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

Focus on **Tealium**
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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

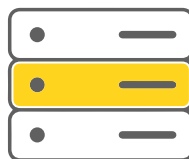Everest Group's definition of data platforms

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

Industries served

- Financial services
- Retail
- Healthcare
- 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

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