



HORIZONS REPORT

Healthcare Payer Service Providers, 2024

An assessment of healthcare payer service providers, addressing the why, what, how, and so what

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Excerpt for Accenture

“

The landscape addressing healthcare risk has changed materially and will require a different supplier strategy, capabilities, and innovation to make a meaningful impact to the quad-aim.

”



Rohan Kulkarni

Executive Research Leader,
HFS Research

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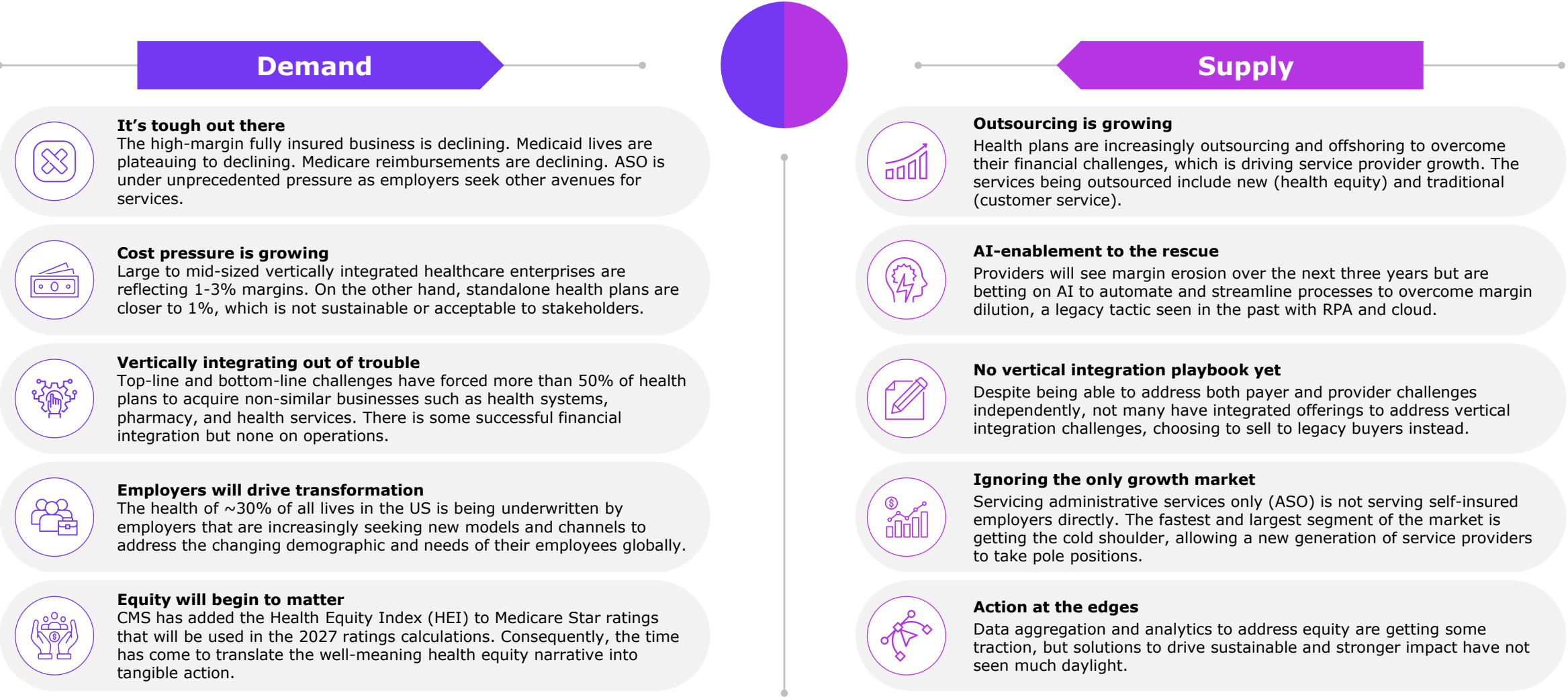
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Introduction and research methodology

Introduction

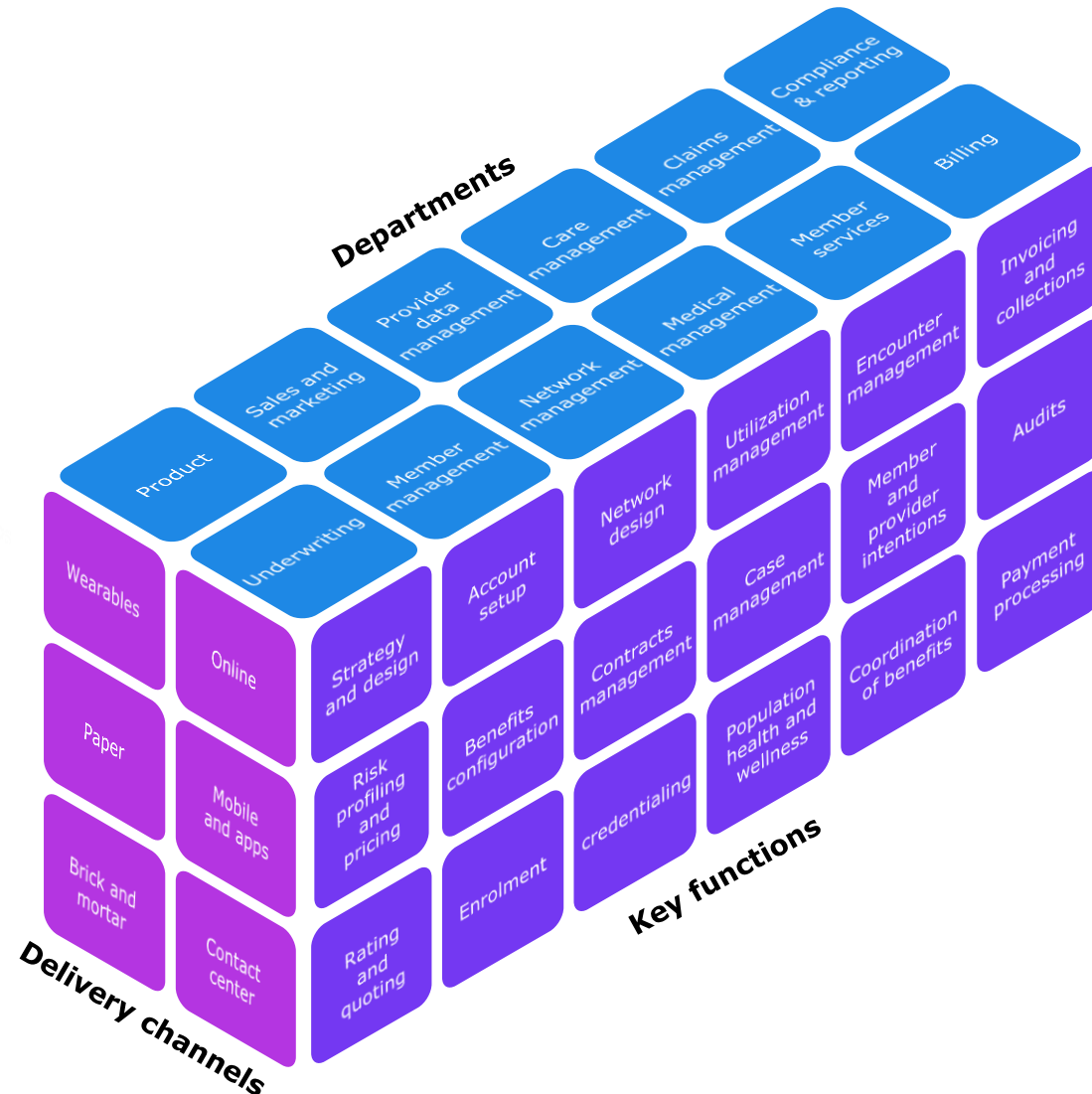
- The **HFS Horizons: Healthcare Payer Service Providers, 2024** report reflects on the key demand trends in the underwriting of consumer health by health plans (payers), the government globally, and employers. In addition, it dives deep into how different types of suppliers (IT service providers, consulting houses, BPO shops, and domain experts) are addressing the demand.
- As demand has shape-shifted with the increasing medical costs, changing demographics, more government and employer underwriting, and evolving consumer expectations, suppliers are incorporating technology, particularly AI, into everything, taking on more risk to attract business and developing deep domain expertise.
- This study evaluated 45 suppliers at the intersection of four Horizon dimensions—their value proposition (why), capabilities (what), go-to-market (how), and outcomes delivered (so what). It also assesses their ability to address the quadruple aim of care (cost of care, experience of care, health outcomes, and health equity).
- More than 300 US and global payers have provided inputs, as did over 50 supplier partners.
- The report focuses on industry-specific capabilities for service providers as defined by the HFS value chain. It does not focus on horizontal IT or business process services (BPS) such as application management or finance and accounting outsourcing, which may be delivered to healthcare enterprises.
- Check out our other Horizon studies addressing the healthcare ecosystem:
 - [Healthcare providers](#)
 - [Life sciences](#)
 - [Employee benefits administrators](#)

Executive summary: Health plans and service providers are making progress in improving the quadruple aim of care but have a long way to go



Sample: 300+ health plans and 45 service providers
Source: HFS Research, 2024

The 21st century healthcare provider value chain must adapt to multidimensional challenges



- **Digital manifestation:** Typical linear value chains reflect analog business paradigms vs. representing a multi-dimensional digital delivery mechanism fit for the 21st century.
- **OneOffice:** The multi-dimensional value chain makes OneOffice intrinsic to its delivery capability.
- **Iterative transformation:** Digital reimagination can be effectively driven through industry value chains by making iterative and sustainable changes across multiple dimensions.

The HFS healthcare provider value chain spans three dimensions of care aligned to three market segments

This study will assess how well service providers are addressing the needs of US health plans (e.g., commercial, Medicare, Medicaid, Tricare, or other government programs) and self-insured employers. The study evaluates the capabilities of providers across the [HFS Healthcare payer value chain](#) (payer, payor, health insurance) and the outcomes delivered to understand their position on the HFS Horizon board. The study will seek to understand what services providers bring to the table across four dimensions:

| Why | What | How | So what |
|---|--|--|---|
| The value proposition, the purpose for your participation in the marketplace, and the underlying motivation to deliver value. | The capabilities and solutions portfolio, its alignment with your value proposition, and the innovation pathway. | The go-to-market strategy, stakeholder (clients, partners, analysts, investors, regulators) connectivity and engagement, and ecosystem management (participants, efficacy, differentiation). | Impact on the quadruple aim of care with evidence and quantification of outcomes. |

45 service providers have been evaluated in this report



Note: All service providers are listed alphabetically

Sources of data

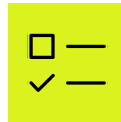
This Horizons research report relies on myriad data sources to support our methodology and help HFS obtain a well-rounded perspective on the service capabilities of the participating organizations covered in our study. Sources are as follows:



Briefings and information gathering

HFS conducted detailed **briefings** with healthcare leadership from each vendor.

Each participant submitted a specific set of **supporting information** aligned with the assessment methodology.



Reference checks

We conducted reference checks with **85 healthcare enterprises that are active clients and 78 active partners** of the study participants via surveys and interviews.



HFS Pulse

Each year, HFS fields multiple demand-side surveys in which we include detailed vendor rating questions.

For this study, we leveraged our fresh-from-the-field HFS Pulse study data featuring **~600 service provider ratings and insights** from **~32 health plan enterprises**.



Other data sources

Public information such as news releases and websites.

Ongoing interactions, briefings, virtual events, etc., with in-scope vendors and their clients and partners.

The study seeks to address multiple questions

Influencing the quadruple aim of care

How do you help health plans and self-insured employers impact the cost of care (therapy, operations, etc.), the experience of care (access, distribution, etc.), health outcomes, and health equities? Are these part of your KPIs? Are they central to your business philosophy?

Real-world outcomes

What are the metrics that matter? Are you contracting capabilities or delivering outcomes? How are you measuring outcomes end to end?

Innovation

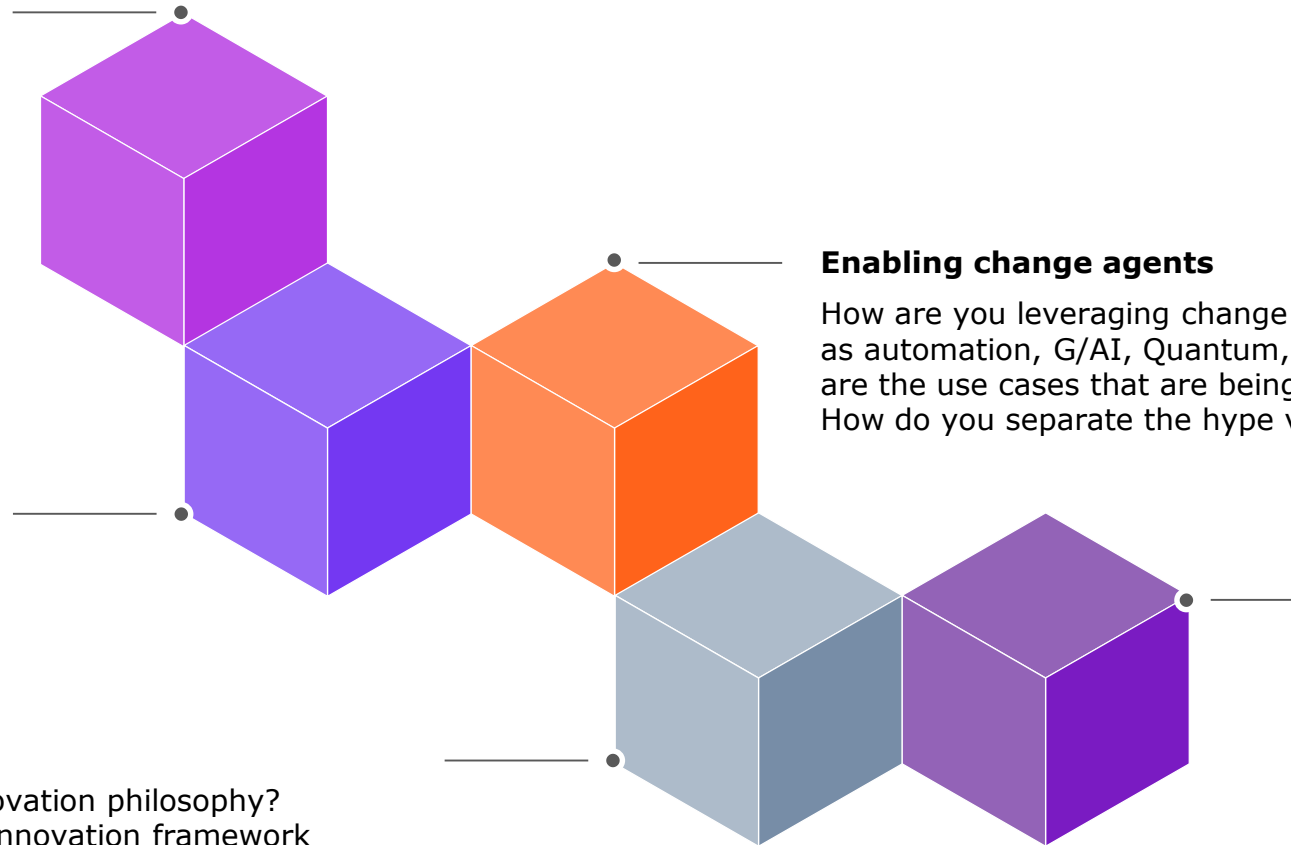
What is your innovation philosophy? What does your innovation framework look like? What are the experiences you are attempting to deliver? What is on your roadmap? Are your clients part of your innovation construct?

Enabling change agents

How are you leveraging change agents such as automation, G/AI, Quantum, etc.? What are the use cases that are being scaled? How do you separate the hype vs. the real?

Go-to-Market

What is your primary value proposition to the market? Do you lead by capabilities or with challenges you address? Do you leverage an ecosystem, or do you like to go it alone? Does the market think of you as a thought leader? Do your clients seek your advice?



Horizons assessment methodology: Health plan service providers

The **HFS Horizons: Healthcare payer service providers, 2024** report evaluates providers’ capabilities across a range of dimensions to understand the **why, what, how, and so what** of their healthcare payer service offerings.

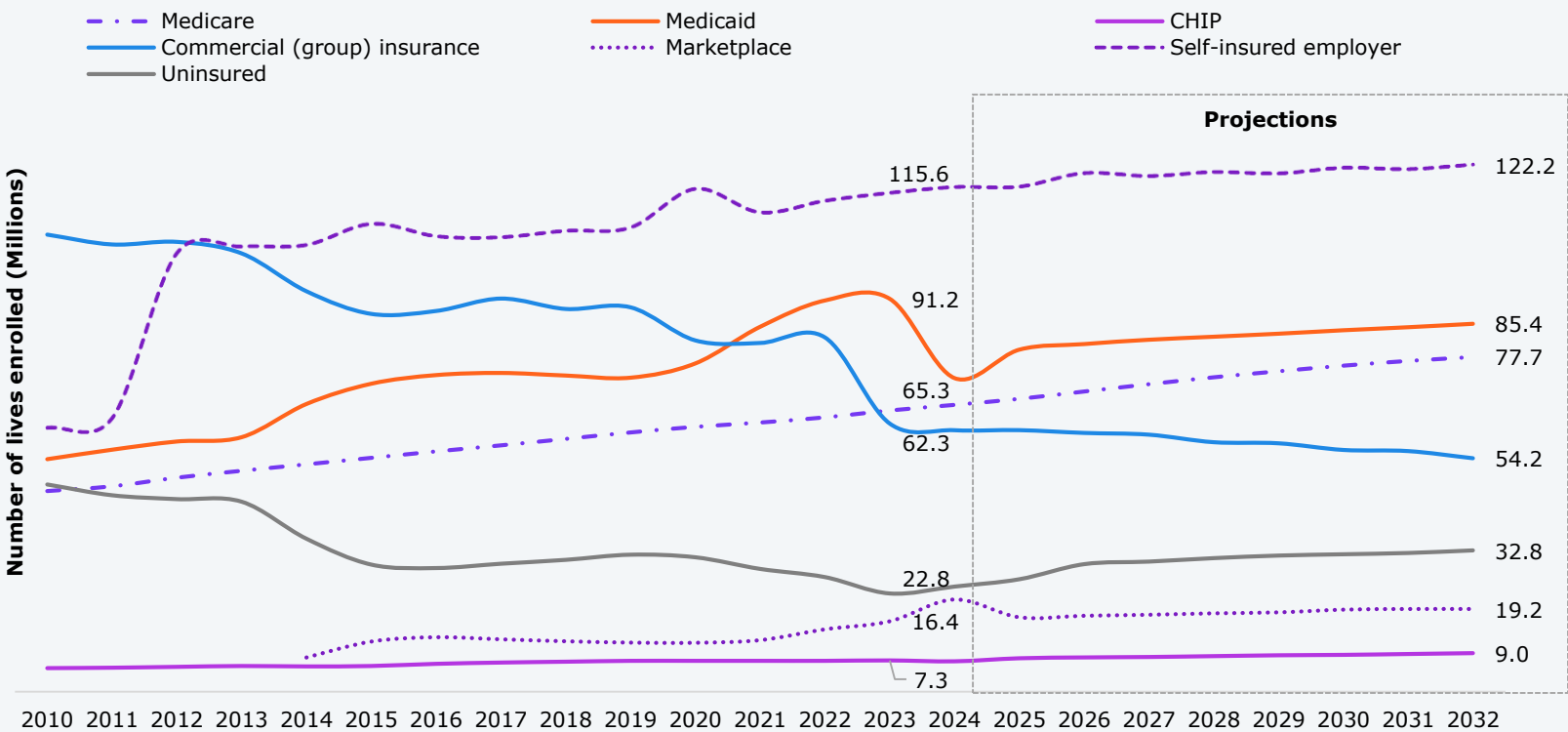
| Assessment dimension (weighting) | | | | |
|---|--|--|--|--|
| Distinguishing service provider characteristics | Value proposition: The Why? | | Innovation capabilities: The What? | |
| | <ul style="list-style-type: none">Reducing the cost of care, enhancing the experience of care, and improving health outcomesImproving the efficacy of healthcare payer services and optimizing the value chainAddressing health equities | | <ul style="list-style-type: none">Enabling technologies intelligentlyDesigning creative commercial modelsTranscending beyond the line-item solutionsAddressing multiple payer segments and adjacencies | |
| | <ul style="list-style-type: none">Value and outcome-based solutionsCo-innovate and co-create scalable solutionsEcosystem efficacy and thought leadership | | <ul style="list-style-type: none">Demonstrable client case studiesVoice of the customerVoice of the partnerOutcomes beyond table stakes | |
| | | | | |
| Horizon 3 | <ul style="list-style-type: none">Horizon 2+Ability to drive “One Ecosystem” to find completely new sources of valueAbility to reduce cost of care, enhance the care experience, and improve health outcomesStrategy through execution at scale | | <ul style="list-style-type: none">Horizon 2+Sophisticated capabilities across all value-creation leversA culture of innovation to develop IPAdopting emerging tech to address complex industry challengesAddressing new or adjacent markets | |
| | <ul style="list-style-type: none">Horizon 2+Majority of outcome-based contracts or other creative contractsDelivering healthcare-specific transformationConsistently co-innovating or co-inventing with healthcare enterprises | | <ul style="list-style-type: none">Horizon 2+Quantifiable health outcomesDriving new business models based on partnershipsReferenceable clients by impacting cost, experience, and health outcomesAddressing health equity | |
| | | | | |
| Horizon 2 | <ul style="list-style-type: none">Horizon 1+Ability to drive the “OneOffice” mindset to break down the barriers imposed by the value chainAbility to reduce the cost of care and enhance the experience of care | | <ul style="list-style-type: none">Horizon 1+Ability to support clients on their enterprise transformation journeyGlobal capabilities with strong consulting skills and partnerships with major playersPlatform and assets built from the ground up and augmented through inorganic assets | |
| | <ul style="list-style-type: none">Horizon 1+Addressing outcomes through proprietary and or industry-specific technologies (platforms, applications) enabled by domain experienceUnderwriting risk of implementations and or other creative contract models | | <ul style="list-style-type: none">Horizon 1+Quantifiable experiential outcomesReferenceable and satisfied clients for the ability to enhance experienceConsidering health equity | |
| | | | | |
| Horizon 1 | <ul style="list-style-type: none">Ability to drive digital transformation to digitize legacy processesReduce cost of care, operations, or delivery | | <ul style="list-style-type: none">Primarily focused on technology implementationOffshore-focused execution with strong technical skills and partnershipsAddressing client-specific challenges vs. industry-oriented challenges | |
| | <ul style="list-style-type: none">Addressing legacy processes and tactical operational challengesDelivering functional transformation | | <ul style="list-style-type: none">Quantifiable cost outcomesReferenceable and satisfied clients for the ability to execute | |
| | | | | |

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Market dynamics

The US healthcare demand landscape is changing rapidly, but service providers are yet to realize the impact

US healthcare enrollment by type of coverage

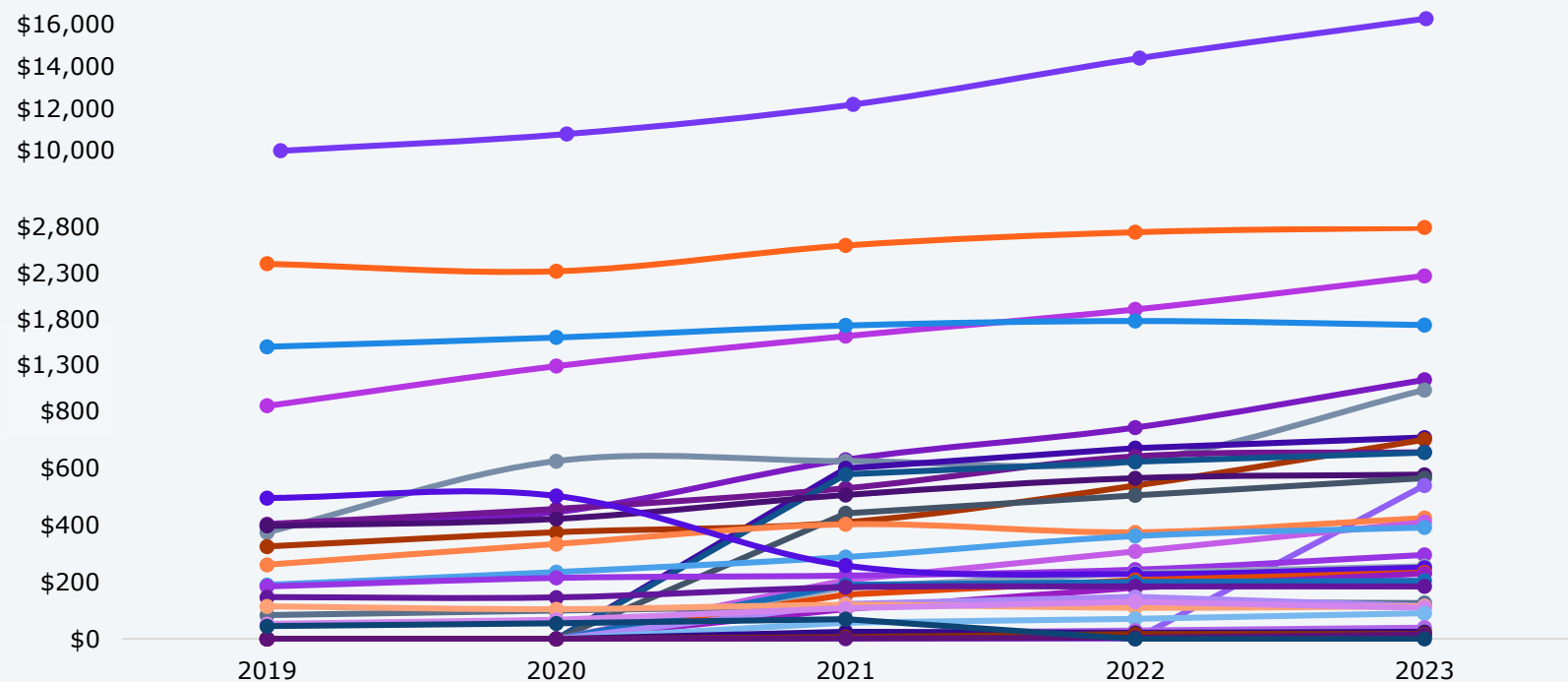


- Coverage has shifted dramatically post the Affordable Care Act as group commercial declined, offset by the increases in self-insured enrollment.
- Projections through the end of the decade show a similar trajectory with growth in Medicare, the marketplace, and self-insured lives.
- Medicaid as a percentage of the population will flatten without policy intervention.
- Investments in addressing health equity could have a positive effect on the uninsured rates, estimated to be below 10% of the total population.

Source: CMS, Congressional Budget Office, Kaiser Family Foundation, Bureau of Labor Statistics, HFS Research, 2024

Service providers are growing rapidly because health plans continue to struggle across both their top and bottom lines

Revenues of 34 service providers: 2019–23
(In millions)

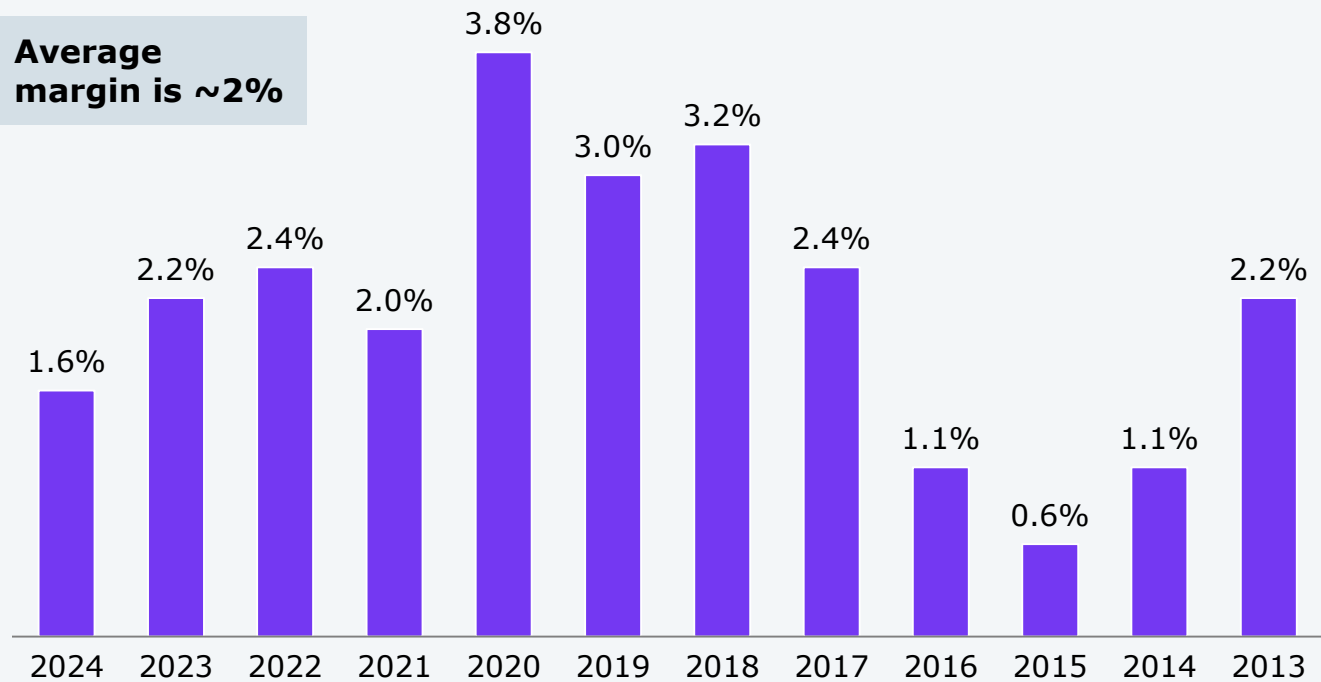


- Most service providers have stories of big deal wins over the last 24 months and will likely see more of such opportunities.
- The intense sourcing behavior of health plans is primarily driven by the overwhelming pressure to manage their costs.
- While some service providers are addressing strategic priorities such as improving the medical expense profile and integration planning and execution emanating from the C-suite, most others are addressing cost imperatives.
- The opportunities are and will be biased toward addressing the transactional processes, but progressive health plans will drive true transformation.

Sample: 34 service providers
Source: HFS Research, 2024

As health plan margins deteriorate, service providers will need more than AI to make the legacy payer market attractive

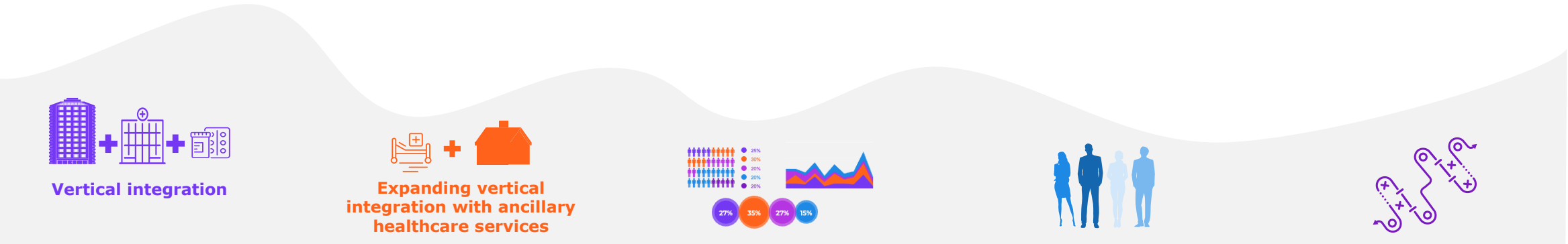
US health insurance profit margins: 2013–2024



- 72% of all US lives are underwritten by either the government (Medicare, Medicaid, CHIP) or self-insured employers, not health insurers.
- To make matters worse, the profitable underwriting service line continues to decline to below 30%.
- Provider networks are commodities that can be rented even as employers embrace direct-to-provider relationships.
- Consequently, payers are acquiring provider, tech, and services businesses to build vertically integrated businesses.
- There is no evidence that vertical integration is improving the financial story; case in point: margins of the six largest healthcare enterprises bar 1 is ~2.5%.
- As populations age, the prevalence of comorbidities rises, clinical shortages grow, and medical costs increase. There is no path, even with the promise of AI, for margins to improve in this traditional coverage market.

Source: NAIC, HFS Research, 2024

Vertical integration needs a different operating playbook to realize its promise that is yet to be created

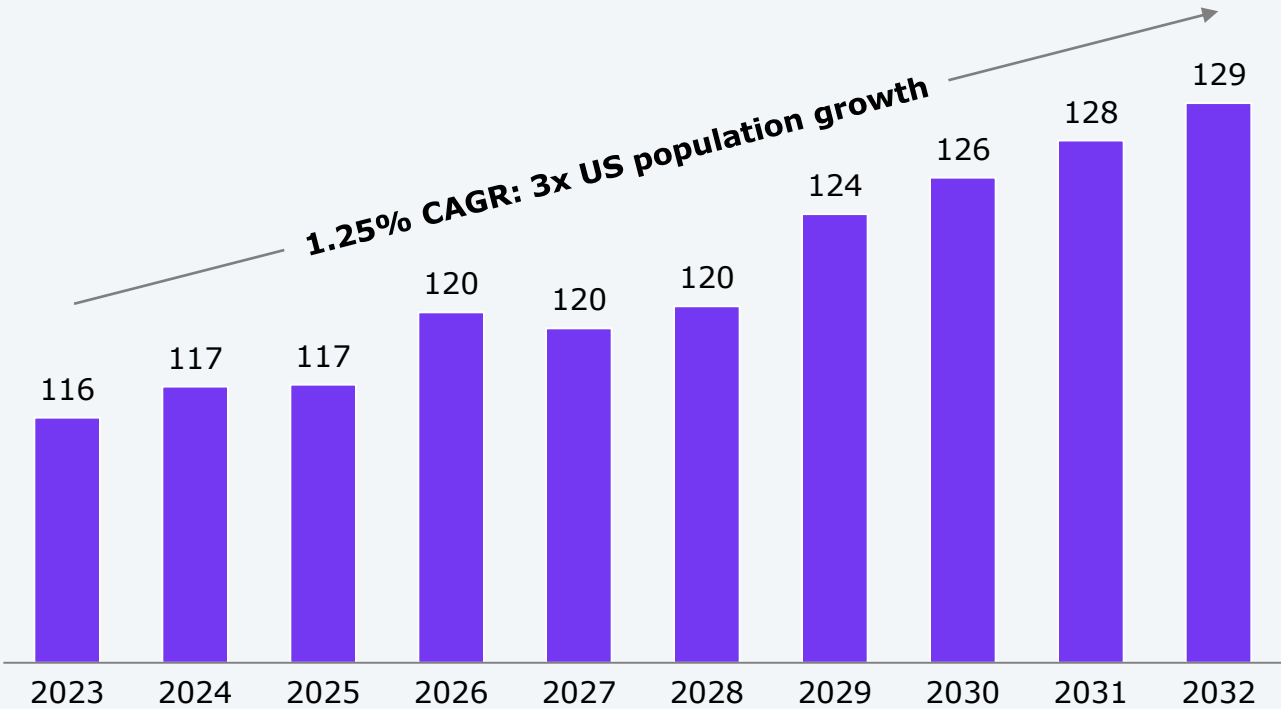


| State of play | The forecast | Performance | Buyer behavior | Playbook |
|---|--------------|--|--|--|
| <ul style="list-style-type: none">• ~6 in 10 health plans have been acquisitive of non-similar businesses in the last 3 years.• The acquisitions were a reaction to loss in their most profitable line of business (commercial), deteriorating margins, and waning influence.• As of 2022, 4 out of 5 physicians in the US are employed by hospitals, insurers, or other corporate entities.• 70% of commercial drug coverage is provided by insurers integrated with pharmacy benefit managers (PBMs), and more than 50% of all inpatient medical care is provided at hospitals that also sell insurance. | | <ul style="list-style-type: none">• Health outcomes such as perforation, bleeding, and infection are lower in independent gastroenterology vs. integrated gastroenterology and are 20% lower in cost.• There is limited evidence of financial success at this time. | <ul style="list-style-type: none">• Health plans continue to source tech and services as they did pre-integration.• Organizational integration has not occurred in any healthcare enterprises.• Synergies through sourcing are not seen at any meaningful level. | <ul style="list-style-type: none">• 95% of service providers that address both payer and providers continue to go-to-market separately.• Service providers have an opportunity to drive outside integration by taking integrated offerings to the market. |

Source: NBER, HFS Research, 2024

Employers will drive the next phase of an apolitical health and care delivery transformation

US projected self-insured employer covered lives (millions)



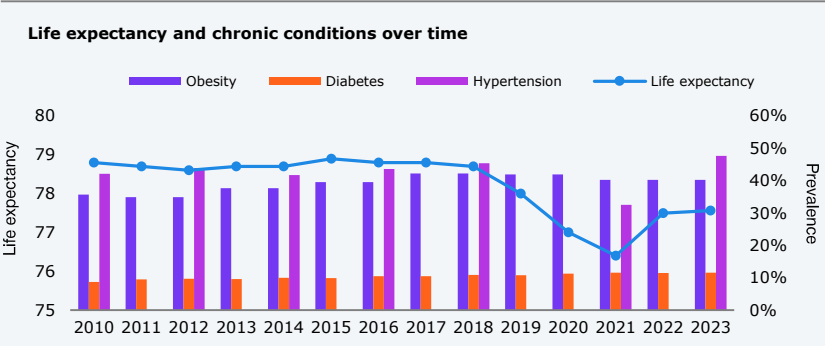
- Self-insured employer enrollment will grow faster than any other coverage type at ~1.25% CAGR between now and 2032.
- Growth is 3x the projected population growth, estimated to increase about 0.4% annually.
- Employers consider the health and care of their employees to be an economic imperative.
- Consequently, they are experimenting with non-traditional approaches that shun payers and embrace primary care (subscription) and direct-to-provider (capitated) contracts.
- Technology will play a massive part as employers seek ways to address the needs of five generations of their workforce.
- To support employers in the new path, a new generation of service providers is forming, which will likely disrupt those in this study if they don't actively lean into this growth market.

Source: US Census, US Bureau of Labor Statistics, CMS, HFS Research, 2024

Some attributes of the quadruple aim have stabilized but need significant attention overall

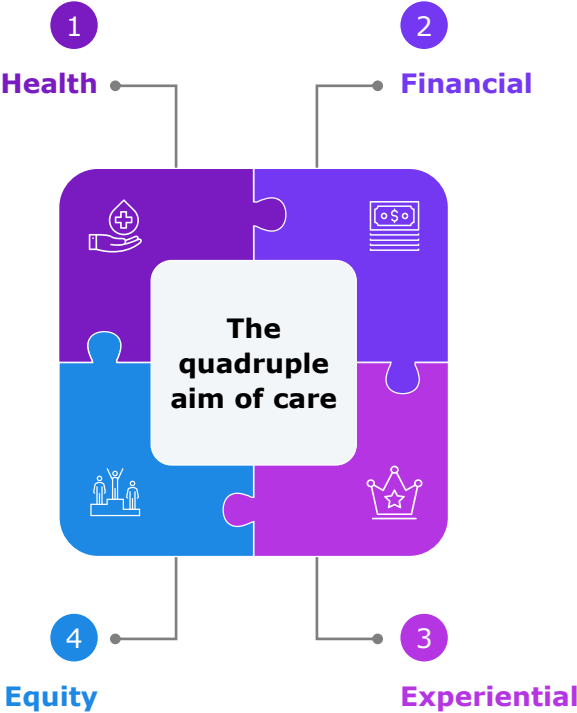
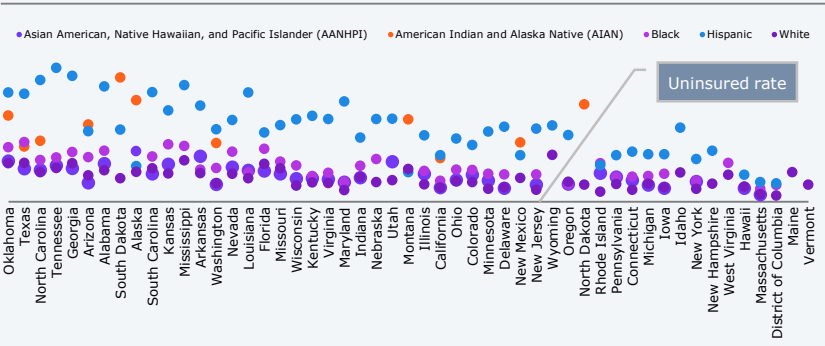
Improving health outcomes

Life expectancy and chronic conditions over time



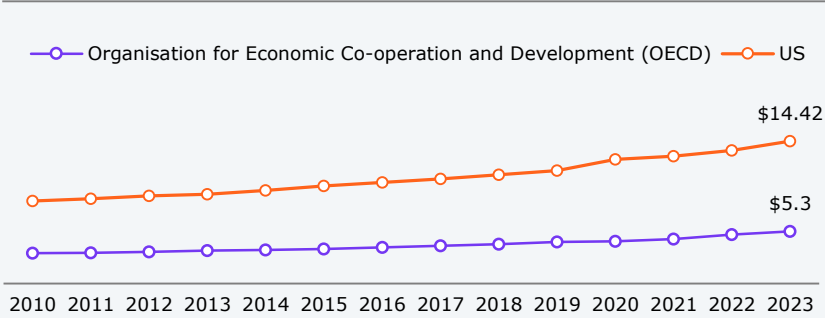
Addressing disparities and improving access to care

US uninsured rate of adults by race



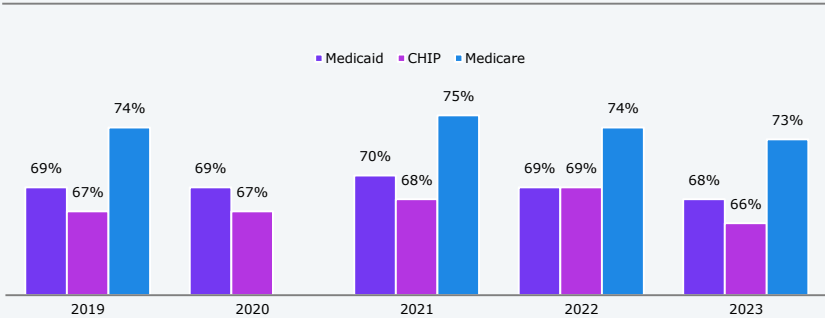
Reducing the cost of care

Healthcare per capita spend (\$)



Enhancing the experience of care for both patients and providers

Customer experience (CSAT)

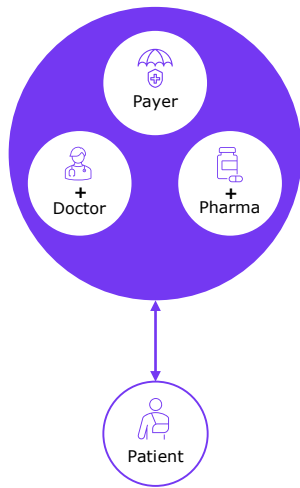


Source: CDC, OECD, HFS Research, 2024

An evolving healthcare ecosystem leading to a wellness ecosystem is the best bet to meaningfully address the quadruple aim

Horizon 1: Comfort care

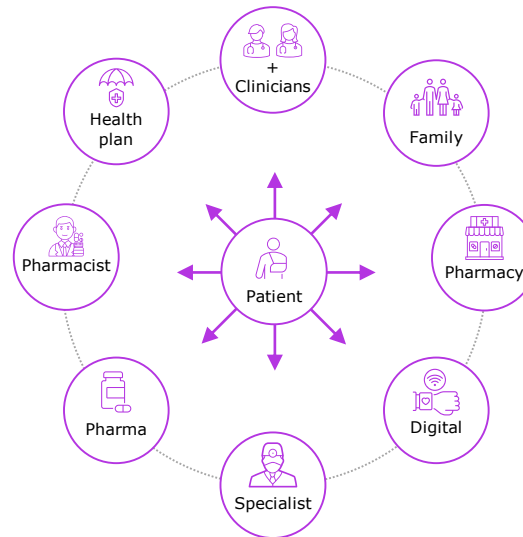
Mid-to-late 20th century



- Limited science for understanding or treating disease
- Hyper-personalized care
- Strong community to provide support and relief
- Relatively limited inequities
- Barter worked

Horizon 2: Sick care

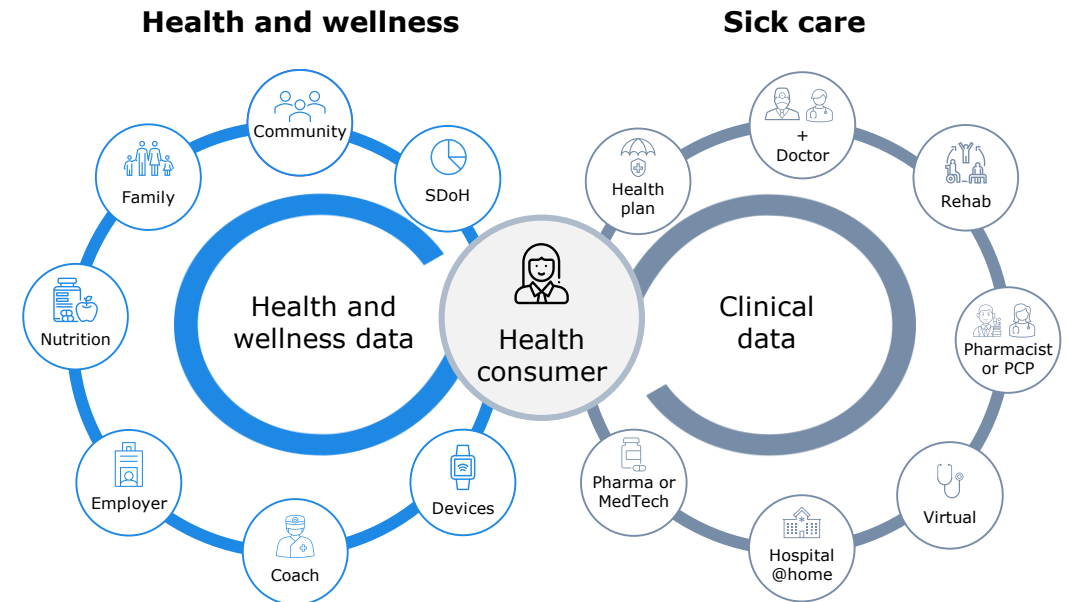
Late 20th century to present



- Science to cure disease or delay progression
- Factory model to deliver care
- Addresses only the symptoms
- Heavy administrative burden
- Deep intrinsic inequities
- Growing dependence on technology
- Medical bankruptcy is common

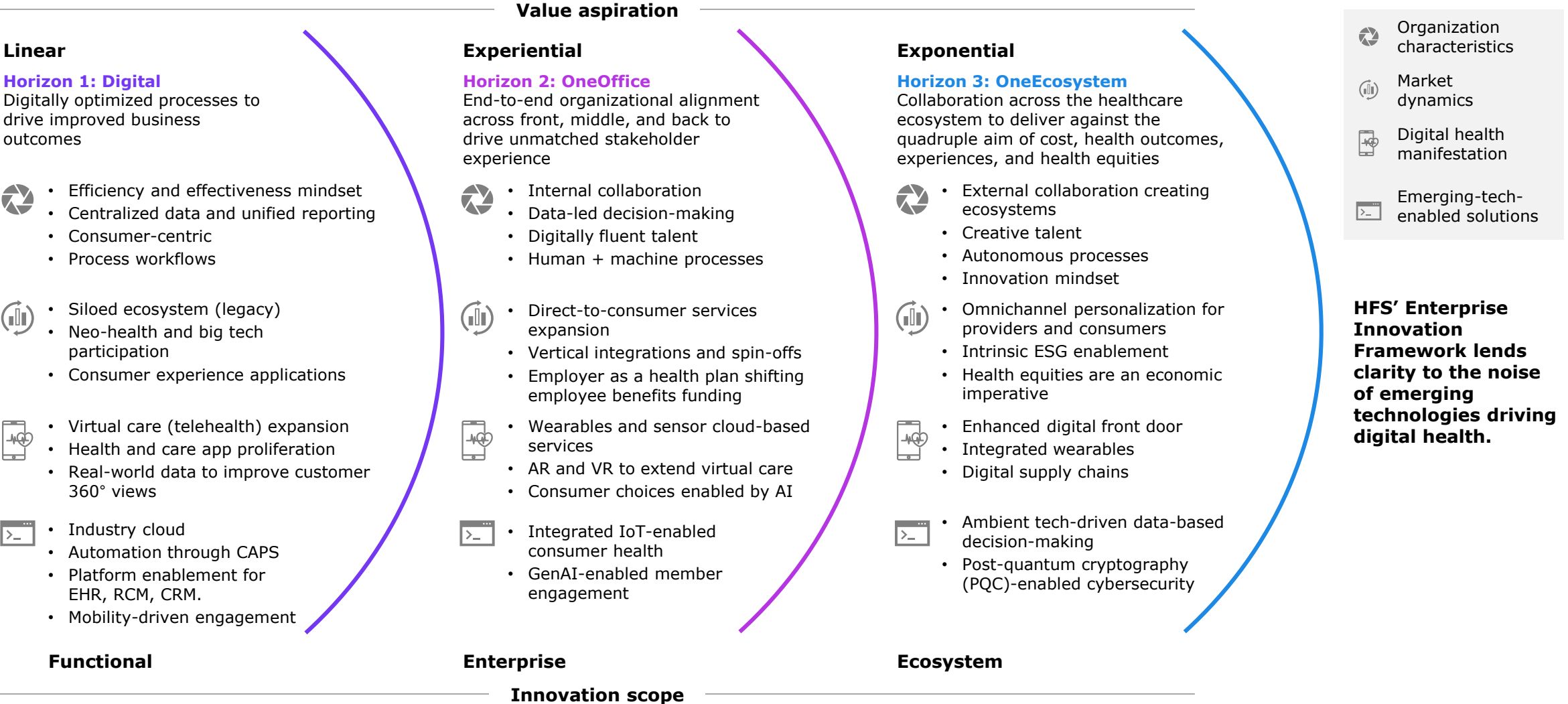
Horizon 3: Wellness ecosystem

The future is getting here



- Return to the first principles of health—nutrition and mental and physical well-being
- Need-based intervention vs. demand-based
- Technology is core to supporting health choices and care delivery
- Real cross-industry collaboration to impact the triple aim of healthcare
- Addressing health equity and ESG meaningfully

Service providers must embrace a graduated innovation framework to support payers to mature and operate at Horizon 3 levels



3

Horizons results: Healthcare payer service providers, 2024

HFS Horizons: Summary of providers assessed in this report (1/2)

| Providers (alphabetical order) | HFS point of view |
|-----------------------------------|--|
| Accenture | Reinvention through innovation, ecosystem partnerships, and operational excellence |
| Apexon | Streamlining operations and enhancing member engagement while investing in health equity solutions |
| Brillio | Taking a core tech approach to healthcare payer opportunities |
| Capgemini | Leveraging consulting expertise to enhance healthcare efficiencies |
| Carelon | Long lineage and deep expertise across the healthcare ecosystem |
| CitiusTech | Driving data convergence across the healthcare ecosystem |
| Cognizant | Creating real pathways to enable payer-provider convergence |
| Conduent | Tenure and platform-enabled services address legacy needs |
| Deloitte | Leaning into health equities globally to improve access with enabling technologies |
| Emids | Modernizing healthcare payer operations with digital solutions |
| Evernorth | Reframing the services paradigm with a focus on tech-enabled clinical services |
| Eviden Atos | Enabling a safe passage to the future with innovation |

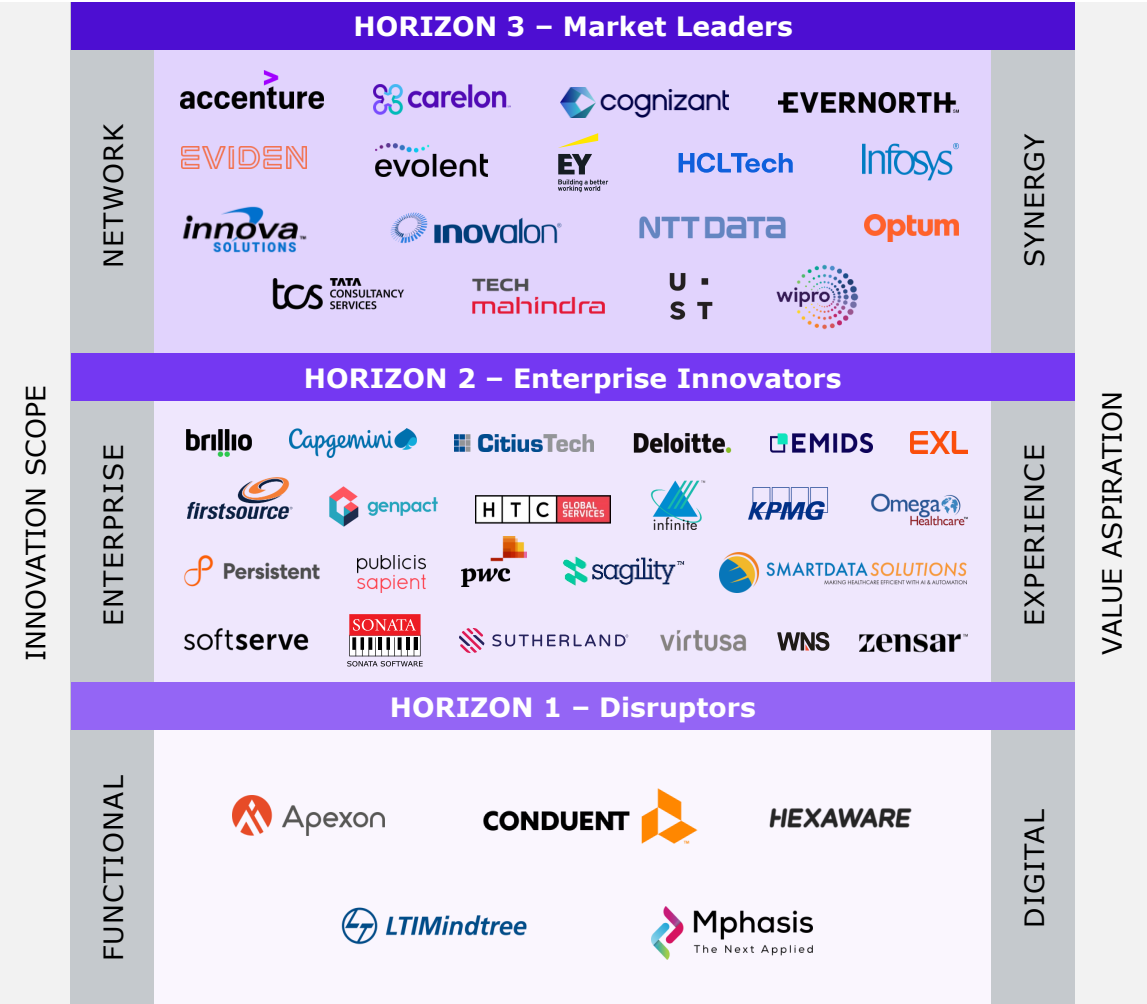
| Providers (alphabetical order) | HFS point of view |
|-----------------------------------|--|
| Evolent | Transitioning its value proposition to address value-based care opportunities |
| EXL | Utilizing analytics to streamline healthcare operations and reduce costs |
| EY | Infusing sustainability and equity to enhance the impact of value creation |
| Firstsource | Enabling emerging technology to operational services |
| Genpact | Leveraging process mining and analytics to optimize operations and impact health outcomes |
| HCL | Driving value creation through outcome-based models and integrated solutions |
| Hexaware | Enabling cloud solutions and automation to address technology challenges |
| HTC Global Services | Leveraging platforms, long-term partnerships, and healthcare expertise to drive transformation |
| Infinite | Utilizing platforms and COEs to create value at scale and speed |
| Infosys | Driving harmony to better connect member outcomes and business value |
| Innova Solutions | Transforming healthcare with technology across the payer-provider ecosystem |
| Inovalon | Creating value through health data to impact real-world outcomes |

HFS Horizons: Summary of providers assessed in this report (2/2)

| Providers (alphabetical order) | HFS point of view |
|-----------------------------------|---|
| KPMG | Addressing health equity and innovating with purpose as standout items |
| LTIMindtree | Offering scalable, AI-driven payer solutions and enhancing care coordination |
| Mphasis | Flexible pricing models enabled by platforms delivering in favor of payers |
| NTT DATA | Following an integrated ecosystem approach |
| Omega Healthcare | Combining clinical and administrative capabilities to drive engagement |
| Optum | Unparalleled scale and domain expertise creating opportunities and value |
| Persistent | Creating value to address a converging healthcare value chain |
| Publicis Sapient | Driving better experiences through the healthcare journey with digital services |
| PwC | Global advisory creating value through social determinants of health |
| Sagility | BPO services to address the payer-provider continuum |
| Smart Data Solutions | Driving efficiency in healthcare through automation and interoperability |

| Providers (alphabetical order) | HFS point of view |
|-----------------------------------|--|
| SoftServe | Enabling transformative experiences and accelerating business outcomes |
| Sonata | The trifecta addressing efficiency, compliance, and member engagement |
| Sutherland | Digital-first serving BPaaS and automation to drive transformation |
| TCS | Meeting payers where they are with innovation and consistent operational impacts |
| Tech Mahindra | Leveraging its platforms and framework to influence the quadruple aim of care |
| UST | Empowering healthcare transformation through data, AI, and value-driven care |
| Virtusa | Enabling value-based care and health equity-driven solutions |
| Wipro | Value creation at scale through platformization |
| WNS | Driving human-centered clinical and administrative digital transformation |
| Zensar | Enhancing operational efficiency and improving member engagement |

HFS Horizons for Health plan service providers



Note: All service providers within a Horizon are listed alphabetically.
Source: HFS Research, 2024

Horizon 3 – Health plan native transformation providers demonstrate:

- Horizon 2+
- Ability to drive “One Ecosystem” to find completely new sources of value
- Ability to reduce the cost of care, enhance the experience of care, and improve health outcomes
- Actively addressing health equity and incorporating it into solutions
- Strategy through execution at scale with sophisticated capabilities across all value creation levers
- A culture of innovation to develop IP while adopting emerging tech to address complex industry challenges
- Addressing new or adjacent markets
- Majority of outcome-based contracts or other creative contracts to deliver domain-specific transformation
- Consistently co-innovating or co-inventing with healthcare payer enterprises
- Referenceable and satisfied clients across the quadruple aim of care

Horizon 2 – Enterprise business transformation providers demonstrate:

- Horizon 1+
- Ability to drive the “OneOffice” mindset to break down the barriers imposed by the value chain
- Ability to reduce the cost of care and improve the experience of care
- Ability to support clients on their enterprise transformation journey
- Global capabilities with strong consulting skills and partnerships with major players
- Platform assets built ground up and augmented through inorganic assets
- Addressing outcomes through proprietary and/or industry-specific technologies (platforms, applications) enabled by domain experience
- Underwriting risk of implementations and or other creative contract models
- Referenceable and satisfied clients for the ability to enhance experience
- Beginning to consider health equity implications in the value being delivered

Horizon 1 – Functional transformation providers demonstrate:

- Ability to drive digital transformation to digitize legacy processes
- Reduce cost of care, operations, and/or delivery
- Primarily focused on technology implementation
- Offshore-focused execution with strong technical skills and partnerships
- Addressing client-specific problems vs. industry-oriented challenges
- Addressing legacy processes and tactical operational challenges
- Delivering functional transformation
- Referenceable and satisfied clients for the ability to execute

4

Accenture profile: Healthcare payer service providers, 2024

Accenture: Reinvention through innovation, ecosystem partnerships, and operational excellence

| | | | | | |
|---|---|---|---|--|--------------------------------------|
| <div>HORIZON 3 – Market Leader</div> <div>accenture</div> <div>HORIZON 2 – Enterprise Innovator</div> <div>HORIZON 1 – Disruptor</div> | Strengths | | Development opportunities | | |
| | <ul style="list-style-type: none">• Value proposition: Humanizing healthcare through technology, operational efficiency, and partnerships at a global scale.• Capabilities: Address the full healthcare payer value chain with offerings that provide end-to-end operations, GenAI-powered BPaaS, AI, consulting services, and advanced IT solutions.• Go-to-market: Leveraging integrated services and ecosystem partnerships, including co-creation with clients, innovation, and thought leadership and research to continuously engage with the market. The approach unites strategy, consulting, technology, and operations, enabling seamless delivery and co-creation with clients.• Outcomes: Cost reduction, operational efficiency, improved enrollment and provider satisfaction, enhanced population health, optimized claims, and better clinical outcomes through automation and innovation.• Innovation: Health GenAI studios in Chicago, New York, and Washington D.C. act as innovation hubs that unite AI experts, clients, and industry partners to co-create, pilot, and commercialize innovative solutions. Launched the Health Equity Lab in partnership with the University of Notre Dame.• Customer: Valued for its digital and technological transformation expertise and the impactful outcomes achieved.• Partner: Recognized for its transformative capabilities, with a diverse ecosystem of partners spanning academia, research, domain specialists, enterprise platforms, hyperscalers, VC/PE firms, and more. | | <ul style="list-style-type: none">• Capabilities: Aligning the capabilities to the payer value chain will improve resonance with provider buyers aligned by functions.• Customer: Simplify access to the right experts on time. | | |
| | Relevant M&A and partnerships | | Key clients | | |
| <div>Recent acquisitions:</div> <ul style="list-style-type: none">• Intellera Consulting (2024): Expertise in public administration and healthcare, recognized for innovations, including digital, strategic, and organizational transformation processes using data and AI.• GemSeek (2024): Customer analytics provider enhancing capabilities through insights, analytics, and AI-powered predictive models.• Ammagamma (2024): Helps companies advance their use of AI and GenAI technologies.• Cognosante (2024): Provides innovative technology solutions for federal government clients, including healthcare programs, veterans, military, patients, and payors. | | <ul style="list-style-type: none">• Nautilus Consulting (2023): UK-based digital healthcare consultancy specializing in electronic patient record (EPR) solutions.• Beacon Group Consulting (2022): Growth strategy consulting firm serving companies across healthcare and life sciences, technology, aerospace, and industrial-industries. <div>Investments:</div> <ul style="list-style-type: none">• ixlayer, Writer, RealizedCare, Health Equity Data Lab (University of Notre Dame) <div>Partnerships:</div> <ul style="list-style-type: none">• AWS, Microsoft, Salesforce, Oracle Google Cloud, NVIDIA | | <div>Number of clients:</div> Not disclosed <div>Key clients:</div> <ul style="list-style-type: none">• Accenture serves almost all of the top 20 largest healthcare payer service providers and PBMs and over 70% of the largest health systems in North America. | |
| Global operations and resources | Flagship internal IP | | Health equity meter | Sustainability meter | |
| <div>Healthcare payer services headcount:</div> Not disclosed <div>Delivery locations:</div> <ul style="list-style-type: none">• Includes more than 50 delivery locations worldwide comprising Advanced Technology Centers, Intelligent Operations Centers, and 24 GenAI studios with dedicated health GenAI studios in Chicago, New York, and Washington, D.C. | <ul style="list-style-type: none">• Accenture SynOps for Health: A platform that accelerates the journey to digital, data-driven, intelligent operations to reinvent business processes and deliver improved business performance.• Solutions.AI for Health: A collection of patented healthcare AI solutions that augment human processors across health business processes from enrollment through clinical reviews.• Accenture Health Insights Platform: A data analytics platform with more than 40 pre-built use-case insight accelerators that help public health agencies, payers, and providers harness the power of data to generate insights and accelerate decision-making in healthcare. | | <ul style="list-style-type: none">• Accenture Reinvention Console – Health: Guides clients through distinct strategic capabilities to reinvent and humanize healthcare.• Generative AI Solution Tablet – Health: Provides strategic guidance and aids in the operational implementation of GenAI solutions for health clients through a fast-paced design/build methodology. | <div>Medium</div> <div>LowHigh</div> | <div>Medium</div> <div>LowHigh</div> |

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HFS Research authors

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Executive Research Leader

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Rohan leads the healthcare practice at HFS, bringing to bear his vast experience across the healthcare ecosystem. His experience includes being the head of healthcare strategy at multiple Fortune 500 companies, product management leader, and CIO at two health plans. He is passionate about the quadruple aim of care (reducing the cost of care, enhancing the care experience, improving health outcomes, and addressing health equities) and believes that health and healthcare are a polymathic opportunity that intersects with every industry and facet of our lives. His well-rounded experience and passion bring a practical approach to his analyst role at HFS.

Rohan has an engineering degree from the University of Mysore, India, an MBA from the University of Dundee and the London School of Economics in the UK, and a product management diploma from Harvard Business School.



Mayank Madhur

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Mayank is an associate practice leader at HFS Research, with an industry focus on healthcare and life science and a horizontal focus on IoT, Industry 4.0, and sustainability. He is a certified Sustainability and Climate Risk (SCR) professional from the Global Association of Risk Professionals (GARP). He has nearly a decade of experience in research, pre-sales, and software development, has contributed to business strategy and pre-sales at Altimetrik, and has worked on M&A analytics. At HCLTech, he supported R&D for a major medical device client.

He holds a certificate in strategic management from IIM Kashipur. He has a master's in business administration from Birla Institute of Technology and Science College, Pilani (BITS, Pilani University) and a bachelor's in engineering in electrical and electronics. He is presently pursuing a post graduate diploma in public health management.

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