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Health Insurance Exchange (HIX) IT Market by Type (Public, & Private Exchanges), Phase (Implementation, QA, Operations), Component (Services, Software, Hardware), End User (Government Agencies, TPAs, Health Plans) - Trends & Global Forecasts to 2018

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Abstracts

The global HIX ITmarket is valued at an estimated $1,609 million in 2013 and is expected to grow at a CAGR of 10.5% in the next five years.

The global HIX IT market is mainly categorized by exchange type, phase, component, and end user. Private exchanges are expected to register the fastest growth rate among the HIX market by exchange type during the forecast period.Their favorable growth is attributed to the increasing shift of big employers such as Walgreen and Time Warner towards private exchanges to reduce health benefits administration costs and provide their employees with multiple plan options as per their requirements. Within private exchanges, multi-carrier exchanges primarily sponsored by third-party administrators such as brokers or benefits consultantsare expected to grow at the highest CAGR during the forecast period.

The other high-growth market segments in the HIX IT market include the operations and maintenance segment which is expected to growat a highest CAGR during the forecast period. The factors contributing to its growth include ongoing operation cost forpublic as well as private exchanges post its implementation. The HIX servicesmarket is also projected to register a double-digit growth in the next five years, driven by the shift toward cloud-based services.

The U.S. shows the greatest market potential in the near future. However, countries such as Japan, China, India, and Philippines are expected to offer potential growth

opportunities to HIX stakeholders. In Japan, various favorable government initiatives are focusing on strengthening healthcare services such as the e-Japan policy, new IT reform strategy, and iJApan Strategy 2015. The healthcare IT expenditure in China grew from $135 billion in 2006 to $250 billion in 2010. In addition, the Indian government annually spends approximately 5% of its GDP on the healthcare sector and has approved 100% foreign direct investment (FDI)for setting up hospitals in India since 2000. Also, it is among the leading IT outsourcing destinations. All the above mentioned factors contribute to the potential growth opportunity of the HIX market.

The competitive landscape covers the growth strategies adopted by industry players in the last three years. The company profiles comprise the basic views on the key players in the HIXmarket and the product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future. The above-mentioned market research data, current market size, and forecast of future trends will help the key players and new entrants to make the necessary decisions regarding product offerings, geographic focus, change in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 REPORT DESCRIPTION
1.3 MARKETS COVERED
1.4 STAKEHOLDERS
1.5 RESEARCH METHODOLOGY
1.5.1 MARKET ESTIMATION
1.5.2 MARKET CRACKDOWN & DATA TRIANGULATION
1.5.3 KEY DATA POINTS FROM SECONDARY SOURCES
1.5.4 KEY DATA POINTS FROM PRIMARY SOURCES
1.5.5 ASSUMPTIONS

2 EXECUTIVE SUMMARY

3 MARKET OVERVIEW

3.1 INTRODUCTION
3.1.1 HIX ECOSYSTEM
3.1.2 HEALTH INSURANCE EXCHANGE (HIX) FUNCTIONS
3.2 MARKET DEFINITION
3.3 MARKET SEGMENTATION
3.4 MARKET DYNAMICS
3.4.1 DRIVERS
3.4.1.1 PPACA/Obamacare reforms driving market growth
3.4.1.2 Federal grants boosting market growth
3.4.1.3 Rising demand for reduction in healthcare costs to propel market growth
3.4.2 RESTRAINTS
3.4.2.1 High costs to hinder market growth
3.4.2.2 Complex set of technologies decelerating market growth
3.4.3 OPPORTUNITIES
3.4.3.1 Private exchanges providing great market potential
3.4.3.2 Demand for private cloud-based architecture and services will accelerate HIX growth
3.4.4 CHALLENGES
3.4.4.1 Building consumer awareness about exchanges
3.4.4.2 Ensuring privacy & security

3.4.4.3 To get right blend of personnel with healthcare and technical know-how

4 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY TYPE

4.1 INTRODUCTION
4.2 PUBLIC EXCHANGES
4.2.1 STATE-BASED EXCHANGES
4.2.2 FEDERALLY FACILITATED EXCHANGES (FFE)
4.2.3 STATE PARTNERSHIP MODEL
4.3 PRIVATE EXCHANGES
4.3.1 MULTI-CARRIER EXCHANGE
4.3.2 SINGLE-CARRIER EXCHANGES

5 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY PHASE

5.1 INTRODUCTION
5.2 PRE-IMPLEMENTATION SERVICES
5.3 IMPLEMENTATION/EXCHANGE INFRASTRUCTURE DELIVERY
5.3.1 SYSTEM DEVELOPMENT & DEPLOYMENT
5.3.2 SYSTEM INTEGRATION & INTERFACING
5.3.3 SYSTEM SOFTWARE COMPONENTS
5.4 PROGRAM MANAGEMENT AND INDEPENDENT VERIFICATION AND VALIDATION (IV&V)/QUALITY ASSURANCE (QA)
5.5 OPERATIONS & MAINTENANCE

6 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY COMPONENT

6.1 INTRODUCTION
6.2 SERVICES
6.3 SOFTWARE
6.4 HARDWARE

7 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY END USER

7.1 INTRODUCTION
7.2 GOVERNMENT AGENCIES
7.3 THIRD PARTY ADMINISTRATORS, BROKERAGE FIRMS, & CONSULTANCIES
7.4 HEALTH PLANS/PAYERS

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8 GEOGRAPHIC ANALYSIS

8.1 INTRODUCTION
8.2 U.S.
8.3 EUROPE
8.4 ASIA
8.5 ROW

9 COMPETITIVE LANDSCAPE

9.1 INTRODUCTION
9.2 HCENTIVE, INC.: RAPIDLY EMERGING PLAYER
9.3 CONTRACTS, AGREEMENTS, PARTNERSHIPS & ALLIANCES
9.4 NEW PRODUCT LAUNCHES & DEVELOPMENTS
9.5 EXPANSIONS
9.6 MERGERS & ACQUISITIONS

10 COMPANY PROFILES (OVERVIEW, FINANCIALS, PRODUCTS & SERVICES, STRATEGY, & DEVELOPMENTS)

10.1 ACCENTURE PLC
10.2 CGI GROUP, INC.
10.3 CONNECTURE INC.
10.4 COGNOSANTE, LLC
10.5 DELOITTE
10.6 HCENTIVE, INC.
10.7 INFOSYS
10.8 MAXIMUS
10.9 ORACLE CORPORATION
10.10 XEROX CORPORATION (Details on Financials, Product & Services, Strategy, & Developments might not be captured in case of unlisted companies.)

APPENDIX

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List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL HIX IT MARKET, BY END USER, 2012–2018 ($MILLION)
TABLE 2 GLOBAL HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 3 HIX IT MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 4 GLOBAL PUBLIC HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 5 GLOBAL PUBLIC HIX IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 6 GLOBAL PUBLIC HIX IT MARKET, BY IMPLEMENTATION PHASE, 2012–2018 ($MILLION)
TABLE 7 GLOBAL PUBLIC HIX IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 8 PUBLIC HIX IT MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 9 GLOBAL STATE-BASED EXCHANGES IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 10 GLOBAL STATE-BASED EXCHANGES IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 11 GLOBAL FEDERALLY FACILITATED EXCHANGE IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 12 GLOBAL FEDERALLY FACILITATED EXCHANGE IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 13 GLOBAL STATE PARTNERSHIP MODEL IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 14 GLOBAL STATE PARTNERSHIP MODEL IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 15 GLOBAL PRIVATE HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 16 GLOBAL PRIVATE HIX IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 17 GLOBAL PRIVATE HIX IT MARKET, BY IMPLEMENTATION PHASE, 2012–2018 ($MILLION)
TABLE 18 GLOBAL PRIVATE HIX IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 19 PRIVATE HIX IT MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 20 GLOBAL MULTI-CARRIER EXCHANGES MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 21 GLOBAL MULTI-CARRIER EXCHANGES MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 22 MULTI-CARRIER EXCHANGES MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)

TABLE 23 GLOBAL SINGLE-CARRIER EXCHANGES MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 24 GLOBAL SINGLE-CARRIER EXCHANGES MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 25 SINGLE-CARRIER EXCHANGES MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 26 GLOBAL HIX IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 27 HIX PRE-IMPLEMENTATION SERVICES MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 28 GLOBAL HIX IMPLEMENTATION MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 29 HIX IMPLEMENTATION MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 30 HIX SYSTEM DEVELOPMENT AND DEPLOYMENT MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 31 HIX SYSTEM INTEGRATION & INTERFACING MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 32 HIX SYSTEM SOFTWARE COMPONENTS MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 33 HIX PROGRAM MANAGEMENT AND IV&V/QA MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 34 HIX OPERATIONS & MAINTENANCE MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 35 GLOBAL HIX IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 36 HIX IT SERVICES MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 37 HIX IT SOFTWAREMARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 38 HIX IT HARDWARE MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 39 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY END USER, 2012–2018($MILLION)
TABLE 40 HIX END-USER MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 41 GLOBAL HIX GOVERNMENT AGENCIES MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 42 GLOBAL HIX GOVERNMENT AGENCIES MARKET, BY IMPLEMENTATION PHASE, 2012–2018 ($MILLION)
TABLE 43 HIX GOVERNMENT AGENCIES MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 44 GLOBAL HIX TPAS, BROKERAGE FIRMS, & CONSULTANCIES MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 45 HIX TPAs, BROKERAGE FIRMS, & CONSULTANCIES MARKET, BY

GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 46 GLOBAL HIX HEALTH PLANS/PAYERS MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 47 HIX HEALTH PLANS/PAYERS MARKET, BY GEOGRAPHY, 2012–2018 ($MILLION)
TABLE 48 U.S.: HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 49 U.S.: PRIVATE HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 50 U.S.: HIX IT MARKET, BY PHASE, 2012 – 2018 ($MILLION)
TABLE 51 U.S.: HIX IMPLEMENTATION MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 52 U.S.: HIX IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 53 U.S.: HIX IT MARKET, BY END USER, 2012–2018 ($MILLION)
TABLE 54 EUROPE: HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 55 EUROPE: PRIVATE HIX IT MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 56 EUROPE: HIX IT MARKET, BY PHASE, 2012–2018 ($MILLION)
TABLE 57 EUROPE: HIX IMPLEMENTATION MARKET, BY TYPE, 2012–2018 ($MILLION)
TABLE 58 EUROPE: HIX IT MARKET, BY COMPONENT, 2012–2018 ($MILLION)
TABLE 59 EUROPE: HIX IT MARKET, BY END USER, 2012–2018 ($MILLION)
TABLE 60 ASIA: PRIVATE HIX IT MARKET, BY TYPE, 2018 ($MILLION)
TABLE 61 ASIA: HIX IT MARKET, BY PHASE, 2018 ($MILLION)
TABLE 62 ASIA: HIX IMPLEMENTATION MARKET, BY TYPE, 2018 ($MILLION)
TABLE 63 ASIA: HIX ITMARKET, BY COMPONENT, 2018 ($MILLION)
TABLE 64 ASIA: HIX IT MARKET, BY END USER, 2018 ($MILLION)
TABLE 65 ROW: PRIVATE HIX IT MARKET, BY TYPE, 2018 ($MILLION)
TABLE 66 ROW: HIX IT MARKET, BY PHASE, 2018 ($MILLION)
TABLE 67 ROW: HIX IMPLEMENTATION MARKET, BY TYPE, 2018 ($MILLION)
TABLE 68 ROW: HIX IT MARKET, BY COMPONENT, 2018 ($MILLION)
TABLE 69 ROW: HIX IT MARKET, BY END USER, 2018 ($MILLION)
TABLE 70 CONTRACTS, AGREEMENTS, PARTNERSHIPS, & ALLIANCES (2011-2014)
TABLE 71 NEW PRODUCTS LAUNCHES & DEVELOPMENTS (2011-2014)
TABLE 72 EXPANSIONS (2011-2014)
TABLE 73 MERGERS & ACQUISITIONS (2011-2014)

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List Of Figures

LIST OF FIGURES

FIGURE 1 FORECAST MODEL
FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY
FIGURE 3 DATA TRIANGULATION
FIGURE 4 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET, BY TYPE, 2013–2018 ($MILLION)
FIGURE 5 GLOBAL HIX IT MARKET, BY PHASE, 2013 ($MILLION)
FIGURE 6 HIX ECOSYSTEM
FIGURE 7 FUNCTIONS OF HIX
FIGURE 8 HIX IT MARKET SEGMENTATION
FIGURE 9 MARKET DYNAMICS
FIGURE 10 GLOBAL HIX IT MARKET, BY COMPONENT, 2013–2018 ($MILLION)
FIGURE 11 GLOBAL HEALTH INSURANCE EXCHANGE (HIX) IT MARKET SHIFT, BY END USER, 2013–2018 ($MILLION)
FIGURE 12 HIX IT MARKET, BY GEOGRAPHY, 2013–2018 ($MILLION)
FIGURE 13 KEY GROWTH STRATEGIES, 2011–2014
FIGURE 14 GLOBAL HIX IT MARKET OVERALL STRATEGY, BY COMPANY, 2011–2014

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