



Everest Group Revenue Cycle Management (RCM) Operations PEAK Matrix® Assessment 2024

Focus on Sutherland Global Services

October 2024



Introduction

2023 continued to present formidable challenges for healthcare providers in the US. Although patient volumes have started to recover, the administrative burden and workflow issues have become more pronounced, due to the ever-increasing talent shortage and increased labor expense. Despite slight improvements in hospital margins, denial rates continue to increase, maintaining downward pressures on revenue cycle performance and financial stability. Moreover, the ability to access and leverage clean data has become critical given the rising complexity of medical coding and the dynamic regulatory environment. Further, the increase in patient responsibility has underscored the need to enhance front-end operations. As healthcare providers strive to futureproof their revenue cycle operations, the focus remains on enhancing efficiency and mitigating current obstacles. Service providers are responding by scaling their talent pools, enhancing their technology portfolios with automation and analytics, and pursuing mergers and acquisitions to deepen their value chain coverage and remain competitive in the dynamic revenue cycle market.

In the report, we present an assessment of 29 RCM operations providers featured on the [Revenue Cycle Management \(RCM\) Operations PEAK Matrix® Assessment 2024](#). This assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with leading RCM service providers, client reference checks, and ongoing analysis of the RCM services market

The full report includes the profiles of the following 29 leading revenue cycle operations providers featured on the RCM operations PEAK Matrix:

- **Leaders:** Access Healthcare, AGS Health, Ensemble Health Partners, GeBBS, Omega Healthcare, Optum, and R1 RCM
- **Major Contenders:** Cognizant, Coronis Health, CorroHealth, Exela Technologies, Firstsource, Genpact, Infinx, Innova Solutions, NTT DATA, Parallon, Sagility, Shearwater Health, Sutherland Global Services, Teleperformance, Vee Healthtek, Wipro, and WNS
- **Aspirants:** ACN Healthcare, Data Marshall, GetixHealth, Global Healthcare Resource, and iMagnum Healthcare Solutions

Scope of this report

Geography: Global

Industry: Healthcare

Services: Revenue Cycle Management – Business Process Services

Revenue Cycle Management (RCM) Operations PEAK Matrix® characteristics

Leaders

Access Healthcare, AGS Health, Ensemble Health Partners, GeBBS, Omega Healthcare, Optum, and R1 RCM

- Leaders have positioned themselves as the major supporters of healthcare providers, offering comprehensive assistance across the entire RCM value chain, which includes patient access, medical billing, claims management, and A/R management
- They are concentrating on broadening and deepening their services by pursuing mergers, acquisitions, and partnerships. Additionally, leaders are enhancing their workforce and investing in technological advances to meet the growing demand for outsourcing

Major Contenders

Cognizant, Coronis Health, CorroHealth, Exela Technologies, Firstsource, Genpact, Infinx, Innova Solutions, NTT DATA, Parallon, Sagility, Shearwater Health, Sutherland Global Services, Teleperformance, Vee Healthtek, Wipro, and WNS

- Major Contenders might not have a fully integrated and comprehensive coverage of the RCM value chain; however, they have successfully added value by enhancing their expertise in specific areas of the value chain
- They are prioritizing investments in personnel, processes, or technology to address and close the gaps in their offerings

Aspirants

ACN Healthcare, Data Marshall, Getix Health, Global Healthcare Resource, and iMagnum Healthcare Solutions

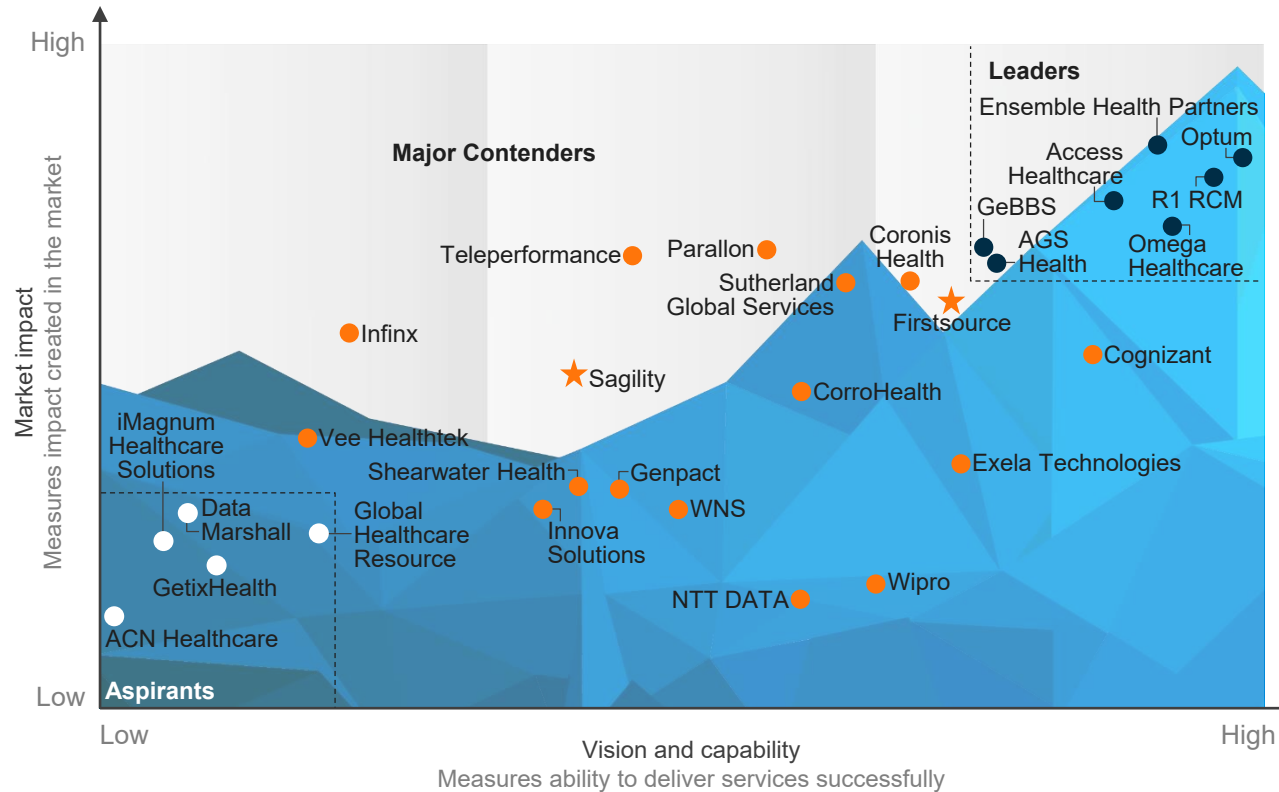
- Aspirants generally concentrate on specific buyer segments or value chain processes, operating on a smaller scale with a limited delivery mix and less emphasis on technology
- To enhance their brand visibility, they focus on showcasing relevant case studies that highlight their success in serving particular buyer segments

Everest Group PEAK Matrix®

Revenue Cycle Management (RCM) Operations PEAK Matrix® Assessment 2024 | Sutherland Global Services is positioned as a Major Contender

Everest Group Revenue Cycle Management (RCM) Operations PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for ACN Healthcare, Cognizant, CorroHealth, Genpact, GetixHealth, Global Healthcare Resource, Optum, Parallon, R1 RCM, and Wipro exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and interactions with buyers
Source: Everest Group (2024)

Sutherland Global Services profile (page 1 of 6)

Overview

Company overview

Sutherland is an experience-driven digital transformation firm. The company's mission is to deliver engineered experiences for customers and employees today, that will carry on into the future.

Headquarters: Rochester, New York

Website: www.sutherlandglobal.com

Key leaders

- Dilip Vellodi, Chairman and Chief Executive Officer
- Makeish Bharadwaj, Global Healthcare and Life Sciences Leader
- Lesley Antes, VP – Head of Provider Markets
- Abhijith Godbole, Assistant Vice President, Client Services

Suite of services

- Patient access
- Medical billing
- Claims management
- A/R management

RCM operations	2021 ¹	2022 ¹	2023 ¹
Revenue (US\$ million)	Not disclosed	Not disclosed	Not disclosed
Number of FTEs	Not disclosed	Not disclosed	Not disclosed
Number of clients	Not disclosed	Not disclosed	Not disclosed

¹ 12 months ending December 31 of any particular year, i.e., from January 1, YYYY to December 31, YYYY
Source: Everest Group (2024)

Recent acquisitions and partnerships

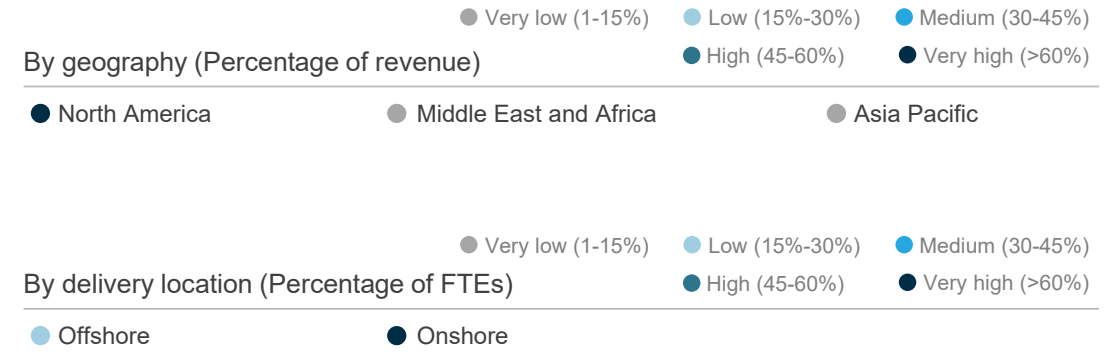
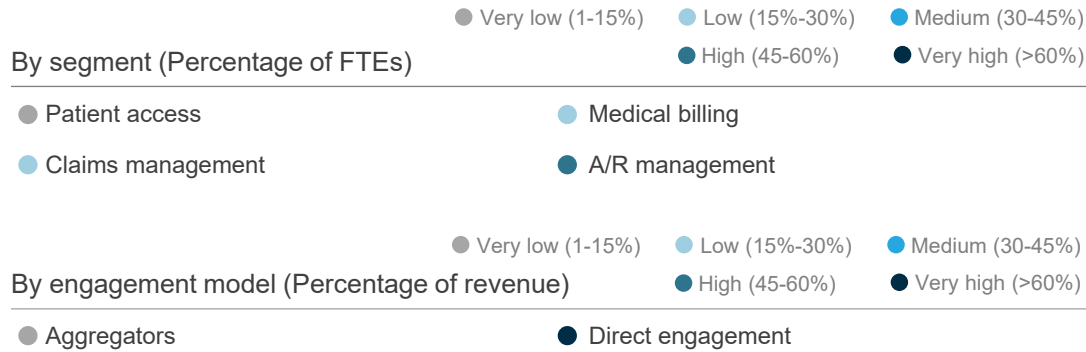
- **2024:** partnership and integration with Experian's telephony solution TCN or self-pay and customer services
- **2023:** acquired a digital engineering firm that specializes in data monetization, enterprise and app modernization, and cloud migration and testing
- **2023:** partnered with eviCore to automate and simplify the entire prior authorization process, providing on-demand touchless case approvals and real-time pre-authorization status checks
- **2023:** partnered with Experian for automatic authorization post-back capabilities with automatic secondary and follow-up process verification for prior authorization
- **2023:** partnered with Outbound AI for speech AI automation to expedite administrative tasks using phones in RCM
- **2022:** leveraged Intelligent Automated Coding (IAC) to automate coding processes
- **2022:** acquired augment CXM to expand AI solutions offerings

Recent developments

- **2023:** introduced SmartCred to improve delivery. Sutherland recognized that the market needed a solution that was effective in handling provider enrollment procedures. Currently, these procedures are paper-based and labor-intensive. Sutherland's strategy is to use RPA and other workflow technologies to create a tool that automates a significant portion of the entire enrollment process
- **2023:** created a rapid prototype approach that enables visionary product managers to obtain real-world user inputs without devoting valuable product development resources to unproven and untested proposals
- **2022:** developed Intellie, a KPI dashboard platform that tracks real-time snapshots and trends of its RCM physician and hospital clients' charges, write-offs, refunds, adjustments, and collections. These clients utilize the SmartHealthAnalytics portal. It enables role-based access management to limit the logged-in users to the necessary access levels

Sutherland Global Services profile (page 2 of 6)

Capabilities and client portfolio



Recently announced RCM operations engagements (non-exhaustive)

Client name	Year of signing	Processes served
Academic IDN	2020	Early out self-pay / customer service, statement generation and charity care, and Medicaid enrollments
A state public health agency	2016	Full business office, customer service/self-pay, insurance verification and AR billing/follow-up, denial management lockbox reconciliation, and payment posting / credit balance
A large municipal health system	1987	Billing, physician and hospital coding, auditing, physician and hospital AR management, and denial management

Sutherland Global Services profile (page 3 of 6)

Technology solutions/tools

[NOT EXHAUSTIVE]

Solution	Processes served	Year launched	Description	No. of clients
Cash posting automation	Claims management and A/R management	2020	It scans copies of paper EOBs from various payers via an OCR engine, extracting the necessary data automatically.	Not disclosed
HelpTree	Patient access, medical billing, claims management, and A/R management	2020	It is a gen AI-based solution that assists with any technical or customer support inquiries. It can be scaled across numerous countries and applied to any industry, product, or service that requires the correct answer.	Not disclosed
Intellie	A/R management	2019	It is a supplemental RCM mobile app that allows customers and management to monitor data almost instantly. Operations receives actionable alerts via Intellie if there are data spikes, dips, or new patterns that emerge.	Not disclosed
Medical record requests automation	Patient access, medical billing, and A/R management	2019	It automates the process of requesting medical records by defining multiple business rules and logic to identify a list of automatable accounts, and then setting up Sutherland Robility to run the list of accounts through the appropriate RCM and EHR tools within clients' Citrix environment to obtain the medical records that are used to appeal a medical necessity denial.	Not disclosed
Eligibility verification and managed care automations	Patient access	2019	It is a proprietary E-Hub system that processes eligibility checks in real-time/batch (EDI 270/271: eligibility and benefits inquiry and response) through direct link to CMS and Medicaid websites. Sutherland automates the managed care plan verification process by putting up Sutherland Robility, which runs the list of accounts through the health net and other health insurance coverage websites to extract the necessary information and upload the most recent information back to the client's system.	Not disclosed
E-Hub	Patient access, medical billing, claims management, and A/R management	2015	It coordinates intelligent automation for critical procedures such as eligibility verification, insurance discovery, real-time claim status checks, and effective handling of prior authorization events. It has a configuration engine that acts as a rule-based conductor to ensure orchestration, and its simple user interface allows for real-time event monitoring.	Not disclosed
Claim status and eligibility check workflow automation	Patient access, medical billing, claims management, and A/R management	2018	It facilitates automated claim status and eligibility check inquiries via EDI, AI, or RPA, resulting in workflows with no human intervention. Based on the retrieved status, accounts in the agent's queues are automatically moved to the next valid state.	Not disclosed

Sutherland Global Services profile (page 4 of 6)

Technology solutions/tools

[NOT EXHAUSTIVE]

Solution	Processes served	Year launched	Description	No. of clients
Sutherland HealthConnect and SmartHealthAnalytics	Patient access, medical billing, claims management, and A/R management	2017	It is a Hadoop-based big data architecture through which all healthcare client datasets and audit trail datasets from its workflow systems are routed. It is compatible with the healthcare industry's source workflow platforms. Every raw data set is transformed into an effective healthcare data model, which powers Sutherland SmartHealthAnalytics, a collection of analytical reports for its many service lines.	Not disclosed
Customized analytics solutions for improvement in client processes	Medical billing, claims management, and A/R management	2015	It helps clients find income leaks, bottlenecks in their processes, and other inefficiencies by providing them with personalized diagnostics on their operations. It aids in defining focused interventions for the client in order to attain quantifiable efficiencies.	Not disclosed
Sutherland self-pay	Patient access, medical billing, claims management, and A/R management	2015	It is an essential component of Sutherland Rev, which contains an integrated dialer for incoming and outbound calls to patients. There is also a web-based patient payment site, coupled with a payment gateway service that allows patients to pay their hospital bills.	Not disclosed
Sutherland patient access	Patient access	2015	It is a solution that helps hospitals accelerate their patient registration process by confirming insurance and verifying patient demographics before providing treatments.	Not disclosed
Sutherland patient portal	Claims management	2015	It is a PCI-certified patient payment portal solution that combines a web-based platform with IVR and payment gateway services to enable patients to pay their hospital bills.	Not disclosed
RemitWeb	Claims management and A/R management	2012	It standardizes EDI 835 files and indexes them for easy retrieval. This tool helps healthcare providers enhance denial reporting and automate cash posting to their source systems.	Not disclosed

Sutherland Global Services profile (page 5 of 6)

Key delivery locations



Note: Apart from the locations mentioned above, Sutherland Global Services has started RCM operations delivery from Bogota, Columbia in the year 2024










Sutherland Global Services profile (page 6 of 6)

Everest Group assessment – Major Contender

Measure of capability:  Low  High

Market impact

Vision and capability

Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Sutherland has expanded its RCM clientele outside of the traditional US market with deals active with healthcare providers in the Asia Pacific and the Middle East region placing them in a unique position in the market as compared to peers
- To further strengthen its digital-first strategy, Sutherland has made multiple technology investments such as acquisition of a digital engineering company in the space of cloud migrations and partnerships to automate and streamline the entire prior authorization process along with voice AI automation to streamline call-based administrative work across the revenue cycle
- Client references highlighted Sutherland’s domain expertise and technology ecosystem along with flexibility and relationship management as key strengths

Limitations

- Sutherland primarily focuses on the health network client segment, resulting in limited experience with home health agencies, ambulatory and urgent care centers, and dental clinics. Buyers falling in these categories may want to evaluate Sutherland’s capabilities thoroughly in serving their specific needs
- The firm has minimal focus on the medical billing segment of the value chain, which is one of the most outsourced functions in the RCM market. As compared to peers it has a relatively smaller pool of resources for domain-intensive functions such as medical coders and nurses
- Referenced clients have mentioned the legalities included in the contracts and pricing as some areas of concern with Sutherland

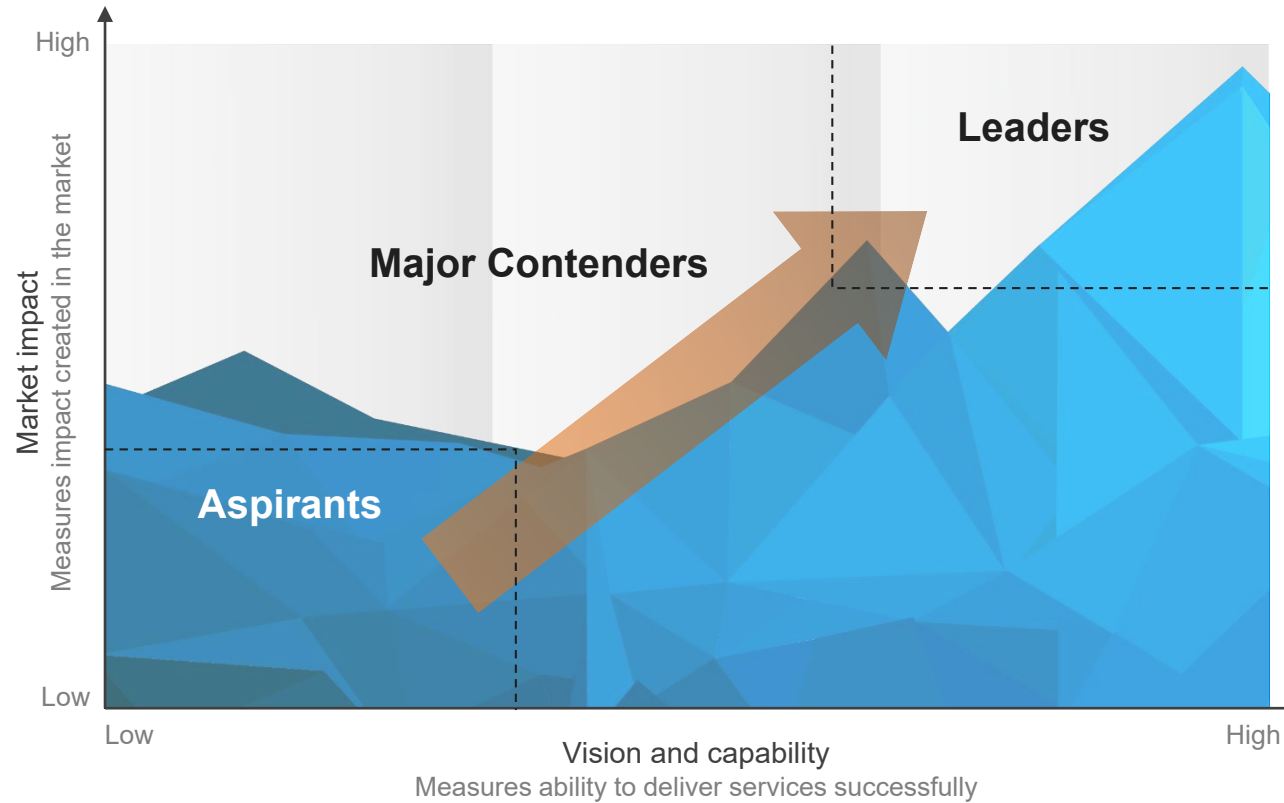
Appendix

PEAK Matrix® framework

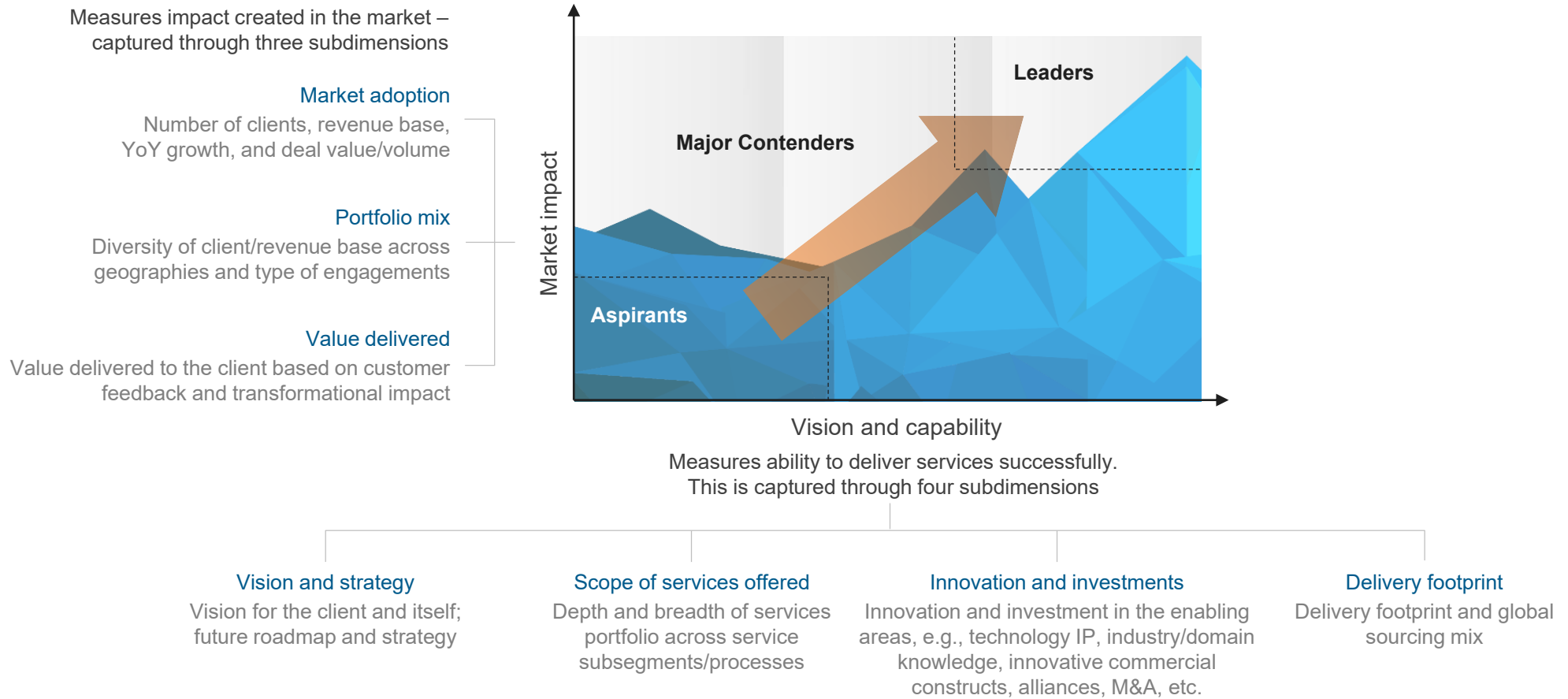
FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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