

“Market Research for Business Opportunities for ACCENTURE in China’s IT Healthcare Industry”

**A Dissertation Submitted In partial fulfillment of
The requirements for the award of
Post-Graduate Diploma in Health and Hospital Management**

Submitted by:

Priyanka Sharma



International Institute of Health Management Research

**New Delhi -110075
May, 2012**

“Market Research for Business Opportunities for ACCENTURE in China’s IT Healthcare Industry”

**A Dissertation Submitted In partial fulfillment of
The requirements for the award of
Post-Graduate Diploma in Health and Hospital Management**

Submitted by:

Priyanka Sharma



**International Institute of Health Management Research
New Delhi -110075
May, 2012**

Certificate of Approval

The following dissertation titled **“Market Research for Business Opportunities for ACCENTURE in China’s IT Healthcare Industry”** is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post- Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation

Name Signature

_____	_____
_____	_____
_____	_____

Certificate from Dissertation Advisory Committee

This is to certify that **Ms. Priyanka Sharma**, a graduate student of the **Post- Graduate Diploma in Health and Hospital Management**, has worked under our guidance and supervision. She is submitting this dissertation titled “**Market Research for Business Opportunities for ACCENTURE in China’s IT Healthcare Industry**” in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital Management**. This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Faculty Mentor

Designation

IIHMR

New Delhi

Date

OrganizationalAdvisor

Designation

Organization

Address

Date

Abstract

“Market Research for Business Opportunities for ACCENTURE in China’s IT Healthcare Industry”

China healthcare sector is widely fragmented & China’s e- Health has a vast untapped market. The Health Information Technology (HIT) industry of China has passed the embryo phase (compared with other industry, the development of Health computerization in China is slow and it will take a relatively long time to enter the maturity phase) and is in initial part of the growth phase. The Market demand is high, application software thriving and the IT service market rapidly growing. The HIT industry spearheaded by the increasing demand for regional health information system will grow faster and will have a bright future as the economic power of China keeps growing. There is a vast demand for high quality of e- Health technologies in the market where the domestic players lacks in and the credit is taken by the foreign players like IBM, CISCO were Accenture presence is still unknown as compared to them. Market analysis is needed to understand the untapped needs and what is the new upcoming market were Accenture can prove its excellence. Accenture is now offering solution to only three of the major hospital in china i.e. Xinhua hospital (Busiest Hospital in the World) Accenture is helping Xinhua Hospital to kicked off an EMR (Electronic Medical Record) project as the key enabler to achieve its strategic objective. The project is a multi-phase, multi-year project. In Phase one, Accenture is working to assess the readiness of Xinhua EMR and provide the roadmap for the hospital to implement this project. Yanda International Hospital, a top-ranking health care facility in Beijing, China, chose Accenture as strategic partner to help streamline its information management system. Accenture is working is to ensure that Yanda’s systems are fully interoperable to promote collaboration and optimized workflows—and ultimately the platform for electronic health records. The first phase of the implementation will cover the hospital’s IT management system in Chinese, with English to be covered in future releases. Accenture Consolidates Yanda International Hospital’s Information Systems. The study is purely Qualitative. With the help of the study we are able to analyze the china health care IT market. The analysis is done by three methods a) SWOT b) Porters Method c) Blue ocean strategy. We are also analyzing the names of national and international players and services they are offering in the china health care market and how and where Accenture can able to untapped the market of China Health care IT industry. The recommendation is given for Accenture for Opportunities to expand in the Chinese healthcare market. There is strong growth for Accenture across the board but particularly in consulting, IT management, and software and process management. Accenture can collaborate with the MOH to provide consulting and implementation of e-health solutions to the Tier1 and Tier2 hospitals. The other most important development will be the Development of Regional Health Information Networks (RHIN) and Electronic Health Records and Upgrading and integrating Hospital Information Systems (HIS)/Clinical Information Systems (CIS) and implementing EMR. China still building on Cloud computing. Fueling China’s pharmaceutical market to become the 3rd largest in the world by 2012. So in the last there are various opportunities foe ACCENTURE to tap the healthcare IT industry of china

ACKNOWLEDGEMENT

Without the support, guidance and patience of the following people this dissertation would not have been completed who deserve acknowledgement beyond words.

First and foremost I would like to express my gratitude to Mr. Hari Viswanathan, Project Manager of Accenture, Chennai for giving me permission to commence this study in the first instance, to do the necessary research work and to use departmental data.

I would like to devote my thanks to my respected mentor Mr. Manish Thakkar ,Mr.Vasudev Puranik for his unconditional support and guidance throughout the project without which this work would not have materialized.

I would also like to thank Ms Preethi Ravi (Assistant Manager), for giving me this wonderful learning opportunity by giving me this valuable project and for all the help they have given me during my internship period.

I am grateful to Indrajit Bhattacharya Professor-IIHMR for being my mentor whose guidance helped me sail through many hurdles, I am sincerely thankful to him.

Finally, My sincere thanks to Dr Rajesh Bhalla (Dean) Academics who have been the driving force behind the successful completion of my Internship and Dissertation.

No words of gratitude are sufficient to appreciate the assistance of the hospital staff for their consistent support and motivation. They were always there to help and support me at each and every step to make the project highly beneficial and meaningful for me.

At Accenture, I came across people who gave shape to my efforts and who were crucial in making my dissertation even more meaningful.

Last but surely not the least from the bottom of my heart I wish to thank my family and my friends for being who they are. Without their support and encouragement I would have not attained all that I have so far. I hope I have lived up to their expectations.

Priyanka Sharma

TABLE OF CONTENTS

Part 1 :-	Internship report	
A	Organizational Profile	2
B	Core values at Accenture	3
C	Accenture health solutions	3
D	Insight driven health for US state health organizations	4
E	Accenture digitized health solutions	5
F	Involvement during Internship: Business Analysis Training	6
G	Business Analysis Planning and Monitoring	7
H	Elicitation	12
I	Requirements Management & Communication	14
J	Enterprise Analysis	17
K	Requirements Analysis	18
L	Solution Assessment and Validation	21
M	Application Analysis Training	23
N	Online Trainings	34
Part2	Market Research for Business Opportunities for ACCENTURE in China's IT Healthcare Industry.	39
Chapter 1	Introduction	40
1.1	Objective of the Study	42
1.2	Problem Statement:-	42
1.2.1	Rational for the study	42
1.2.2	Disease Pattern	43
1.3	Budget Healthcare and Technology 2011	45
1.3.1	China's Healthcare Expenditure	46
1.3.2	China's Healthcare IT market	48
1.3.3	Reforms in China (Formed by Ministry of Health) China	48
1.3.4	Vision of China government 2020	51

1.4	Hospitals and health service centers	52
1.4.1	Top 10 hospitals in China	58
1.4.2	IT products and services offered by vendors in the hospitals.	61
1.4.3	Health IT Developments in China	62
1.5	Hospitals Information System (HIS) in China.	62
1.5.1	CIS (Clinical Information System) in China.	62
1.5.2	Electronic Medical Record (EMR) in China	66
1.5.3	m- Health in China	68
1.6	Healthcare Insurance System	70
1.6.1	Public Healthcare Insurance System	71
1.6.2	Private Medical Insurance	73
1.6.3	Role of IT companies in Health Insurance	76
1.7	Market Segmentation	76
1.7.1	Healthcare IT trends of China	77
1.7.2	International and Domestic Players	78
1.8	Regulations in China Market	86
1.8.1	Health care IT regulation in china	87
1.8.2	Business Regulations in China	90
1.9	Accenture in China	92
1.9.1	Accenture offering IT based service in the following hospitals in China	92
1.9.2	Accenture is helping Doctors in China spend more time with patients using Mobility	95
1.9.3	Competitive analysis: top it providers in China healthcare industry	96
Chapter 2	Methodology	100
Chapter 3	Results and findings	
3.1	• SWOT Analysis	102

3.2	<ul style="list-style-type: none"> • Porter Method 	105
3.3	<ul style="list-style-type: none"> • Blue ocean strategy 	107
Chapter 4	Discussion	109
4.1	Opportunities for Accenture to expand in the Chinese healthcare market	109
Chapter 5	Recommendations	114
Chapter 6	References:-	117
Chapter 7	Case Study 1 HEALTH INSURANCE AWARENESS AMONGST IT PROFESSIONAL	120
	ANNEXURE	133
Annexure 1.	Hospital Data by Province	134
Annexure 2	Reforms by the Ministry of Health (2009-2011)	135
Annexure 3	Top 50 Hospitals of China	137
Annexure 4	China's 12th Five-Year Plan	144
Annexure 5	QUESTIONNAIRE: A STUDY CONDUCTED TO UNDERSTAND THE AWARENESS OF HEALTH INSURANCE AMONG IT PROFESSIONAL	146

LISTS OF FIGURES

Figure1:	Healthcare spending in CHINA
Figure 2:	Comparison of Healthcare Spending in China against the developed nations
Figure 3:	Increase in Healthcare spending from 2006 -2010
Figure 4:	Government investment plan in China
Figure 5:	Timeline for Healthcare Reform policy development
Figure 6:	Drivers of Change
Figure 7:	Categorization of various Hospital system in China
Figure 8:	Inefficiency in the Current System of Hospitals in China
Figure 9:	Beds per 1000 Population, China and Selected OECD Countries
Figure 10:	Provincial breakdown of Medical Services in China
Figure 11:	Various upcoming Health IT projects in China
Figure 12:	Health IT Developments in China
Figure 13:	Computerization of Chinese Medical Institution
Figure:14	Health IT Developments in China
Figure 15:	Information Technology applied in Hospitals
Figure 16:	Five themes under which m- Health can be grouped.
Figure 17:	Private Medical Insurance in China
Figure 18	Domestic Healthcare Industry Vendor Revenue and Market Share by Major Solution
Figure 19:	Information Standards in China
Figure 20:	Foreign direct investment categories, US\$ bn (2010)
Figure21:	Gantt chart
Figure 22:	Growing Company Presence Beyond China's Major urban Areas

LISTS OF TABLES

Table1 :	Number of Beds per 1000 Population, by Year and Type of Institution
Table:2	Computerization of Chinese Medical Institutions
Table: 3	Investment in computerization in hospital in China
Table 4:	Clinical Information system in China
Table5:	Private Health Insurance Companies of China
Table6:	Shows the List of New entrant and Potential entrant in China's Health Insurance market
Table:7	Showing the names of national and international players and services they are offering

Acronyms / Abbreviations

<i>Serial no</i>	Abbreviations	Full form
1.	EMR	Electronic Medical Record
2.	EHR	Electronic Health Record
3.	UHID	Unique hospital identification number
4.	GMIS	Geographic management information system
5.	HL-7	Health Level -7
6.	HIS	Hospital information system
7.	BABOK	Business Analysis Body of Knowledge
8.	ADM	Accenture Delivery Methods
9.	ADT	Accenture Delivery Tools
10.	SDLC	Software Development Life Cycle
11.	GUI	Graphical User Interface
12.	RAM	Requirements Analysis Modeling
13.	ADS	Accenture Delivery Suite
14.	TPA	Third party administration
15.	RAT	Requirement Analysis Tool
16.	HIT	Health Information Technology
17.	NCD	Non Communicable Disease
18.	CIRC	China Insurance Regulatory commission
19.	SR	Senior consultant