Healthcare Customer Experience Platforms PEAK Matrix® Assessment 2023
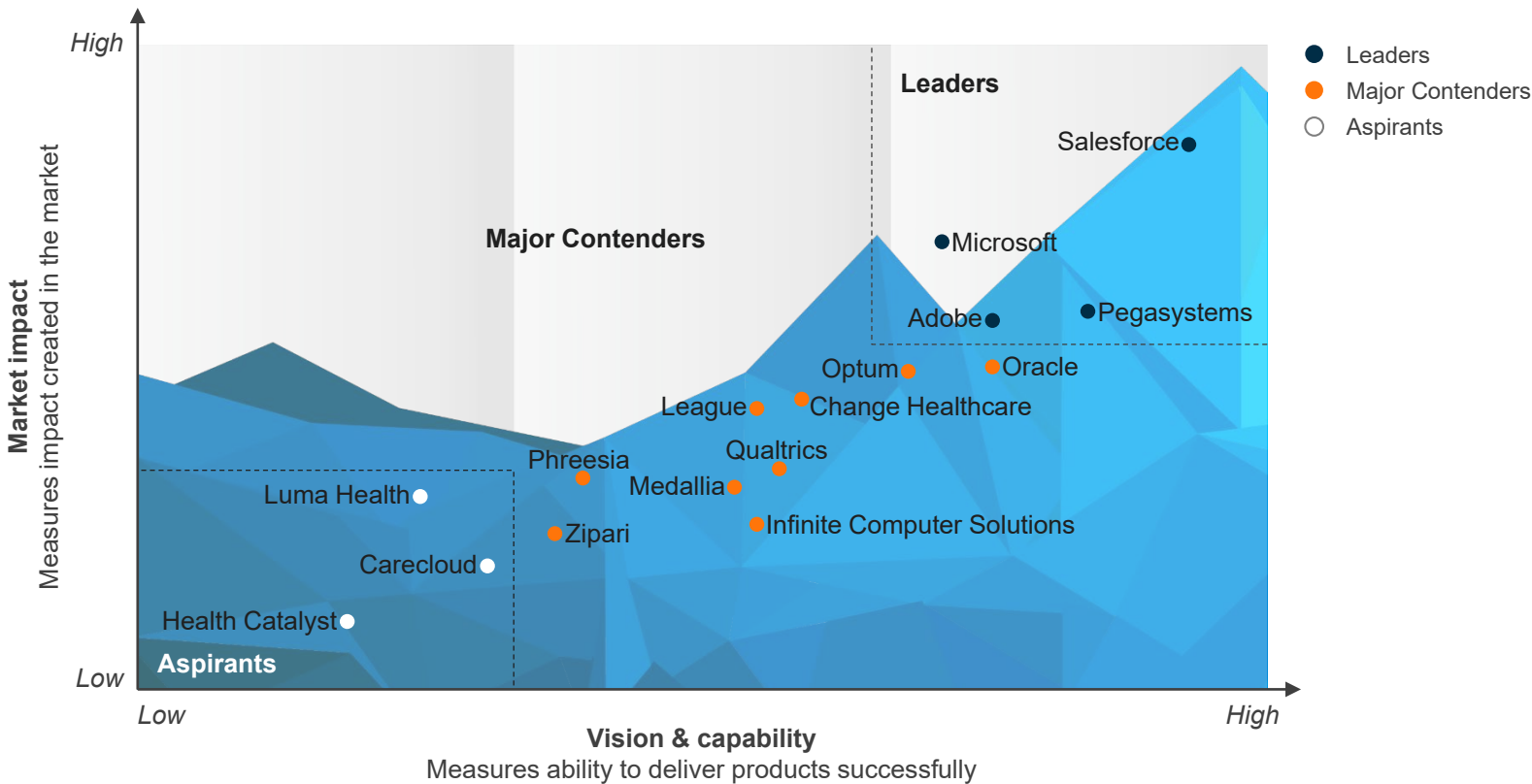
December 2022: Executive Summary

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Everest Group Healthcare Customer Experience Platforms PEAK Matrix® Assessment 2022

Everest Group Healthcare Customer Experience Platforms PEAK Matrix® Assessment 2022[1,2]

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Leaders

Adobe, Microsoft, Pegasystems, and Salesforce are the Leaders on Everest Group's **Healthcare Customer Experience Platforms PEAK Matrix® Assessment 2022** based on their market impact and vision & capability.

No provider was rated as a Star Performer because Star Performers are decided based on movement on the PEAK Matrix® from one year to another, and this is the first time that this assessment has been published.

Methodology

The PEAK Matrix® is a framework to assess providers' relative market success and overall capability. Providers are positioned on the PEAK Matrix® based on an evaluation across two key dimensions:

● Market impact measured by the market adoption, portfolio mix, and value delivered

● Vision & capability measured by vision and strategy, technology capability, flexibility and ease of deployment, engagement and commercial model, and support

1   Assessments for Adobe, CareCloud, Health Catalyst, Infinite Computer Solutions, Luma Health, Microsoft, Oracle, Phreesia, and Zipari excludes platform provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, platform providers' public disclosures, and Everest Group's interactions with buyers

2   The assessment for Optum and Change Healthcare is based on their capabilities prior to the completion of Change Healthcare's acquisition by Optum

Source: Everest Group (2022)

Summary dashboard | market impact and vision & capability assessment of providers for healthcare customer experience platforms 2022 (page 1 of 2)

Measure of capability: ◔ Low ● High

Providers	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
Adobe										
CareCloud										
Change Healthcare										
Health Catalyst										
Infinite Computer Solutions										
League										
Luma Health										
Medallia										
Microsoft										

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Summary dashboard | market impact and vision & capability assessment of providers for healthcare customer experience platforms 2022 (page 2 of 2)

Measure of capability: ◔ Low ● High

Providers	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
Optum										
Oracle										
Pegasystems										
Phreesia										
Qualtrics										
Salesforce										
Zipari										

Additional information

> Evolving customer expectations and care delivery models are compelling healthcare enterprises to provide hyper-personalized customer experiences. Traditionally, healthcare enterprises focused on platforms that realized specific functions such as sales, marketing service, and care. However, they are now looking to adopt platforms that can encompass all these capabilities in a single platform. CX platforms that extract data from multiple sources, analyze, and generate actionable insights to streamline and enhance CX across sales and marketing, care, and services interactions are best positioned to respond to emerging client needs.

Chunky Satija, Vice President

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Chunky Satija, Vice President

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More details on the full report

In the 41-page report, Healthcare Customer Experience Platforms PEAK Matrix® Assessment 2023, 16 healthcare customer experience platform providers are categorized into Leaders, Major Contenders, and Aspirants. This report is available for purchase on our website.

Other Healthcare ITS offerings

Publications

- Healthcare Payer Digital Services PEAK Matrix® Assessment 2022
- Value-based Care – State of the Market Report 2022
- Revenue Cycle Management Platforms PEAK Matrix® Assessment 2023

Custom services

- Provider tracking, competitive intelligence, capability assessments, and benchmarking
- Account intelligence
- Digital strategy formulation

Our research offerings

This report is included in the following research program(s):
Healthcare Information Technology

- Application Services
- Artificial Intelligence (AI)
- Banking and Financial Services Business Process
- Banking and Financial Services Information Technology
- Catalyst™
- Clinical Development Technology
- Cloud and Infrastructure
- Contingent Staffing
- Contingent Workforce Management
- Conversational AI
- Customer Experience Management Services
- CX Excellence
- Cybersecurity
- Data and Analytics
- Digital Adoption Platforms (DAP)
- Digital Engineering Services
- Digital Services
- Digital Workplace
- Employee Experience Management (EXM) Platforms
- Employer of Record (EOR)
- Engineering Services
- Enterprise Platform Services

- Exponential Technologies
- Finance and Accounting
- Financial Services Technology (FinTech)
- Global Business Services
- Healthcare Business Process
- Healthcare Information Technology
- Human Resources Outsourcing
- Insurance Business Process
- Insurance Information Technology
- Insurance Technology (InsurTech)
- Insurance Third-Party Administration (TPA) Services
- Intelligent Document Processing (IDP)
- Interactive Experience (IX) Services
- IT Services Executive Insights™
- Life Sciences Business Process
- Life Sciences Commercial Technologies
- Life Sciences Information Technology
- Locations Insider™
- Marketing Services
- Market Vista™
- Modern Application Development (MAD)
- Mortgage Operations

- Multi-country Payroll
- Network Services and 5G
- Outsourcing Excellence
- Pricing Analytics as a Service
- Process Mining
- Procurement and Supply Chain
- Recruitment
- Retirement Technologies
- Revenue Cycle Management
- Rewards and Recognition
- Service Optimization Technologies
- Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- Talent Excellence GBS
- Talent Excellence ITS
- Technology Skills and Talent
- Trust and Safety
- Value and Quality Assurance (VQA)
- Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

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Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

Everest Group®

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