IDC MarketScape

IDC MarketScape: U.S. Healthcare Provider VNA/AICA Unstructured Data Platforms for Integrated Care 2016 Vendor Assessment

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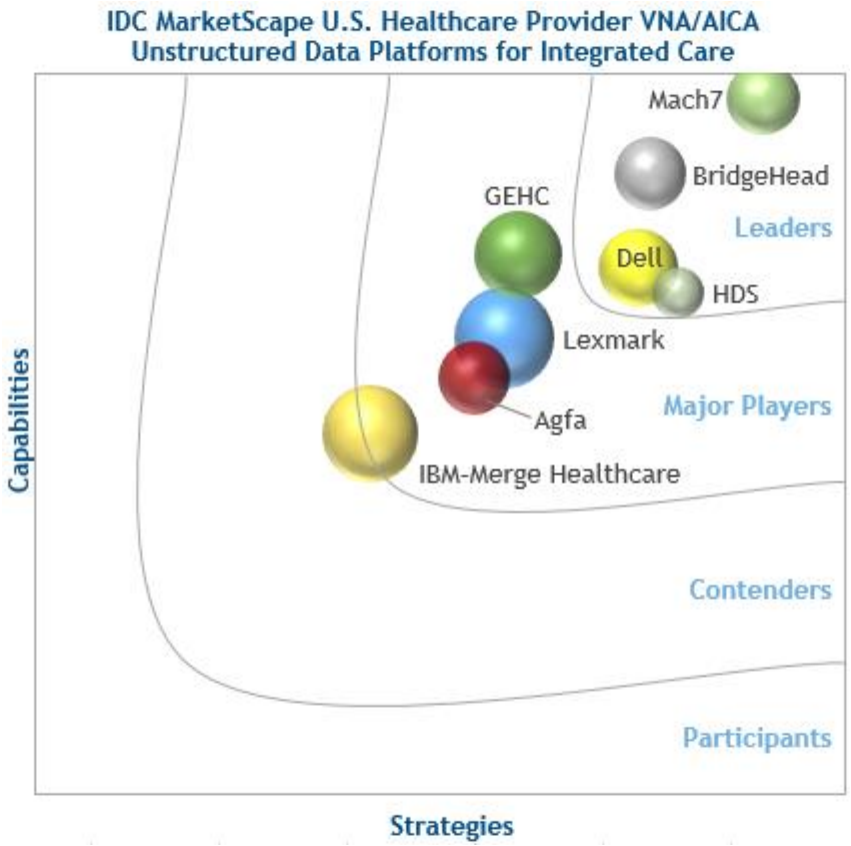
THIS IDC MARKETSCAPE EXCERPT FEATURES MACH7 TECHNOLOGIES

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape U.S. Healthcare Provider VNA/AICA Unstructured Data Platforms for Integrated Care Vendor Assessment



Source: IDC, 2016

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Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: U.S. Healthcare Provide VNA/AICA Unstructured Data Platforms for Integrated Care 2016 Vendor Assessment (Doc #US41287215). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

The U.S. healthcare provider information technology (IT) market has experienced extreme growth and change since the introduction of accountable and value-based care, following the passage of the Patient Protection and Affordable Care Act (PPACA) of 2010. As providers seek to optimize their operations under value-based care business models, the need to rationalize storage for medical images and accommodate the growing variety and volume of unstructured content being created in new, network-based healthcare organizations (HCOs) has become acute. The growing need for management of unstructured content — whether the requirements are for traditional archives or real-time access repositories, or a combination of these capabilities — has led to increased adoption of vendor-neutral archives (VNAs) to manage DICOM files as well as a second generation of more patient-centric technology, the application-independent clinical archive (AICA). This IDC MarketScape focuses on VNA and AICA platforms that allow providers to manage and provide access to disparate types of unstructured content, among multiple departments, across the entire integrated delivery network (IDN), and between affiliated providers in the community. The platform approaches to VNA and AICA evaluated in this IDC MarketScape include VNA suppliers that are adding AICA capabilities, PACS/VNA suppliers that are adding AICA capabilities, and native AICA vendors that also support DICOM archiving/VNA functionality. As AICA is an emerging space, there is considerable variation among the platforms offered by the vendors covered in this study in terms of approaches, underlying technology, ease of use and implementation, product road map, available tools, licensing models, and analytics capabilities. The ability of platform suppliers to service customers and support their needs through technical support and account management also varies. With these considerations in mind, it is not surprising that the qualities defining today's market share winners may not be those of future leaders. This study is designed to offer healthcare providers guidance on which VNA and AICA platform vendors serving the industry are best suited for consideration when evaluating an initial investment in, replacement of, or enhancement to unstructured content management capabilities. The next generation of vendor-neutral archive technologies, AICA, has evolved as a strategy to support U.S. healthcare organizations moving to accountable delivery. AICA will support the needs of existing VNA users and systems while offering healthcare providers additional capabilities to address the challenges posed by the exponential growth of unstructured healthcare data and the deepening need for population health management (PHM) and the patient-centered medical home (PCMH) in new business models. The patient-centric AICA replaces the PACS-tethered VNA with a solution that meets the needs for new and integrated business models based on collaboration and evidence-based decision making in today's health systems. This IDC MarketScape, in addition to vetting customer references to verify vendor claims, considers other key criteria:

- Provider-oriented and patient-centric product design, approach, platform technology provider market knowledge, number of customers, and stability of the vendor
- Deployment capability, deployment options, availability of cloud-based subscriptions, architecture, time to market, and usability of the platform and associated tools
- Cost relative to value and ROI from products and approaches
- Breadth of functionality and functionality flexibility, agility, and self-service capabilities

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

IDC frequently has unique visibility into vendor selection processes within hospitals and health systems through its clients and contacts in the industry. To be considered for inclusion in this study, VNA and AICA platform suppliers must have been significantly evaluated for purchase within a recent deal with which IDC is familiar. Only VNA and AICA vendors were considered; while some convergence is seen in the market, enterprise content management (ECM) solutions that also manage DICOM-based content and images were excluded from this study. Further research and due diligence were then conducted to narrow the list of vendors to only those that had won deals and that IDC viewed as legitimate contenders for future deals within the healthcare provider space. Vendors and products are evaluated on the basis of their ability to serve the largest participants in the market, as well as the midmarket and smaller players. The vendors and products selected for evaluation in this study are:

- Agfa
- BridgeHead
- Dell
- GE Healthcare (GEHC)
- Hitachi Data Systems (HDS)
- IBM-Merge Healthcare
- Lexmark
- Mach7 Technologies

ESSENTIAL BUYER GUIDANCE

The VNA and AICA market is confusing to health IT buyers. It is difficult to classify many solutions and to separate the platform capability from the image archiving capability in many vertical supplier offerings. Buyers need to consider not only the platform — whether it is VNA or AICA — and its fit to their current business needs but also the agility and scalability when it comes to meeting the demand of future business model changes. Many buyers with existing relationships with PACS or storage vendors will find offerings from these vendors appealing and often lower cost when compared with independent vendors' solutions. In cases where these solutions meet business needs and offer more interoperability with an existing set of proprietary products, it is important to explore these offerings. However, in the long run, the cost of migrating existing image archives to the platform will be significant, and buyers should evaluate platforms that support long-term business needs against those that offer cost or time-to-implement advantages in the short term, accordingly. Providers need to understand their need for platform and/or specific workload and workflow capabilities when making VNA and AICA platform purchasing decisions.

Providers should clearly articulate, quantify, and document the organization's current archiving needs and future business goals to assess the organization's ability to take on VNA and/or AICA. As accountable care initiatives advance, the ability to unite unstructured data from across the organization on a single platform, to make information available to more providers for sharing, and to leverage data to perform analytics and rationalize storage will be important success factors.

Additional buyer guidance includes:

- **Carefully assess delivery model.** Consider choosing offerings that are provided as software as a service (SaaS) to gain some of the advantages of the cloud. This will enable flexibility and agility as well as access to services from the supplier and can support collaboration with other departments and partner healthcare organizations on the platform. The cloud VNA and AICA offerings in this IDC MarketScape are offered by service providers that understand the constraints associated with handling HIPAA-protected data and the unique demands of healthcare compliance.
- **Build policies for working with VNA and AICA.** As the organization begins to leverage the archive's content in its operations, more and more unstructured data will be discovered and use will expand to include additional departments. Most full-scale AICA implementations begin with radiology but realize value from unexpected departments, like home care, where image sharing can help reduce readmissions and lower the cost of care as well as increase patient satisfaction. Policies for managing expansion opportunities should be in place to allow prioritization and manage implementation time frames and integrations. Hospitals and health systems should organize around resources, whether they are in individual departments or centralized, to enable effective utilization of VNA and AICA platforms.
- **Seek out innovation.** Accountable care is coming fast, and risk-based contracting is increasingly prevalent. As providers seek to best manage operations, processes, and costs to deal with these business challenges, sharing unstructured data including images across the health system is a core capability. Managing data sharing well, and adapting to change as it comes, requires innovation. Innovative suppliers that seek customer partners should be pursued to gain competitive advantage from VNA and/or AICA programs. Codevelopment and collaboration opportunities can help organizations gain a foothold in new platforms and capabilities and build a culture of innovation.
- **Set key IT goals for VNA and ACIA.** Most healthcare IT organizations implementing new VNA and AICA platforms experience strong adoption in the departments that initially implement the platform and experience interest from other departments as the products expand. The pace of business model change means that it can be hard to prioritize. IT departments should seek platforms that offer tools that will allow end users some component of self-service and seek to develop reusable tools that make the most of available data when building out sharing within the organization. To ensure that the organization captures value from new VNA and AICA platforms, planning the transition to the platforms and setting goals for delivery of follow-on capabilities should be part of the process.
- **Continue experimentation and develop best practices related to archiving.** Each provider IT organization will need to experiment to determine archiving approaches that are best suited to the business needs and the skills of staff and end users. The transition will take time, and organizations should allow for experimentation as best practices emerge.
- **Connect unstructured data initiatives to other new technology investments.** Image archives don't deliver value on their own; they need to be used by stakeholders in the care process. VNA and AICA should be embraced as an extension of PACS, RIS, EHR, and perhaps even enterprise content management as well as other technology investments like mobile apps that

leverage content in the archive. Ensure that users can dynamically access content via a self-service portal.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Mach7

Mach7 Technologies is a publicly held standalone AICA supplier founded in 2007 and headquartered in Burlington, Vermont. Mach7 went public on the Australian stock exchange, via a transaction that took place earlier this year. Mach7 Enterprise Imaging Platform has functionality for content aggregation, DICOM, and non-DICOM, along with a workflow engine that supports the translation and transformation of data across all content types and departments. Mach7 offers its own zero-footprint universal viewer and supports integration with third-party viewers. Recent enhancements have included adding a zero-footprint patient and physician portal, as well as image sharing, which allow access and exchange of DICOM and non-DICOM unstructured content, in addition to portal capabilities that allow access to structured clinical data and records. Mach7 leverages standards-based integration to incorporate content, and its capabilities include a history of successful integration with most PACS suppliers. Mach7 solutions are installed at over 200 sites supporting 45 customers globally, with concentration in North America and the Asia/Pacific region. Mach7 is positioned as a Leader in this IDC MarketScape.

Strengths

Mach7 is unique in its approach to projects, with an emphasis on supporting diverse customer needs, and the relatively new entrant into the space has gained entrée into many of its accounts by filling gaps in functionality left by its competitors with its highly configurable, scalable product and customized services. Mach7 does not market PACS or modalities to its customers.

Challenges

Mach7 is off to a promising start and enjoys strong relationships with its existing cadre of clients. With the influx of funding from its IPO, the company is expected to grow its sales and service operations and expand from its current footholds in the United States and Asia/Pacific into Europe. As the company grows, it is at risk for related issues and will be challenged to maintain high service levels while expanding beyond its core staff of experts and hands-on client relationships.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of a review board of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

In This Study

This IDC MarketScape provides an evaluation of VNA and AICA platforms for the U.S. healthcare provider industry.

IDC MarketScape studies are designed to identify factors conducive to success in a particular market, both long term and short term, and then assess vendors participating in the market against those factors. The evaluation is based on a comprehensive framework that includes both qualitative and quantitative metrics, as well as end-user feedback, and provides vendors with market positioning relative to or compared with other market participants. This particular study provides a vendor assessment of the leading VNA and AICA platforms that are offered to hospitals and health systems in the United States.

LEARN MORE

Related Research

- *Business Strategy: Trends and Opportunities in the U.S. Healthcare Provider Market - A Discussion of the 2015-2016 Healthcare Provider Technology Spend Survey Results* (IDC Health Insights #US40883115, January 2016)
- *IDC FutureScape: Worldwide Healthcare 2016 Predictions* (IDC #259908, November 2015)
- *IDC PeerScape: Practices for Standalone Enterprise Clinical and Financial Analytics Platforms for U.S. Healthcare Providers* (IDC #259370, October 2015)
- *Business Strategy: Unstructured Data Platforms for Accountable Care - Making the Move from VNA to AICA* (IDC Health Insights #HI259377, October 2015)
- *IDC MarketScape: U.S. Healthcare Provider Clinical and Financial Analytics Standalone Platform 2015 Vendor Assessment* (IDC Health Insights #HI255139, April 2015)

About IDC

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