Everest Group Healthcare Payer Business Process as a Service (BPaaS) – Solutions PEAK Matrix® Assessment 2024

Focus on **Wipro**

October 2024

Introduction

The payer BPaaS solutions market is rapidly evolving, driven by healthcare payers' need to enhance efficiency, manage costs, and navigate complex regulations. As the industry shifts toward customer-centric services, BPaaS has emerged as a strategic solution to streamline operations and improve member experiences. As a result, payers are increasingly adopting modular platforms and Line of Business (LoB)-specific solutions to tailor their digital capabilities.

The sector is also experiencing a rise in strategic partnerships between payer organizations and BPaaS solutions providers. These collaborations leverage robust ecosystems that use advanced technologies such as process mining, enabling the development of scalable solutions that address evolving demands. By fostering such partnerships, payers are gaining access to specialized expertise and innovative solutions, better positioning themselves to navigate the dynamic healthcare landscape.

In the report, we present an assessment of 14 payer BPaaS solutions providers featured on the Healthcare Payer BPaaS – Solutions PEAK Matrix® Assessment for 2024. This assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading payer BPaaS solutions providers, client reference checks, and ongoing analysis of the payer BPaaS solutions market

The full report includes the profiles of the following 14 leading payer BPaaS solutions providers featured on the healthcare payer BPaaS solutions PEAK Matrix:

- **Leaders:** Cognizant, Firstsource, and Wipro
- **Major Contenders:** Conduent, Mphasis, NTT DATA, Optum, RAM Technologies, Sagility, SKYGEN, SS&C Technologies, and UST HealthProof
- **Aspirants:** HealthAxis and Inovaare

Scope of this report

Geography: US

Industry: Healthcare

Services: Payer BPaaS

Healthcare payer BPaaS solutions PEAK Matrix® characteristics

Leaders

Cognizant, Firstsource, and Wipro

- Leaders in payer BPaaS are positioning themselves as pivotal partners for healthcare payers by providing comprehensive support across the entire payer value chain. To broaden and deepen their offerings, these Leaders are actively investing in innovation to meet the growing demand for BPaaS solutions

- To stay at the forefront of the industry, payer BPaaS Leaders are leveraging consulting capabilities, fostering dynamic partnership ecosystems, and offering multiple deployment models. By integrating advanced solutions such as process mining, these leaders anticipate industry needs, enhance efficiency, and deliver substantial cost savings for their clients

Major Contenders

Conduent, Mphasis, NTT DATA, Optum, RAM Technologies, Sagility, SKYGEN, SS&C Technologies, and UST HealthProof

- To bridge the gap with the Leaders, Major Contenders are investing in technologies and expanding their value chain coverage to offer add-on services. The focus is on gaining specific capabilities in the payer BPaaS space, which the major contenders are achieving through partnerships, innovative solutions, or acquisitions

- Major contenders are also focusing on delivering value by enhancing their LoB expertise, digital capabilities, and integration capabilities

Aspirants

HealthAxis and Inovaare

- Aspirants are entrants in the healthcare payer BPaaS market, currently operating on a smaller scale with limited engagement and commercial models

- Aspirants are concentrating on specific buyer segments and value chain processes, initially offering limited services and technology capabilities, while planning to develop their skills in the BPaaS space

Everest Group PEAK Matrix®

Healthcare Payer Business Process as a Service (BPaaS) – Solutions PEAK Matrix® Assessment 2024 | Wipro is positioned as a Leader

Everest Group Healthcare Payer Business Process as a Service (BPaaS) – Solutions PEAK Matrix® Assessment 2024[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
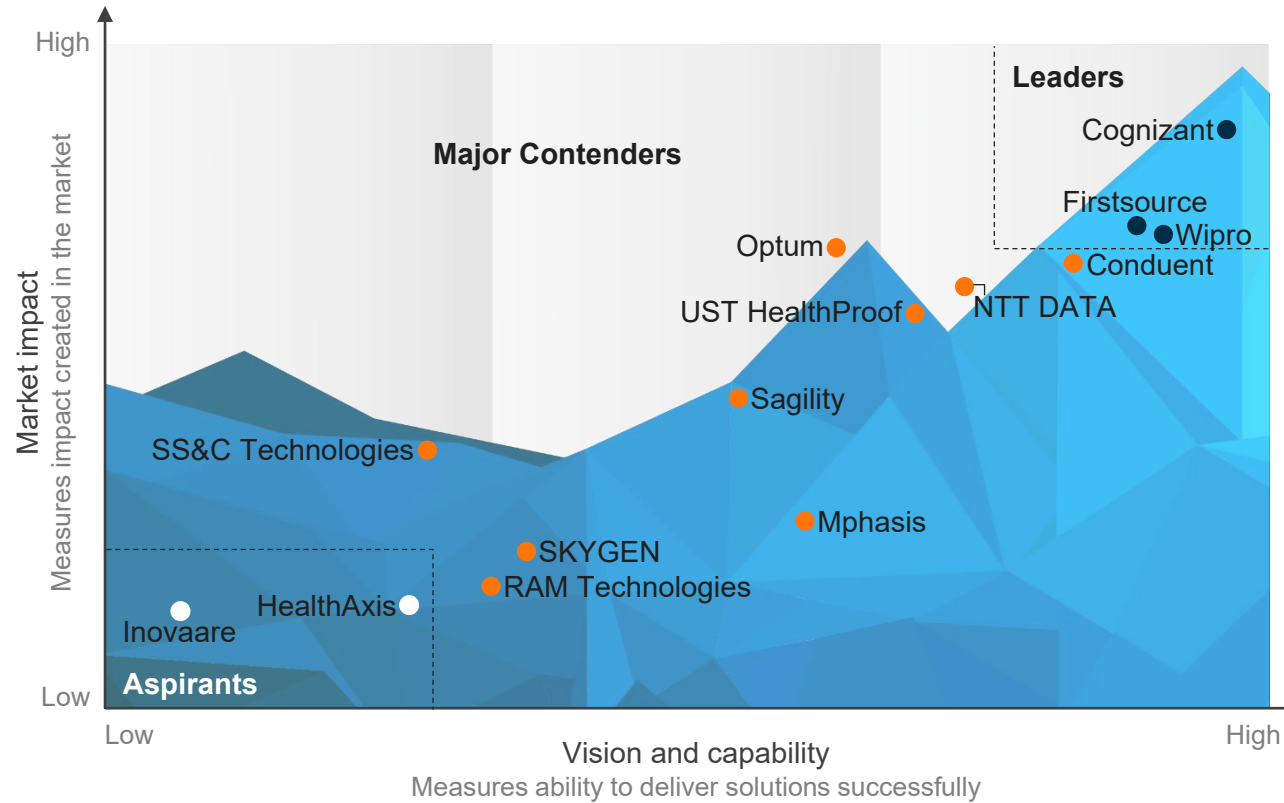
Wipro profile (page 1 of 5)
Overview

Company overview
Wipro is a multinational corporation that provides information technology, consultation, and business process services in multiple sectors including healthcare. Its capabilities range across cloud computing, computer security, digital transformation, Artificial Intelligence (AI), robotics, data analytics, and other technology consulting services to customers.

Headquarters: Bangalore, India

Website: www.wipro.com

Key leaders

- Prashant Kulkarni, Vice President and Head, Healthcare Payers and Providers
- Santosh Iyer, Solutions and Practice Head
- Nagaraj Bhogshetty, General Manager, Medicare and Medicaid Business
- Deana Rhoades, General Manager, Health Plan Services

Suite of services offered in BPaaS (as per payer value chain)

- Product development
- Member engagement
- Network management (provider life cycle)
- Care management
- Claims management
- Risk and compliance

Healthcare payer BPaaS	2021[1]	2022[1]	2023[1]
Revenue (US$ million)	190	240	290
Number of clients	23	25	30

Deployment model for payer BPaaS solution

● Not present   ● Present

- ● On-premises
- ● Private cloud
- ● Public cloud
- ● Hybrid cloud

Recent acquisitions and partnerships

- **2023:** invested in partnerships with technologies/tools leaders in the clinical, provider life cycle management, and payment integrity space
- **2023:** invested in a payment integrity tool company (Codoxo) to provide end-to-end functional BPaaS offerings in the fraud, waste and abuse space
- **2024:** partnered with NVIDIA and Google Cloud to enable a gen AI-based CX transformation
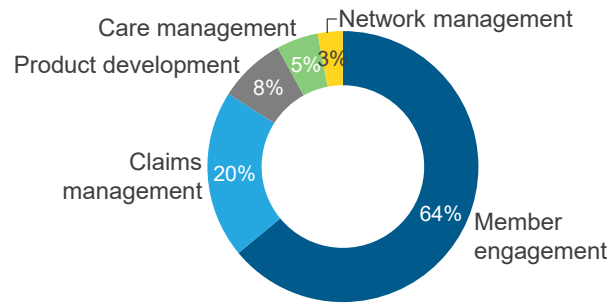
Recent developments

- **2023:** designed and developed a new end-to-end solution based on CMS's Medicare Prescription Payment Plan (MPPP360), BPaaS capabilities, eEnroll360 (one-stop shop for all sales and broker requirements), AI innovation, and development
- **2022:** introduced enhancements in solutions – SSO/ MFA, Connect360, and DevSecOPS
- **2022:** Introduced new products and reengineering of solutions – Revenue360, Analytics360, and AG360

1 12 months ending December 31 of any particular year, i.e., from January 1, YYYY to December 31, YYYY
Source: Everest Group (2024)

Wipro profile (page 2 of 5)
Capabilities and key clients

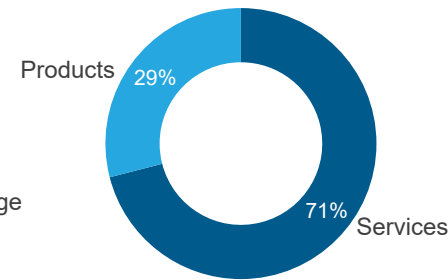### Revenue mix by segment
Revenue in US$ million
100% = 290

Network management
Care management
Product development
Claims management — 20%
8%
5% 3%
64% Member engagement

Revenue mix by plan type
Revenue in US$ million
100% = 290

TPA 14%
State Medicaid 12%
ACA 45%
Medicare Advantage 12%
Commercial plans (employer-sponsored) 10%
Original Medicare 5%
Medicaid Managed Care (2%)
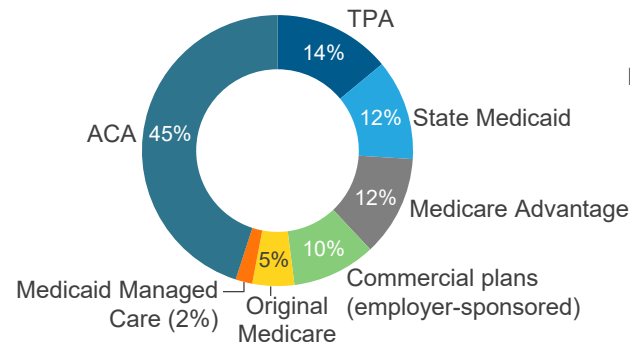
Revenue mix by offering
Revenue in US$ million
100% = 290

Products 29%
71% Services

Revenue mix by plan size[1]
Revenue in US$ million
100% = 290

Large 20%
Midsize 45%
Small 35%
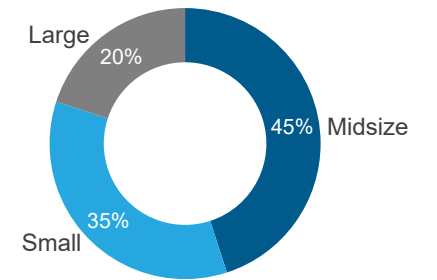
Key engagements

Client name	Processes served	Region	Client since
A California-based health plan	Claims management	North America	Not disclosed
A US-based large mid-western (Medicaid fiscal agent providing integrated IT and BPO services)	Claim processing, provider services, member services, mailroom services, and end-to-end services for application, transformation, data migration, infrastructure support, and business process services	North America	Not disclosed
A fortune 500 payer focused on government-sponsored programs	ACA solution optimized billing and enrollment	North America	Not disclosed
A US-based health plan providing health insurance for low-income individuals	BPaaS-based Medicare solution – Member360 and Recon360, CMS compliance, real-time eligibility checks and integration, membership management, system to automate eligibility verification, enrollment, payment, reconciliations, and claims processing	North America	Not disclosed

1 Plan size is defined as large (>500,000 lives covered), midsize (100,000-500,000 lives covered), and small (<100,000 lives covered)

Wipro profile (page 3 of 5)

Offerings in BPaaS solution

[NOT EXHAUSTIVE]

Name of BPaaS platform solution/modules

Product	Description
ACA Integrated Links Platform	The platform has a suite of solutions such as SalesLink, ExchangeLink®, ServiceLinkSM, and LoyaltyLinkSM. • SalesLink provides consumer/broker multi-product quoting, enrolment, and policy issuance tools • ExchangeLink® facilitates data integration and information exchange • ServiceLinkSM manages the payer's core operations and drives cost savings • LoyaltyLinkSM utilizes real-time reporting, data, and analysis
HealthEdge	Wipro has partnered with Health Edge to offer solutions that can be deployed as stand-alone next-generation Software-as-a-Solution (SaaS) or together as an integrated platform and help payers through their digital transformation.
Enterprise Medicaid-as-a-Service (EMaaS) for States	Wipro EMaaS is a next-generation digital platform for the Medicaid Enterprise. Wipro EMaaS is a completely modular solution aligned with Medicaid Information Technology Architecture (MITA 3.0). Each module with the EMaaS solution is integrated and loosely coupled with other modules for better scalability and maintenance. The various modules within Wipro EMaaS are Claims360, Engage360, Content360, Financials360, Reports360, Connect360 and Provider360.

Process coverage   Processes offered under BPaaS   Processes not offered under BPaaS

Product development	Member engagement	Network management	Care management	Claims management	Risk and compliance
• Plan development • Channel management	• Enrollment and eligibility • Handling of endorsements and renewals • Risk identification and assessment • Records management and HIX support • Billing and collections	• Provider management • Provider credentialing • Contract management and network strategy • Provider outreach	• Case and disease management • Utilization management • Population data management and analytics • Nurse triage • Remote patient monitoring	• Claims intake • Benefits administration • Claims adjudication • Claims disbursement • Claims litigation; recovery/subrogation • Payment integrity	• Risk adjustment • Risk adjustment coding • Risk Adjustment Data Validation (RADV) • HEDIS and Star rating support • Internal/External reporting • Compliance management support

Wipro profile (page 4 of 5)

Other technology solutions/tools offered in BPaaS

Application	Type of solution (analytics/automation and others)	Processes served	Description
Payment integrity platform for FWA	Platform enabled with analytics and bolt-on automation	Claims management	Payment integrity solutions include Fraud, Waste, and Abuse (FWA) detection, provider education, and claims audit functions.
Beacon Spy Glass	Claims platform enabled with analytics and bolt-on automation	Claims management	Wipro has its proprietary claims management solution that can be deployed as a stand-alone next-generation TPA or together as an integrated platform and help payers with their digital transformation.
MPPP360	Platform enabled with analytics and bolt-on automation	Eligibility, enrolment, and billing	Wipro MPPP360 is a prescription payment plan billing and payment solution built around CMS guidelines. The key components of the solution include a member portal, billing, associate portal, and customer support services.
Member360	Platform enabled with analytics and bolt-on automation	Eligibility, enrolment, and billing	Wipro's Member360 is an automated CMS-compliant member management and premium billing management system.
AG360	Platform enabled with analytics and bolt-on automation	Appeals and grievance	AG360 is a modular SaaS web platform that streamlines the appeals and grievances life cycle and helps payers eliminate manual processes.
EDPS-GT360	Platform enabled with analytics and bolt-on automation	Data encounters	EDPS is a HIPAA-compliant processing solution that receives, transforms, and transmits complete, accurate, consistent, and compliant encounters.
eEnroll360	Platform enabled with analytics and bolt-on automation	Enrolment	Wipro's eEnroll360 is a modular solution that automates health plan operations including pre-enrollment, agent onboarding, commission management, and beneficiary health risk assessment workflows.

Wipro profile (page 5 of 5)
Everest Group assessment – Leader

Measure of capability: ◔ Low ⬤ High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall
⬤	◑	◔	◕	⬤	⬤	◔	⬤	⬤	⬤

Strengths

- Wipro has partnered with multiple core administrative platform vendors and undertaken investments in existing capabilities to improve process efficiency and member experience

- Wipro's ACA Integrated Links Platform is offered as a modular Platform as a Service (PaaS) or BPaaS solution, combining workflow management, advanced analytics, and advisory services for enhanced decision-making

- Wipro is focusing on innovation and compliance by developing solutions such as Medicare Prescription Payment Plan (MPPP) solution that includes billing and payment management, program participation and eligibility support, and fulfillment services

- The clients have highlighted its proactive updates that are in line with the Centers for Medicare & Medicaid Services (CMS), along with its breadth of BPaaS portfolio solutions

Limitations

- Wipro currently has a relatively smaller presence in government-sponsored plans, which could be detrimental to its portfolio in the long run

- The cost savings potential of Wipro's offerings can be improved, as characterized by the clients, by focusing on building more cost-effective solutions
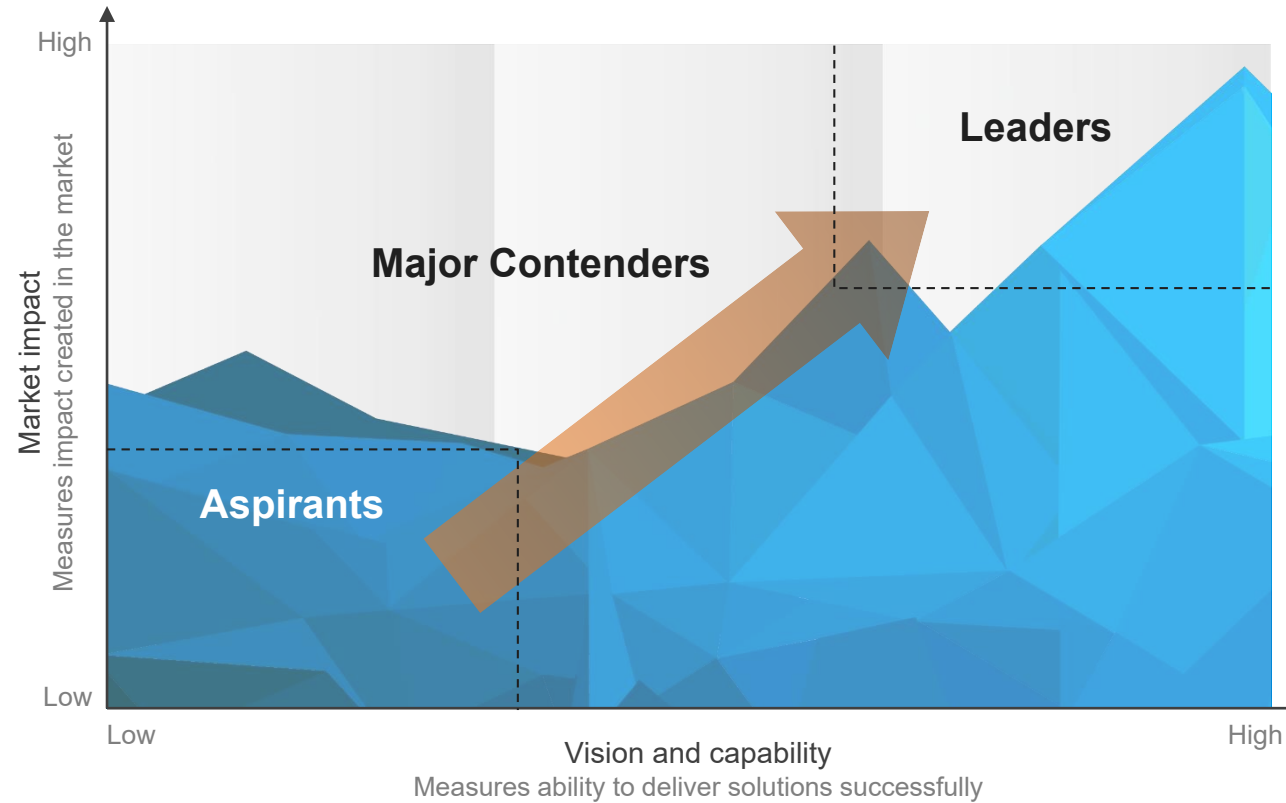
Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix

Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Size and growth of deployments across the solution portfolio

Portfolio mix
Solution footprint across geographies, industries, and buyer size segments

Value delivered
Value delivered to the client based on customer feedback and other measures

Market impact

Leaders

Major Contenders

Aspirants
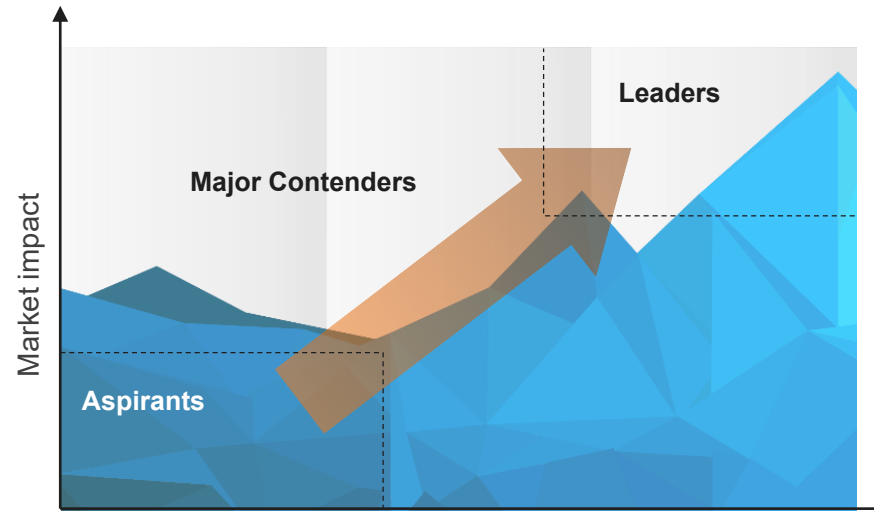
Vision and capability

Measures ability to deliver solutions 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

Services capability
Effectiveness and breadth/depth of services portfolios across the services suite

Innovation and investments
Innovation and investment in the solution suite

Engagement and commercial model
Progressiveness, effectiveness, and flexibility of engagement and commercial models

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: 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.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: 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.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: 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.

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

A: 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 in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: 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

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

A: 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.

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