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**News release**

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**PwC named a leader in IDC's MarketScape for U.S. Healthcare Payer Business Intelligence Consulting Services 2015 Vendor Assessment**

PwC has been named as a leader in the IDC MarketScape: U.S. Healthcare Payer Business Intelligence Consulting Services 2015 Vendor Assessment. This IDC study represents the vendor assessment model called an IDC MarketScape. The research is a quantitative and qualitative assessment of the characteristics that explain a vendor's current and future success in the marketplace, assessing the capability and business strategy of many of the leading business consulting firms. The evaluation is based on a comprehensive framework and set of parameters expected to be most conducive to success in providing business consulting services during both the short term and the long term.

Dan Garrett, Leader of PwC's Healthcare IT practice, said "We are pleased that IDC Health Insights placed PwC in the top position in its Leaders category in their latest MarketScape report, recognising our successful move to create a winning combination of Payer experience and deep analytics skills focused on creating best ways to serve health plan members and optimal ways to operate their businesses."

According to the IDC MarketScape, among the competitors discussed in this IDC MarketScape, "PwC offers clients access to an unrivalled set of data assets (now comprising data from over 300 vendors), and the tools and insights generated by a rapidly growing, agile software development organisation. The report also states that "among payers buying BI consulting services, PwC demonstrates a spectrum of foundational consulting capabilities that are valued in any high-quality consulting relationship." IDC also finds that "at the level of the individual client, PwC asserts the breadth and depth of its massive healthcare consulting practice with a light touch. PwC project leaders typically demonstrate a high degree of speed in dealing with their tactical and strategic ramifications within the particular client enterprise. Furthermore, PwC engages with clients with a high degree of partner involvement."

Paul D'Alessandro, Sales, Marketing and Customer Experience Practice Lead, said "This distinction shows that PwC's investment in software and data capabilities, combined with the strength of our consulting team, is paying off for our clients. We're now able to synthesise very large numbers of heterogeneous internal and external datasets to better understand the competitive dynamics of the healthcare marketplace within the context of consumer/member/patient behaviors."

Amaresh Tripathy, Analytics Leader at PwC, said "PwC offers our clients access to an unrivalled set of data assets, tools, and insights generated by a rapidly growing, data science and agile software development organisation."



IDC MarketScape, U.S. Healthcare Payer Business Intelligence Consulting Services 2015 Vendor Assessment, (#HI257349 September 2015).

### **About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilises a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

### **Notes**

1. For more information, visit [pwc.com/analystviews](http://pwc.com/analystviews).
2. PwC helps organisations and individuals create the value they're looking for. We're a network of firms in 157 countries with more than 195,000 people who are committed to delivering quality in assurance, tax and advisory services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

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