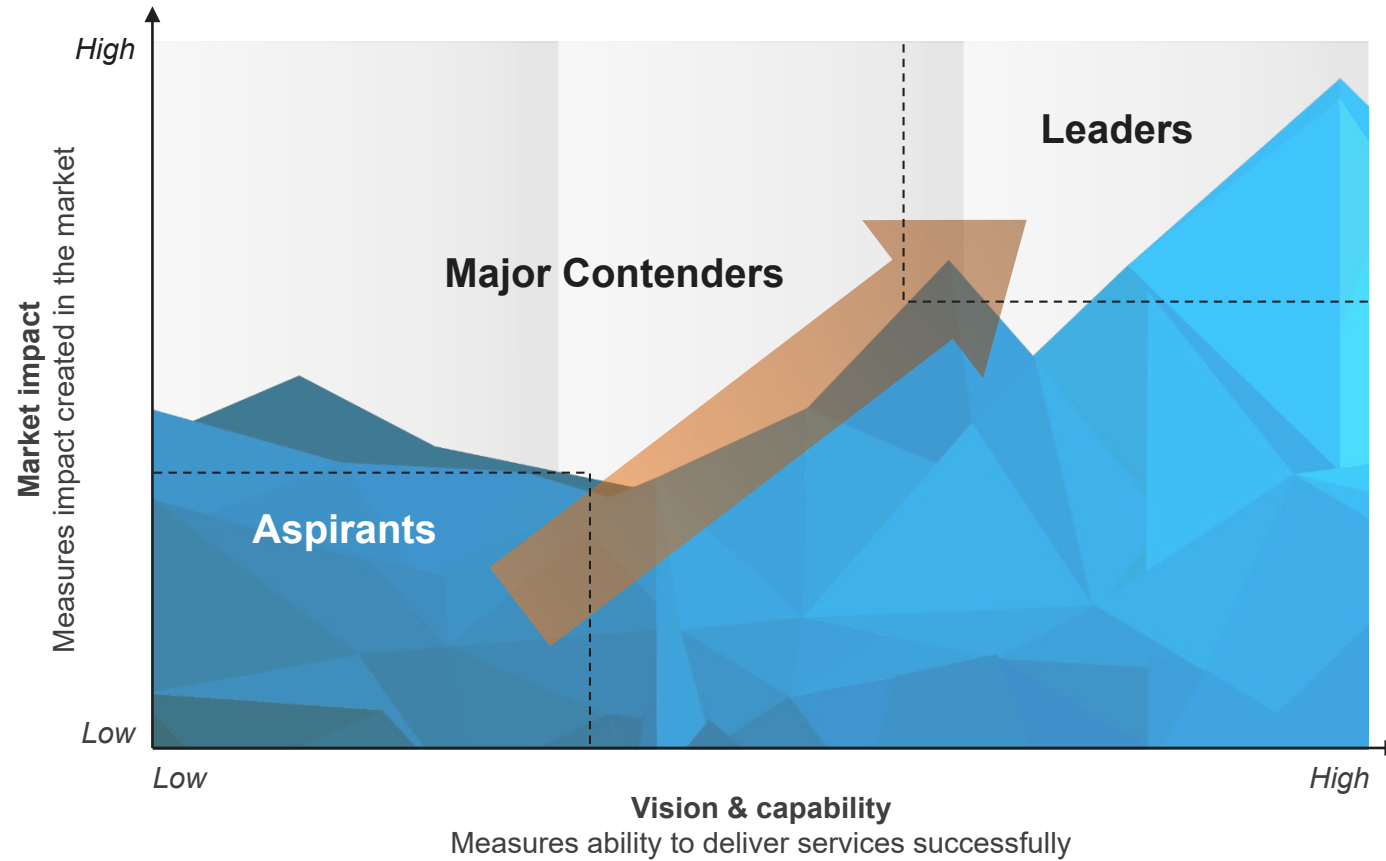
Limitations

- Clients expect CitiusTech to improve its domain expertise, focusing on innovative use cases such as patient-centric and value-based care
- It should look to invest in developing its capabilities in niche areas such as blockchain and IoT to future-proof its healthcare solution offerings
- It can expand its geographical coverage by entering other international markets such as Europe and APAC
- CitiusTech should position itself as an end-to-end player – spanning from offering healthcare advisory to solution development and implementation by leveraging its domain expertise, acquisitions, and partnerships

Appendix

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

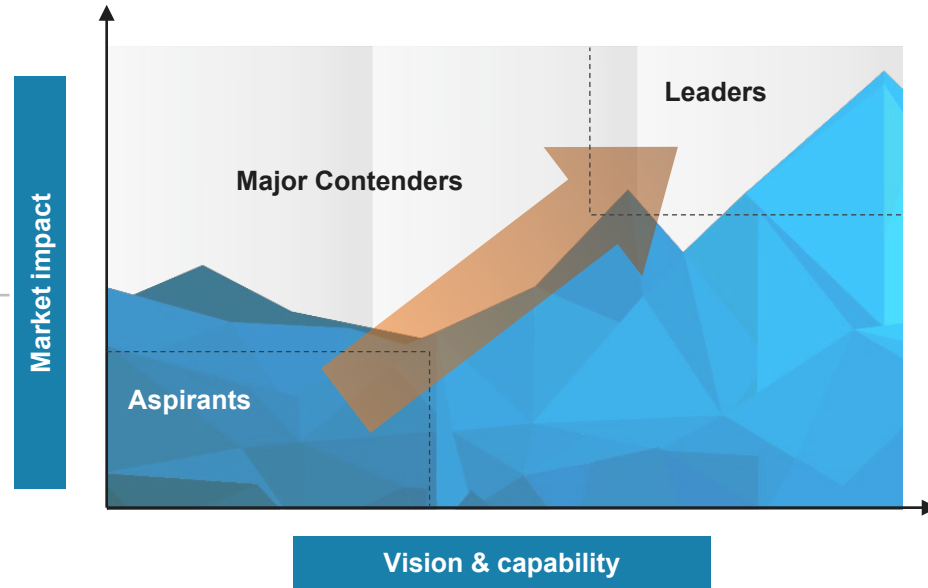
Everest Group PEAK Matrix



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



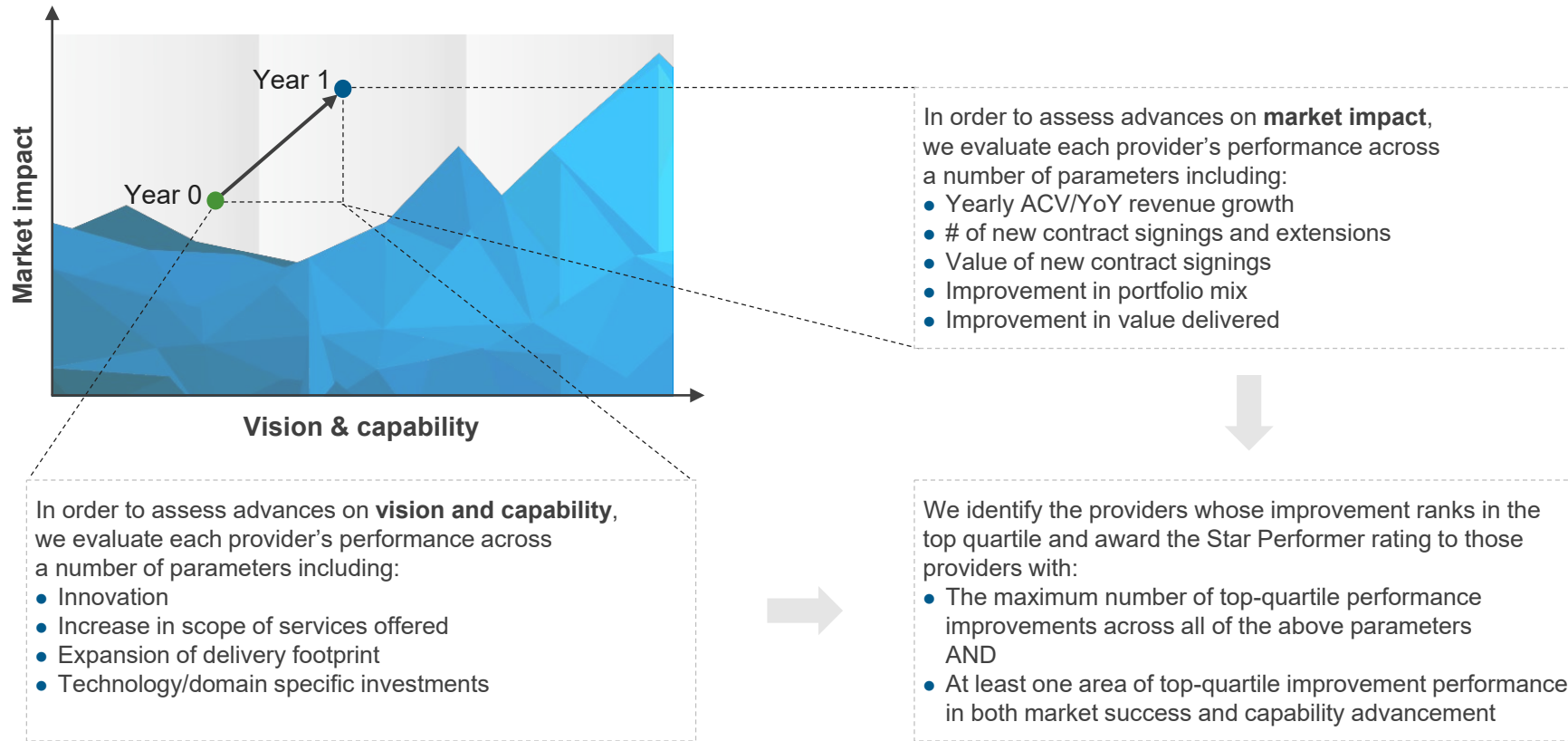
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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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