

Exploring US healthcare outsourcing in the age of Obama-care

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Abstracts

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Introduction

There is great potential for outsourcers to take advantage of ongoing cost-rationalization strategies by US healthcare payers and providers. However, Ovum cautions that vendors need to balance optimism about opportunities in this space with consideration about the costs involved, both in terms of market development and compliance.

Features and benefits

Understand how the recent healthcare reform will impact outsourcers

Learn about key issues and challenges, as well as strategies for success in the industry going forward

Highlights

The US healthcare industry presents new opportunities for outsourcers. New American healthcare realities demand efficiencies. Healthcare reform will have a significant impact on outsourcers.

Your key questions answered

What will the impact of healthcare reform be for outsourcing?

What steps should outsourcing providers take in order to succeed in the US healthcare market?

Contents

SUMMARY

Catalyst
Ovum view
Key messages

THE US HEALTHCARE INDUSTRY IS RIPE FOR OUTSOURCING

Healthcare reform will have an important impact on the industry
The increase in transactions due to reform will lead to new opportunities in BPO
Healthcare is taking up more resources in the US
New healthcare realities demand efficiencies
Graying of the US population
Increase in lifestyle-related illnesses
Increase in cancer among US elderly and minorities
Regulatory issues are driving the need for compliance
ICD-10 will soon be mandated in the US
IT is an enabler for innovation and transformation in healthcare delivery
Vendors must also understand how new technology will serve as a disruptive force

US HEALTHCARE OUTSOURCING - MARKET SNAPSHOT

Market evolution of healthcare outsourcing
[Missing title]
Healthcare as a proportion of US outsourcing
US healthcare outsourcing vendor snapshot

CONSIDERATIONS WHEN SELLING US HEALTHCARE OUTSOURCING

Budgets are increasing but remain tight
Regulatory compliance demands significant investments and expertise
Balancing privacy and security with outsourced business models
Grow outsourcing at the expense of internal systems and maintenance
Healthcare outsourcing decision-making shifting to C-Level
Existing expertise in healthcare processes is limited
Recruiting the right team to win healthcare outsourcing
Long sales lags are associated with US healthcare outsourcing

RECOMMENDATIONS

Let “Obama-care” work for you
Determine if US healthcare is an opportunity worth pursuing
Ensure human infrastructure is in place
Recruit healthcare-focused business development team
Hire project staff familiar with healthcare systems and processes
Understand that different markets have different health needs
Vendors can play a key role in educating the market about best practices
Vendors must help simplify the exchange of healthcare information

APPENDIX

Further reading
Definitions
Methodology
Author
Ovum Consulting
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