

RISING STAR: PERSISTENT

Overview

Persistent is a 30-year-old global solutions provider delivering digital business acceleration and modernization for enterprises. It generates annual revenue of US\$501 million and has 10,600 employees in 17 countries. Healthcare and Life Sciences is one of four major industry groups served, and it grew by 9 percent in revenue in 2020. Persistent is a Salesforce Platinum partner and a Salesforce Health Cloud Preferred Partner.

Strengths

Patient Engagement using Salesforce Health Cloud: Persistent's healthcare strategy is based on Salesforce Health Cloud. Using the Health Cloud platform, it serves healthcare providers in the U.S. with its digital transformation focus on patient experience. For example, Persistent worked with a health system to rearchitect and roll out a new Salesforce-based Patient Engagement suite of apps, including a new provider referral portal, scheduling, triaging, EMR integration and population health.

Product development: Persistent's service offerings for applications include consulting, architecture, design, build, test, validate, deploy and run. The company invests in AI, ML, DevOps and low-code/no-code (RPA) to improve the speed and quality of outcomes. Persistent was one of the early Salesforce Health Cloud developer partners and continues to develop accelerators for the platform. The accelerators help its healthcare provider clients speed up the time to market for digital patient services, including for digital front door, COVID-19 care delivery and EMR integration.

Partner ecosystem: Persistent collaborates with its partner ecosystem to deliver value faster. Partnerships are focused on R&D (ClearData and Salesforce Health Cloud), go-to-market (Salesforce, AWS and ClearData) and building solutions to industry problems.

Caution

Persistent might not be the best choice for providers committed to alternative platforms due to its reliance on the Salesforce platform.

Persistent needs to enhance brand recognition as a digital transformation alternative to the U.S. healthcare providers.



2021 ISG Provider Lens™ Rising Star

Persistent excels at delivering digital front door and other capabilities to U.S. healthcare providers, especially via the Salesforce Health Cloud, to support digital transformations.