

# Healthcare Payor Digital Services 2025 RadarView™

Enabling transformative change in  
healthcare payor through digital  
innovation

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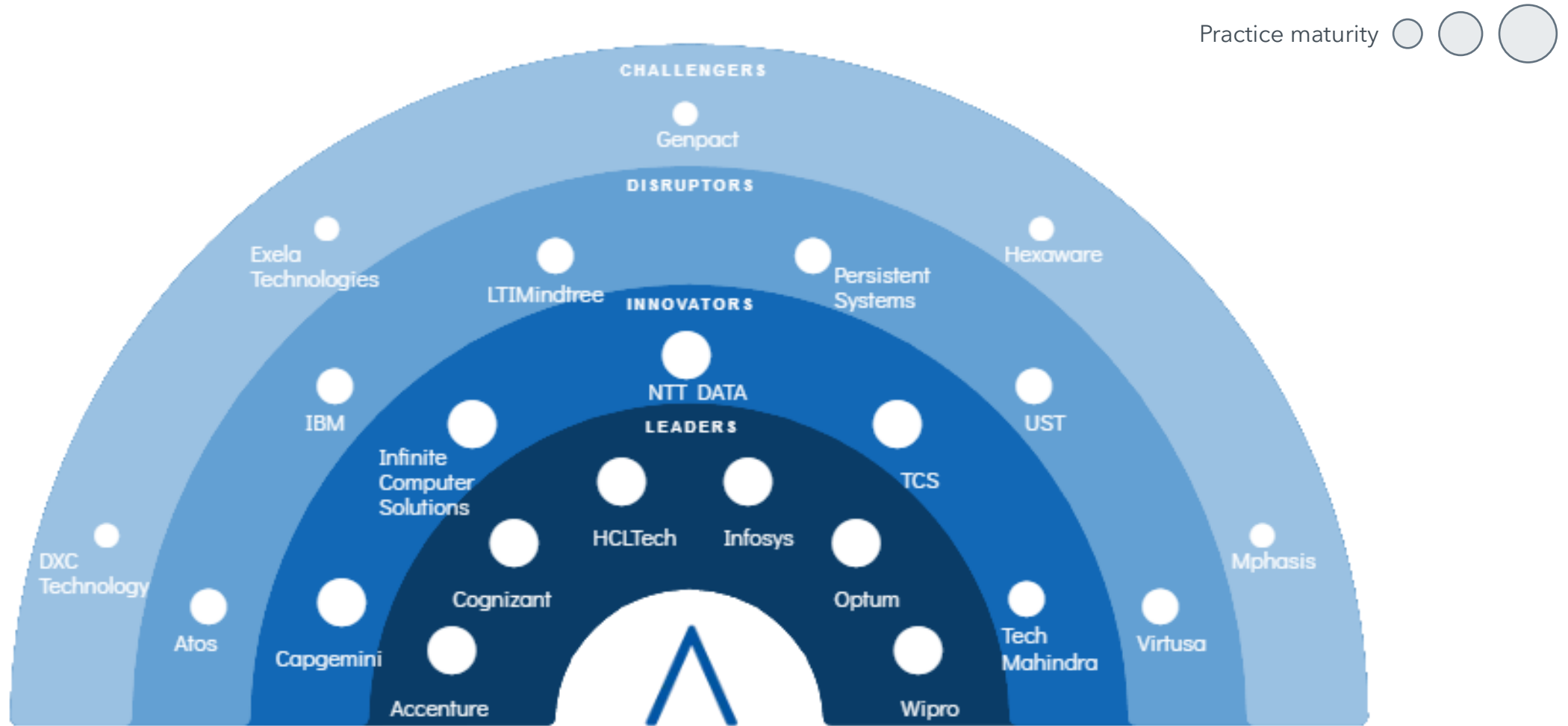
- Detailed profiles for Accenture, Capgemini, Cognizant, DXC, Eviden, Exela Technologies, Genpact, HCLTech, Hexaware, IBM, Infinite Computer Solutions, Infosys, LTIMindtree, Mphasis, NTT DATA, Optum, Persistent Systems, TCS, Tech Mahindra, UST, Virtusa, and Wipro

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# Avasant recognizes 22 top-tier service providers supporting the healthcare payor industry in digital transformation



Note: Please refer to Avasant's *Healthcare Payor Digital Services 2025 Market Insights* for a detailed analysis of the enterprises and demand-side trends.

# Service providers are using emerging technologies to enable digital transformation across the healthcare payor landscape (1/2)

Service providers are modernizing technology, enabling value-based care, enhancing member engagement, ensuring regulatory compliance, and adopting agile workforce strategies to transform the healthcare payor industry.

## Enterprise focus

A need for greater operational efficiency, cost control, and agility is driving strong demand for technology modernization

A shift toward improving patient health outcomes and incentives, instead of service volume, has become vital as rising costs reduce value and push premiums higher

## Service provider initiatives

- **Nearly all** the service providers are increasingly helping payors apply AI and automation to streamline administrative processes, aiming to improve efficiency and manage costs in a challenging economic environment. In parallel, payors are investing in advanced analytics and digital platforms to reduce waste, enhance operational performance, and support a shift toward more value-driven care models.

- **Approximately two-thirds** of service providers are enabling healthcare payors to leverage data analytics and AI to support value-based care, helping them monitor outcomes, assess risk, and align reimbursement with care quality. At the same time, payors are adopting technology to strengthen provider collaboration, codeveloping alternative payment models that focus on improving outcomes, incentivizing quality, and sharing financial responsibility.

## Examples\*



\*Companies in this column are examples of service providers offering the initiatives. This is not an exhaustive list.

Sources: Avasant Research; percentages are based on capability discussions with payors.

# Service providers are using emerging technologies to enable digital transformation across the healthcare payor landscape (2/2)

Service providers are modernizing technology, enabling value-based care, enhancing member engagement, ensuring regulatory compliance, and adopting agile workforce strategies to transform the healthcare payor industry.

## Enterprise focus

Providers are focused on enhancing member engagement at every touchpoint with streamlined communication and seamless interactions

Regulatory pressures and CMS mandates are driving greater transparency, compliance, and member access to information

Talent shortages and the rapid pace of digital innovation are driving the urgent need for agile, tech-enabled, and future-ready workforce strategies

## Service provider initiatives

- **Around half** of service providers support payors in implementing AI-driven chatbots, mobile apps, and digital portals to deliver more personalized and connected member experiences. Payors aim to enhance engagement, improve satisfaction, and provide more consistent, member-focused support by integrating communication channels and utilizing real-time data.

- **Approximately 60%** of service providers are assisting payors in adopting API-driven architectures and FHIR standards to support CMS interoperability requirements and enable secure, real-time data exchange. In response to regulatory demands for greater transparency, payors are implementing advanced data integration platforms to provide members seamless access to health information.

- **Around 80%** of service providers are helping payors implement AI and automation to optimize claims processing, reduce administrative burden, and reallocate staff to higher-value tasks. This approach addresses workforce shortages and enhances operational agility. To support long-term workforce transformation, payors invest in digital tools for upskilling, collaboration, and performance management to build more agile and resilient teams.

## Examples\*

\*Companies in this column are examples of service providers offering the initiatives. This is not an exhaustive list.

Sources: Avasant Research; percentages are based on capability discussions.

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