

INDUSTRY INSIGHT – NON VOICE BPO IN HEALTHCARE

Global healthcare market was worth over USD6.68 trillion in 2005, a growth of 7.5% over 2004, which is much higher than global GDP growth. Cygnus estimates that the Indian healthcare BPO services industry was worth USD1.04 billion, a growth of over 60% over the previous year. This includes BPO services in areas like health insurance, medical transcription and health care services provided by Indian companies and captive BPO operations of MNC's operating in India. Currently, BPO companies in India derive about 16.5% of their revenue from healthcare, which is expected to go up to 20% in the coming 3 years, with regulatory, cost and competitive pressures forcing healthcare providers and payer companies to outsource a greater part of their operations.

During 2005-06, Non Voice based services contributed about USD 470.54m, 45% of total healthcare BPO business, balance being from voice based services. In the last few years, voice based BPO (primarily call centres) has become a commodity service, with falling realisations. This has been forcing Indian companies to look at non-voice based BPO as a serious business proposition, because it offers higher margins and at the same time calls for lower investments. However, there are a number of challenges to make it successful, which include customer acquisition as well as resourcing.

This report covers non-voice offshore healthcare-BPO services industry in India. It gives a global landscape of health care services industry and the processes that are outsourceable. Besides it outlines the status of the healthcare industry in the US, the UK, France, Germany and Australia—the target markets of Indian healthcare BPO service providers. The report also features the potential customers in these markets and profiles of leading companies in India in the healthcare BPO space.

This report will help BPO service providers, who are already focused on the healthcare vertical, sharpen their focus and identify new markets. BPO service providers, who are keen to enter healthcare BPO services, will find this report useful in crystallising their strategic plans. This report will help Healthcare Providers and Payer companies, which have already outsourced or plan to, learn about outsourcing trends in the industry. Others such as government departments, analysts, students, consultants and entrepreneurs will gain a comprehensive understanding of the fast-growing industry.

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