



Everest Group Healthcare's Digital Backbone: a Deep Dive into Data Management Platforms

Focus on Tealium
June 2025

Background of the research

The power of healthcare innovation lies in effective data management, which serves as the backbone of a modern, data-driven healthcare ecosystem. As healthcare organizations generate vast amounts of data from Electronic Health Records (EHRs), medical devices, labs and diagnostic systems, Social Determinants of Health (SDoH) data, IoT, and claims and billing systems, the ability to unify, store, govern, and analyze this data is essential.

Key aspects such as interoperability, governance, and visualization enable seamless data flow, ensuring that stakeholders, from clinicians to researchers, can derive meaningful insights. Today, niche data platform providers are addressing complex challenges in data integration, offering solutions in ETL pipelines, AI-driven real-time analytics, and EHR connectivity. These advances not only enhance operational efficiency but also improve patient outcomes by transforming raw data into actionable insights.

With increasing regulatory requirements and the need for privacy-centric frameworks, healthcare data platforms must balance innovation with compliance. From securing patient information to enabling predictive analytics, the future of healthcare depends on robust, scalable, and intelligent data management systems. This research explores the evolving landscape of healthcare data platforms, highlighting key data platform providers, technology advances, and the impact of data-driven decision-making on healthcare transformation.

The full report assesses 15 leading providers of healthcare data platforms. **The report features:**

- An overview of the company
- Capability, market buzz, and innovation dimensions
- Case studies demonstrating capabilities in the healthcare data management space

Scope of this report

Geography: global

Providers: Aetion, Arcadia, Amazon Web Services, Azure, Databricks, enGen, Google Cloud Platform, Health Catalyst, Innovaccer, InterSystems, IQVIA, Oracle, Salesforce, Snowflake, and Tealium

Domain: healthcare data platforms

Scope of the research

Everest Group's definition of data platforms

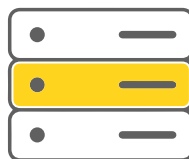


Data unification and transformation

Data acquisition

ETL pipelines

Data structuring



Data storage

Data warehouse, lake, and lakehouse

Data design and administration

Data fabric and mesh

Data archive

Data backup and recovery



Healthcare interoperability

Data standardization

FHIR interoperability

EHR integration



Data visualization

Dashboard and reporting

BI modernization

Real-time analytics

AI

Data governance, privacy, and security



Data quality



Data encryption and masking



Compliance, validation, and auditing



Data vulnerability and risk assessment



Data stewardship

Tealium | overview

Product overview

Tealium is engaged in customer data orchestration and enterprise tag management. The company helps organizations collect, manage, and activate customer data in real time to deliver personalized and seamless customer experiences across digital channels.

Headquarters: San Diego, California

Website: www.tealium.com

Key leaders

- Jeff Lunsford, CEO
- Doug Lindroth, CFO
- Mike Anderson, Founder and CTO

Key clients

- Bupa
- CVS Health
- Dignity Health
- Mezzo Labs
- nib

Partnerships

Key provider / reseller partners

- Accenture
- Deloitte

Key technology provider partners

- AWS
- GCP
- Meta

[NOT EXHAUSTIVE]

Industries served



Financial services



Healthcare



Retail



Education

● Low (<15%) ● Medium (15-35%) ● High (>35%)

By geography

● North America	● UK	● Europe
● Asia Pacific	● Latin America	● Middle East and Africa

By LoB

● Payer	● Provider	● Others
---------	------------	----------

By buyer size

● Small (annual client revenue <US\$1 billion)	● Midsize (annual client revenue US\$1-5 billion)	● Large (annual client revenue US\$5-10 billion)
--	---	--

Tealium | capability dimensions (page 1 of 2)

Scope of the report: [key considerations for data platforms in healthcare](#)

Low  High



Market buzz and impact



Capability focus



Market adoption



Innovations and development



Everest Group comments

Tealium demonstrates its expertise in customer data management and personalization through strong thought leadership, delivering a consistent stream of high-quality blogs, podcasts, and articles that engage and inform its audience.

Tealium for Healthcare enables real-time patient data integration, personalized engagement, and compliance-driven analytics by unifying digital and offline data. It offers two deployment options: the cost-effective HIPAA Multi-Tenant Cloud and the Private Cloud for enhanced security.

As a relatively young company, its growth is fueled by innovative solutions, market agility, and a strong focus on expanding its customer base, and industry footprint through partnerships and insightful thought leadership.

It has a robust partner ecosystem with Google, Meta, AWS, Deloitte, Accenture, and Databricks as some of its partners. It recently launched new real-time solutions that enhance real-time data processing and activation for faster, more personalized customer engagement.

Tealium | capability dimensions (page 2 of 2)

Scope of the report: [capability focus on data platforms in healthcare](#)



Healthcare-specific capabilities



Cross-functional capabilities



Advanced capabilities



Ancillary capabilities

Everest Group comments

Tealium unifies and transforms data using platforms such as Universal Data Hub for integration, AudienceStream for identity resolution, and Data Layer Enrichment for standardizing data structures. It processes data in real time with the EventStream API Hub while ensuring compliance through Consent Orchestration.

Tealium's analytics capabilities provide real-time insights by unifying customer data and analyzing behavior across touchpoints. It supports granular event tracking and integrates seamlessly with analytics platforms for advanced visualization.

Tealium for AI empowers businesses by providing real-time, consented, and enriched data for training and activating AI models. It ensures high-quality, privacy-compliant data flows seamlessly into AI systems, enhancing predictive accuracy and customer engagement.

While the platform offers easy implementation, seamless integration, and comprehensive documentation and training resources, some users may experience a steep initial learning curve.

Tealium | case studies



Problem

Providence St. Joseph Health (PSJH), a leading US healthcare provider, faced significant challenges in managing and using its extensive patient, caregiver, and provider data.

Bupa aimed to become the world's most customer-centric healthcare company but faced challenges managing unwieldy data from diverse sources. This hindered their ability to provide hyper-personalized care and achieve their digital CX innovation goals.

Mezzo Labs, a web analytics agency, faced the challenge of addressing its clients' underlying data issues to effectively drive real business outcomes.



Solution

PSJH implemented Tealium's AudienceStream, which enabled them to integrate data, ensure privacy compliance, anonymize data sharing, and enhance call center operations.

Bupa partnered with Tealium CDP to unify its data, reducing time to insights from 14 hours to 30 minutes. They implemented personalized messaging, improved operational workflows, and established a data center of excellence for cross-functional collaboration.

Mezzo Labs partnered with Tealium, leveraging its tag management and customer data platform to unify fragmented data sources. Tealium's solutions enabled Mezzo Labs to consolidate and cleanse data, ensuring it was robust and granular.



Results

The implementation of Tealium's solutions led to the establishment of a secure and organization-wide data infrastructure, real-time access to pertinent customer information, and anonymous sharing of data with third-party providers.

Bupa achieved a 1.8% uplift in landing page conversions, reduced live chat messages by 145,000 annually, and generated US\$3 million in new revenue opportunities. These successes enhanced CX, operational efficiency, and competitive advantage in the healthcare industry.

Mezzo Labs used Tealium AudienceStream to execute a personalized campaign for Nixplay. This initiative generated an additional US\$250,000, with projections of at least US\$2 million in incremental revenue.

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Notice and disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use, is hereby incorporated by reference as if fully reproduced herein. Parts of the Terms of Use are shown below for convenience only. Please refer to the link above for the full and official version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulation Authority (FINRA), or any state or foreign (non-U.S.) securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All properties, assets, materials, products and/or services (including in relation to gen AI) of Everest Group are provided or made available for access on the basis such is for informational purposes only and provided "AS IS" without any warranty of any kind, whether express, implied, or otherwise, including warranties of completeness, accuracy, reliability, noninfringement, adequacy, merchantability or fitness for a particular purpose. All implied warranties are disclaimed to the extent permitted by law. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon such.

Everest Group is not a legal, tax, financial, or investment adviser, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Everest Group materials, products and/or services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to Everest Group materials, products and/or services does not constitute any recommendation by Everest Group to (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group material, product and/or service is as of the date prepared and Everest Group has no duty or obligation to update or revise the information or documentation.

Everest Group collects data and information from sources it, in its sole discretion, considers reliable. Everest Group may have obtained data or information that appears in its materials, products and/or services from the parties mentioned therein, public sources, or third-party sources, including data and information related to financials, estimates, and/or forecasts. Everest Group is not a certified public accounting firm or an accredited auditor and has not audited financials. Everest Group assumes no responsibility for independently verifying such information.

Companies mentioned in Everest Group materials, products and/or services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.

