



# Impact of Digital on IT Services in the Healthcare Payer Sector: 2020

Market Analysis  
Report Abstract

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## Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Healthcare Payer Sector: 2020" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Healthcare Payer sector
- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the Healthcare Payer sector
- Financial analysts and investors specializing in the IT services and BPS sector

## Scope of the Report

The report is based on interviews with executives in the Healthcare Payer sector in the U.S., U.K., Continental Europe, and Asia Pacific.

The report analyzes the worldwide market for IT services within the Healthcare Payer sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the Healthcare Payer sector?
- What IT initiatives are planned by organizations in the Healthcare Payer sector?
- How relevant are digital initiatives to organizations in the Healthcare Payer sector?
- What digital initiatives are planned by organizations in the Healthcare Payer sector?
- What business areas are targeted for digital initiatives by organizations in the Healthcare Payer sector?
- What digital technologies are planned to be introduced by organizations in the Healthcare Payer sector?
- What are the key selection criteria used by organizations in the Healthcare Payer sector to select suppliers to implement digital initiatives?
- What shifts in sourcing approach are expected by executives in the Healthcare Payer sector over the next three years?
- How do companies in the Healthcare Payer sector expect their spend on ITS services to change over the next three years?



## Key Issues & Highlights

Healthcare payer organizations are placing a primary focus on improving operational efficiency. This is, in part, supported by a modernization of the IT landscape. Two major business priorities to do this, identified unprompted by healthcare payer companies were:

- Reducing costs and accelerating service delivery through the expanded use of digital technologies
- Improve marketing effectiveness and expand the range of offerings to attract new customers.

Accordingly, healthcare payer companies are:

- Implementing digital channels targeting services such as new customer enrollment, claims and collections processing
- Expanding the use of analytics, cognitive and machine learning to better understand customer needs and target marketing campaigns
- Migrating a larger proportion of the IT landscape to cloud environments and SaaS-based applications and consolidating legacy applications to reduce operating costs.

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## Report Length

56 pages, consisting of 6 chapters

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