

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

HFS Horizons

Healthcare Payer Service Providers, 2024

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Taking a core tech
approach to healthcare
payer opportunities

HORIZON 3 –
Market Leader

HORIZON 2 –
Enterprise Innovator

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HORIZON 1 – Disruptor

Access the report at www.hfsresearch.com

Value proposition: Cost optimization, improve member experiences, and leverage advanced technologies to achieve better operational outcomes.

Capabilities: Predominantly focused on member and provider services that are built on a strong foundation of AI, automation, and cloud, supported by a consulting-led approach.

Go-to-market: Focuses on delivering measurable outcomes through a consulting-led, technology-driven approach, leveraging strategic partnerships, targeted market focus, and proprietary frameworks.

Outcomes: Reduced operational costs, enhanced digital experiences and member satisfaction, and improved processing speeds.

Innovation: Key strategies to advance value creation include fast adoption of emerging tech, creation of ecosystems, and outcome-based engagements. In addition, investments are being made in creating thought leadership.

Customer: Praise its strong collaboration, transparency, skilled resources, quality, commitment, expertise, proven success, and effective accelerators.

Partner: Appreciate its effectiveness, capabilities, cost efficiency, scalable talent, technological expertise, and strong customer-centric approach, driving impactful outcomes.