

Horizon 2 Enterprise Innovator
Enterprise business transformation
delivering cost optimization and
enhanced experiences

HFS Horizons

Healthcare Payer Service Providers, 2024

“

Driving efficiency in healthcare
through automation and
interoperability

**HORIZON 3 —
Market Leader**

**HORIZON 2 —
Enterprise Innovator**



HORIZON 1 — Disruptor

Value proposition: Drives efficiency by reducing administrative costs, managing medical expenses, and enhancing customer experience through AI, automation, seamless workflows, and technology integration.

Capabilities: Address key value chain elements primarily claims processing, provider and member management, compliance, and payment automation with offerings focused on automation, interoperability, and AI-enhanced workflows to drive efficiency and cost reduction.

Go-to-market: Position itself as a technology and product company focusing on AI, automation, and interoperability, supported by partnerships, tailored client solutions, rapid implementation, and outcome-based differentiation.

Outcomes: Administrative cost reduction, improved claims processing efficiency, enhanced member experience, compliance and security improvements, improved customer satisfaction, and streamlined data management to drive increased productivity.

Innovation: Focuses on AI, automation, RPA, co-innovation with partners, proprietary platforms, agile implementation, security enhancements, continuous R&D, and outcome-driven product development.

Customer: Praised for its customer focus, cost efficiency, innovative ideas, fast adaptation, responsive service, high-volume handling, and seamless, quick implementation of technology improvements.

Partner: A domain-oriented partner ecosystem that specializes in the operational aspects of the payer value chain.

Access the report at www.hfsresearch.com