



Everest Group Patient Engagement Platforms PEAK Matrix® Assessment 2023

Focus on Optum
November 2023



Background of the research

In the ever-evolving healthcare landscape, patient engagement has emerged as a paramount catalyst for transformation. As the industry embarks on a profound shift toward patient-centric care, the active participation of patients in their healthcare journeys has gained heightened importance. In response to these evolving patient expectations, healthcare enterprises are progressively harnessing the power of patient engagement platforms to elevate the overall patient experience across various interaction touchpoints. This encompasses not only patient administration and services management but also extends to encompass extended modules encompassing care management and billing, all of which collectively contribute to a more holistic and patient-focused healthcare ecosystem.

In this research, we present an assessment of 19 patient engagement platform providers featured on the [Patient Engagement Platforms PEAK Matrix® Assessment 2023](#). The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2023, interactions with leading healthcare patient engagement platform providers, client reference checks, and an ongoing analysis of the patient engagement market.

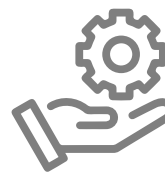
The full report includes the profiles of the following 19 leading patient engagement platform providers featured on the Patient Engagement Platform PEAK Matrix:

- **Leaders:** Microsoft, Optum, Pegasystems, and Salesforce
- **Major Contenders:** Athenahealth, Buddy Healthcare, CareCloud, Cognizant, eClinicalWorks, Epic, Innovaccer, League, Luma Health, Oracle, Phreesia, and Zyter TruCare (Infinite)
- **Aspirants:** AdvancedMD, Experian Health, and Health Catalyst

Scope of this report



Geography
Global



Providers
Healthcare provider



Provider offerings
Healthcare patient
engagement platforms

Patient Engagement Platforms PEAK Matrix® characteristics

Leaders

Microsoft, Optum, Pegasystems, and Salesforce

- Leaders are strategically investing to enhance their healthcare offerings through internal IPs / tools development, M&As, partnerships, etc. (e.g., Microsoft's acquisition of Nuance to enhance its cloud and AI capabilities and Optum's acquisition of AccuReg, Change Healthcare, and DocASAP to enhance its healthcare provider capabilities)
- These Leaders have established themselves as pioneers in offering patient engagement platforms for healthcare enterprises, leveraging their strong vertical and technical capabilities. They also provide robust support services to assist enterprises implement the platform and address any grievances
- The majority of the Leaders have established a wide partnership network (technology providers (mostly hyperscalers), and Service Providers (SPs)), to broaden their offerings and increase enterprise mindshare

Major Contenders

Athenahealth, Buddy Healthcare, CareCloud, Cognizant, eClinicalWorks, Epic, Innovaccer, League, Luma Health, Oracle, Phreesia, and Zyter TruCare (Infinite)

- The majority of the Major Contenders offer comprehensive coverage across various aspects of the patient engagement value chain, extending from patient registration to billing
- Most of the Major Contenders offer user-friendly, easy to navigate, and customizable platforms to meet the unique needs of healthcare providers
- However, since the client base for Major Contenders is largely limited to the US, they should consider expanding their offerings to other developing markets such as Europe and APAC to enhance their market presence
- Major Contenders should elevate their customer support services and minimize resolution times to enhance their efficiency and responsiveness when addressing customer requests, ultimately leading to an improved overall customer experience

Aspirants

AdvancedMD, Experian Health, and Health Catalyst

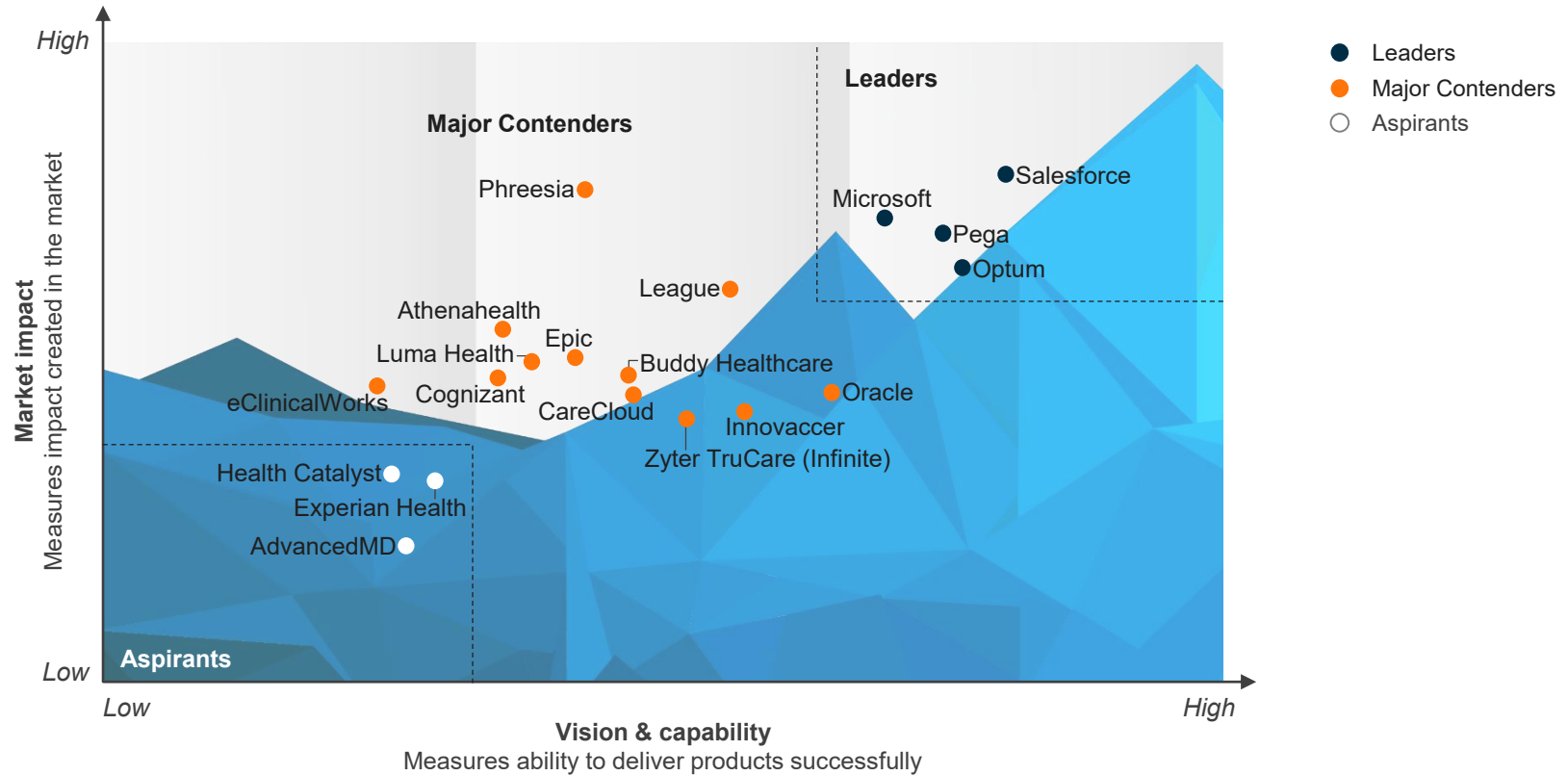
- Aspirants exhibit strong healthcare domain expertise, with a well-rounded focus on provider solutions
- Aspirants should consider investing in the expansion of their capabilities within high-growth areas of care management, particularly focusing on care coordination, population health management, and value-based care
- Aspirants should aim to enhance their brand recall and increase their presence across large healthcare accounts to complement their strong healthcare domain expertise

Everest Group PEAK Matrix®

Patient engagement platforms PEAK Matrix® Assessment 2023 | Optum is positioned as a Leader



Everest Group Patient Engagement Platforms PEAK Matrix® Assessment 2023¹



¹ Assessments for AdvancedMD, Athenahealth, CareCloud, eClinicalWorks, Epic, Experian Health, Health Catalyst, Innovaccer, Luma Health, Microsoft, Oracle, and Phreesia exclude platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with patient engagement platform buyers
Source: Everest Group (2023)

Optum profile (page 1 of 5)

Overview

Company mission

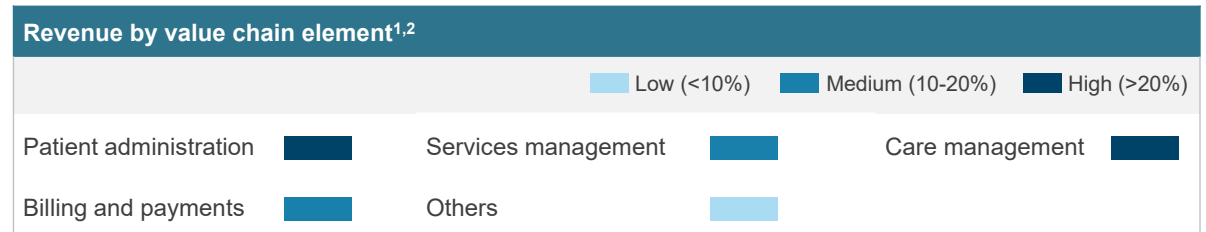
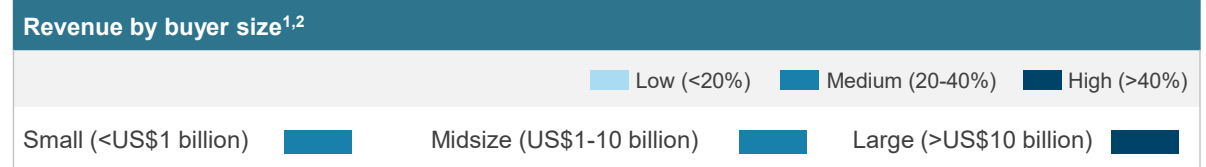
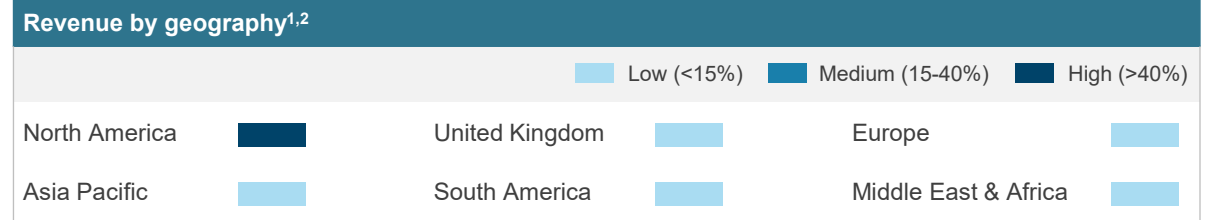
Optum brings together clinical expertise, technology, data, and the compassion of more than 300,000 dedicated team members to simplify, enhance, and make healthcare more affordable. By engaging with all the stakeholders in the healthcare ecosystem, including consumers, care providers, health plans, employers, government, and life sciences, Optum utilizes its core strengths and collaborative efforts. Through advanced technologies, clinical expertise, digital innovation, and operational enhancements, Optum aims to foster a higher-performing, value-focused healthcare system.

Overview of the client base

Optum brings leading-edge healthcare technology and software-as-a-service capabilities to the market. As a result, it has a wide presence across both payer and provider accounts. Optum's diverse client base is with many different types of healthcare enterprises, including small, midsize, and large accounts. Some of the healthcare enterprises it engages with include St. Luke's CommonSpirit, Wayne Healthcare, SSM Health, Bayless Integrated Healthcare, Boulder Community Health, John Muir Health, Optum Health, and UnitedHealthcare.

Key partnership

- Electronic Medical Record (EMR) companies
- Healthgrades
- Google



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

2 Based on analyst estimates

Optum profile (page 2 of 5)

Case studies

NOT EXHAUSTIVE

Case study 1

Helped to improve client's patient booking

Business challenge

The client wanted to attract new patients while decreasing the cost of acquisition and operating calls.

Solution

Optum leveraged the online patient appointment self-scheduling platform. This platform is integrated directly into the client's EHR via an API. It enables primary as well as specialty care scheduling and also added an additional channel through health insurance payer portals to increase client's patient bookings.

Impact

- Increased bookings from FY1 to FY2 by 287%
- Increased bookings for 160 providers
- About 40% of patients who booked online saw a provider in four days or less

Case study 2

Automated the patient registration process

Business challenge

The client's challenges were that its patient access lacked automation and that its staff operated on manual, paper-driven processes that required in-person or phone-based staff-patient interaction, manual data entry, and insurance verification. This resulted in multiple errors and an increase in denials. No-shows and appointment cancellations increased dramatically during COVID-19 due to patient fear of person-to-person contact.

The patient access staff shifted to other departments or left for competing hospitals, creating staffing challenges and straining training and onboarding resources. Interdepartmental communication was limited to phone calls, leading to long patient wait times, poor visibility of patient status, and slow hand-offs between service areas.

Solution

The client implemented EngageCare at the height of the pandemic to increase safety, efficiency, and revenue. This technology allows patients to safely pre-register online, quickly upload documents, wait in a virtual waiting room of their choice, and check in virtually to their appointments. Appointment reminders keep patients connected and thereby reduce no-shows. Quality assurance edits ensure data integrity as patients enter their own information to avoid denials, rework, and lost revenue.

Impact

- Reduced denials by 80%
- Decreased no-shows and cancellations, thereby saving revenue
- Reallocated staff and eliminated the need to fill five vacant positions
- Repaid its financial investment in EngageCare within 18 months

Optum profile (page 3 of 5)

Offerings

NOT EXHAUSTIVE

Proprietary patient engagement platform(s) and extended modules (representative list)

Product	Details
Patient access and engagement platform	This is a SaaS, cloud-based delivery platform that helps to transform the patient journey into an efficient, seamless, and refreshing experience for patients and provides modular capabilities and services aimed at improving the patient experience while lowering administrative costs.
Online patient appointment self-scheduling platform	This is a platform that provides real-time integrations with EMR/PM systems, enabling patient self-scheduling of appointments through multiple digital channels, and helping patients find a new provider and easily book an appointment online.
Call center scheduling solution	This is a solution that enables call center agents / care coordinators to schedule appointments on behalf of the patient or member when they are engaging with the service center or via outbound calling.
Patient intake platform	This is a text-initiated, secure web-based solution enabling patients to complete pre-visit tasks in the comfort of their own homes.
Omnichannel payment platform	This platform helps hospitals and health organizations increase patient payment collection using an omnichannel payment approach, while also improving the patient financial experience. This integrated solution simplifies and automates collection workflows and financial communications to help providers improve revenue performance.
Remote patient monitoring platform	This solution is designed to improve the efficiency and effectiveness of disease management and post-acute care programs. This SaaS virtual platform is utilized by payers and providers to connect, engage, educate, guide, monitor, and intervene with appropriate patients. It collects data from patients through its mobile digital devices or at-home remote monitoring kits.
Computer-assisted coding	This solution supports accurate case completion through coding, reimbursement, audit, and compliance tools to identify cases at risk for denials and ensures that infusion and injection services are correctly charged, all through a comprehensive workflow and medical reference engine.
Clinical documentation improvement	It identifies clinical documentation deficiencies and potential quality events at the point of care for review.
Outpatient charge capture	This platform uses proprietary algorithms and regulatory guidelines maintained by industry experts to facilitate hospital and clinic charge capture and code assignment.
Claims and remittance management	This solution reduces payment obstacles, optimizes staff productivity, accelerates claim payment, limits denials, and reduces costs for hospitals, physician practices, and other ancillary providers.
Population care analytics platform	This platform pulls in data across care settings and payment models to build a complete view of the patient population to improve clinical and financial performance.
Patient care management / coordination platform	This is a care workflow and patient collaboration platform that identifies high and rising-risk patients and aligns programs and resources to improve clinical outcomes.
Clinical decision support	This is a connected, automated, and intelligent solution that utilizes clinical and financial considerations to drive appropriate, high-value care using evidence-based criteria and technology.

Optum profile (page 4 of 5)

Recent developments

NOT EXHAUSTIVE











Key events (representative list)

Event name	Type of event	Details
Optum Administrative Software organization	Initiative	In 2023, it formed a new organization focused on driving efficiencies for payers and providers through optimized and connected workflows, intelligent automation, digital patient experiences, and transparent, evidenced-based decision support guidelines across the entire patient journey.
Change Healthcare	Acquisition	In 2022, it acquired Change Healthcare, to connect and simplify the core clinical administrative and payment processes that healthcare providers and payers depend on to serve patients. Increasing the efficiency and reducing friction will benefit the entire health system, resulting in lower costs and a better experience for all stakeholders.
AccuReg	Acquisition	In 2022, it acquired AccuReg, a healthcare technology solutions company offering a full suite of front-end RCM solutions for health systems and hospitals.
naviHealth	Acquisition	In 2020, it acquired NaviHealth, a start-up that offers post-acute clinical models and data-driven insights to help reimagine the patient's journey from pre-acute to post-acute care and back home.
Google	Partnership	In 2022, Optum and Google signed an expanded agreement to exchange schedulable provider data in order to enable simpler and faster care access for millions of consumers.
Red Ventures Optum	Joint venture	In 2022, Optum partnered with Red Ventures to create a digital health marketplace that helps people meet their health and wellness aspirations. As part of this joint venture, Healthgrades and Optum work together to approach healthcare provider client solutions to patient access.
DocASAP	Acquisition	In 2021, it acquired DocASAP, a patient access and engagement online scheduling platform for health systems, health plans, and physician groups.
Vivify Health	Acquisition	In 2019, it acquired Vivify Health, a start-up that offers a mobile, cloud-based platform for remote patient care management.
Optum Ventures	Investment	This is a sister company to UHC and Optum. Optum has committed US\$600 million to invest in early-stage, start-up companies with innovations that will fundamentally change healthcare. It is a potent mix of strategic operators, inventors, and healthcare.
Centers of Excellence (CoEs)	Investment	Optum continues to invest in CoEs. This includes Optum Performance Edge (RCM), managed analytics, Center for Applied Innovation, EHR, cloud, and automation.

Optum profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
									

Strengths

- Optum delivers a comprehensive suite of mature platforms spanning the entire patient engagement value chain, including the Patient Intake Platform, Omnichannel Payment Platform, and Remote Patient Monitoring Platform. It also offers advisory services, making it an end-to-end vendor that provides comprehensive support and guidance to meet diverse client needs
- It leverages its healthcare domain and technical expertise to develop solutions that span the patient engagement value chain
- Apart from having good integration capabilities with third-party apps and renowned EHRs such as EPIC, Optum also owns a telehealth platform
- It invested in healthcare-specific acquisitions of AccuReg, Change Healthcare, and DocASAP to further enhance its healthcare platform capabilities
- Clients appreciate Optum for expanding its product offerings at no extra cost

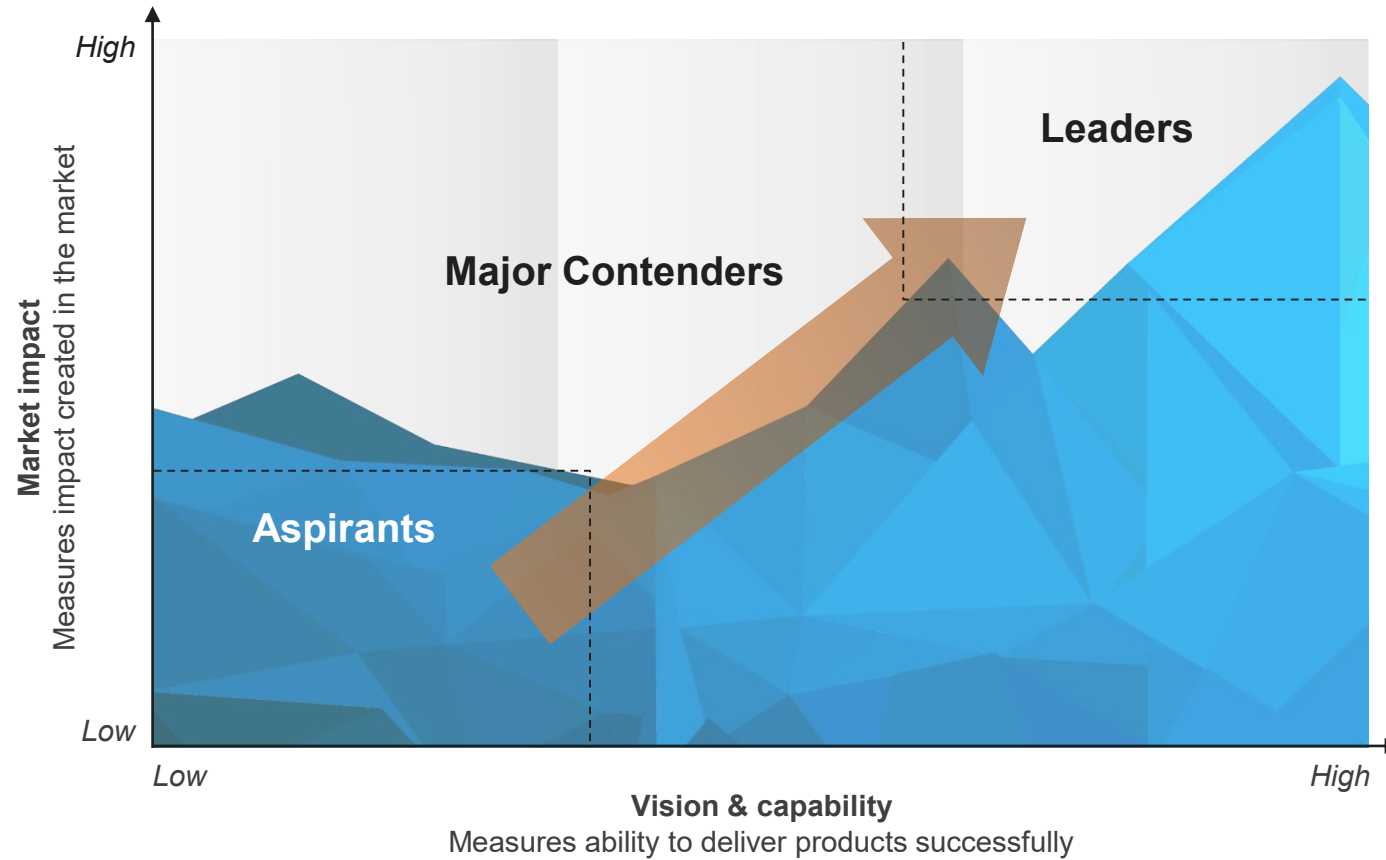
Limitations

- Optum can invest in innovations and follow current technology trends such as generative AI to enhance its offerings and benchmark them against its competitors
- Clients cite Optum to enhance its support services, especially in identifying errors and changes in patient registration cases
- It can work toward making the platform’s User Interface (UI) user-friendly and easily navigable especially for patients, where the details can be easily added, making the process less laborious
- Clients highlight issues around unavailability of staff, leading to delayed responses and resolution for support services
- While Optum is known for its strong technology- and business process-services play in healthcare, it needs to enhance its mindshare in the market as a leading patient engagement platform provider

Appendix

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

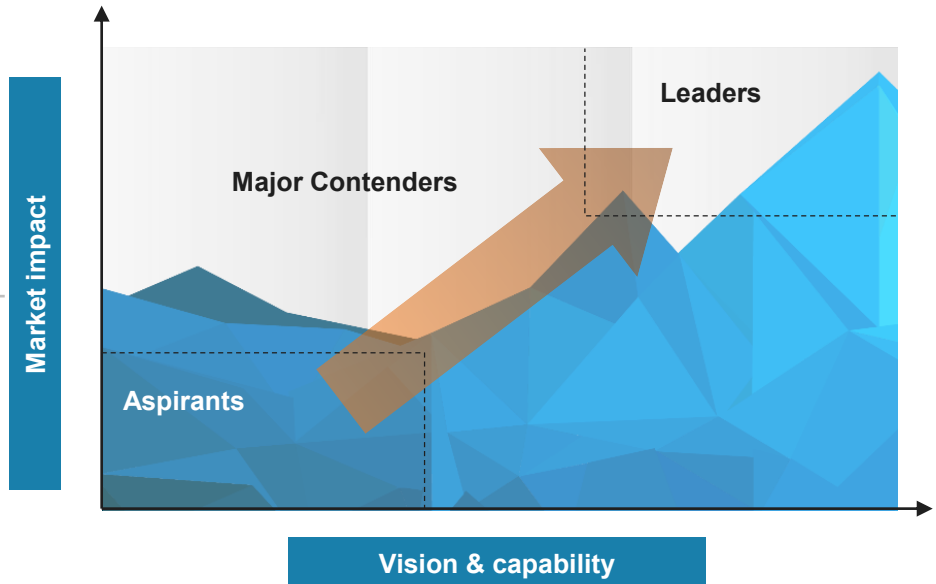
Everest Group PEAK Matrix



Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, and YoY growth
- Portfolio mix**
Diversity of client base across industries, geographies, environments, enterprise size class
- Value delivered**
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Technology capability**
Technical sophistication and breadth/depth across the technology suite
- Flexibility and ease of deployment**
Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance
- Engagement and commercial model**
Progressiveness, effectiveness, and flexibility of engagement and commercial models
- Support**
Training, consulting, maintenance, and other support services

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned 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 PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix 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 the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



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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