

“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
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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.

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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.

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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

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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