



# Healthcare's Digital Backbone: a Deep Dive into Data Management Platforms

February 2025: Complimentary Abstract / Table of Contents

Tech Vendor Spotlight  
Payer and Provider Information Technology



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- ▶ Pricing Analytics as a Service
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## Background of the research

The power of healthcare innovation lies in effective data management, which serves as the backbone of a modern, data-driven healthcare ecosystem. As healthcare organizations generate vast amounts of data from Electronic Health Records (EHRs), medical devices, labs and diagnostic systems, Social Determinants of Health (SDoH) data, IoT, and claims and billing systems, the ability to unify, store, govern, and analyze this data is essential.

Key aspects such as interoperability, governance, and visualization enable seamless data flow, ensuring that stakeholders, from clinicians to researchers, can derive meaningful insights. Today, niche data platform providers are addressing complex challenges in data integration, offering solutions in ETL pipelines, AI-driven real-time analytics, and EHR connectivity. These advances not only enhance operational efficiency but also improve patient outcomes by transforming raw data into actionable insights.

With increasing regulatory requirements and the need for privacy-centric frameworks, healthcare data platforms must balance innovation with compliance. From securing patient information to enabling predictive analytics, the future of healthcare depends on robust, scalable, and intelligent data management systems. This research explores the evolving landscape of healthcare data platforms, highlighting key data platform providers, technology advances, and the impact of data-driven decision-making on healthcare transformation.

The report assesses 15 leading providers of healthcare data platforms. **The report features:**

- An overview of the company
- Capability, market buzz, and innovation dimensions
- Case studies demonstrating capabilities in the healthcare data management space

### Scope of this report

**Geography:** global

**Providers:** Aetion, Arcadia, Amazon Web Services, Azure, Databricks, enGen, Google Cloud Platform, Health Catalyst, Innovaccer, InterSystems, IQVIA, Oracle, Salesforce, Snowflake, and Tealium

**Domain:** healthcare data platforms

# Overview and abbreviated summary of key messages

The report examines the landscape of healthcare data platform providers and their impact on the healthcare market. It focuses on the positioning and growth of healthcare data platform providers, evolving market dynamics, emerging trends, and an assessment of delivery capabilities. Additionally, it highlights key implications of the research findings for both buyers and platform providers

## Some of the findings in this report, among others, are

### Data unification is a critical enabler

- Healthcare enterprises are prioritizing seamless data integration across EHRs, IoT devices, claims data, and SDoH sources to drive more cohesive and real-time insights
- AI-powered data pipelines are accelerating data unification and transformation, facilitating personalized healthcare insights for improved patient outcomes

### Evolving landscape of healthcare interoperability

- API-driven data sharing, reinforced by CMS mandates, is strengthening interoperability frameworks
- Big Tech platforms embed advanced interoperability, enabling standardized, real-time data exchange across disparate systems using healthcare industry standards such as FHIR and HL7

### Augmenting healthcare analytics

- AI has moved beyond batch processing to power real-time analytics and predictive modeling, transforming clinical decision support, patient engagement, and operational efficiency
- Healthcare analytics has enhanced data-driven decision-making by identifying patterns, reducing administrative burden, minimizing errors, and improving resource allocation for better patient outcomes

### Evolution of data governance and privacy models

- Data governance is shifting left, ensuring data quality, compliance, and standardization at the point of ingestion rather than post-processing
- Zero-trust security models are gaining traction, strengthening data protection, access control, and compliance with evolving privacy regulations

# The Tech Vendor Spotlight report has 15 provider profiles

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## Provider 1 | overview

Product overview  
 Provider 1 is a leading healthcare analytics company that specializes in...  
 treatment evaluations, market access optimization, and...  
 Headquarters: City, State  
 Website: www.xyz.com

Key leaders

- XYZ
- XYZ
- XYZ

Partnerships

**Key provider / reseller partners**

- XYZ
- XYZ
- XYZ

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## Provider 1 | capability dimensions (page 1 of 2)

Scope of the report: **key considerations**

Market buzz and impact

Everest Group comments

While Provider 1 effectively demonstrates its life sciences capabilities through thought leadership, including articles, blogs, and podcasts, it can enhance its brand recall in the healthcare sector by publishing more case studies.

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## Provider 1 | capability dimensions (page 2 of 2)

Scope of the report: **capability focus on**

Healthcare-specific capabilities

Everest Group comments

The platform provides tools for transforming RWD into decision-grade evidence.

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## Provider 1 | case studies

Problem	Solution	Results
<p>XYZ needed to unify its EHR systems, scale data processing to hundreds of terabytes, and implement a secure, HIPAA-compliant solution while managing two disparate systems and 20 years of historical data.</p>	<p>XYZ partnered with Provider 1 to implement XYZ, building a scalable enterprise data hub, streamlining data reporting, and enabling real-time updates across unified EHR systems.</p>	<p>The solution accelerated development by 6-12 months, scaled to process massive data volumes with high durability, and strengthened compliance.</p>
<p>During the COVID-19 pandemic, XYZ urgently sought a reliable approach to collect and analyze RWD. Regulators needed this data to evaluate the safety and effectiveness of diagnostics, treatments, and vaccines while accounting for varying disease severity and diverse patient characteristics.</p>	<p>XYZ partnered with Provider 1 and used its RWE expertise to analyze healthcare data from insurance claims, EHRs, and other sources. Together, they refined study designs and prioritized treatments for clinical trials, driving a data-driven approach to regulatory decision-making.</p>	<p>This partnership advanced the use of RWE to identify effective COVID-19 interventions, prioritize treatments for clinical trials, and accelerate the understanding of treatment efficacy across diverse patient populations.</p>
<p>Researchers faced a key challenge in ensuring data privacy while maintaining utility in synthetic data generation for health research. Previous evaluations often failed to provide practical and replicable methodologies for deriving statistically valid analytical results.</p>	<p>The study used XYZ to simulate synthetic data generation techniques, including sequential tree-based synthesis and CTGAN, validating their replicability and utility across diverse datasets while preserving privacy.</p>	<p>The solution showed over 85% confidence interval overlap with real data, minimized bias to near zero, and maintained low disclosure risks, providing reliable guidelines for applying synthetic data in health research.</p>

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# Research calendar

## Payer and Provider Information Technology

	Published	Current release	Planned
Reports title	Release date		
Healthcare Industry Cloud Services – Provider Compendium 2024			September 2024
Care Management Platforms – Provider Compendium 2024			September 2024
Patient and Member Engagement Platforms PEAK Matrix® Assessment 2024			November 2024
Healthcare Provider Digital Services PEAK Matrix® Assessment 2024			December 2024
<a href="#">Healthcare's Digital Backbone: a Deep Dive into Data Management Platforms</a>			February 2025
Healthcare Data & Analytics and AI Services PEAK Matrix® Assessment 2025			Q1 2025
Interoperability in Healthcare			Q1 2025
Care Management Platforms for Payers PEAK Matrix® Assessment 2025			Q2 2025
Bridging Data and Care: A Comprehensive Guide to Population Health Management Platforms			Q2 2025
Key Trends in Europe and Asia Pacific Healthcare Market			Q2 2025
Future Roadmap of Healthcare Technology			Q2 2025
Member Engagement Platforms PEAK Matrix® Assessment 2025			Q3 2025
Patient Engagement Platforms PEAK Matrix® Assessment 2025			Q3 2025
Healthcare Specialist Services PEAK Matrix® Assessment 2025			Q3 2025
Customer Experience (CX) Trends in Healthcare			Q3 2025

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