

Healthcare Analytics Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Healthcare analytics platforms are evolving from retrospective reporting systems into AI-enabled intelligence environments that support clinical, operational and financial decision-making. Healthcare organizations increasingly require platforms that combine diverse, longitudinal healthcare data with predictive analytics, generative AI and workflow-embedded intelligence. As AI becomes more deeply integrated into healthcare decisions, interoperability, data quality, governance, transparency and security are becoming as important as analytical sophistication.

Software Provider Summary

The ISG Buyers Guide™ for Healthcare Analytics evaluates 20 software providers offering products that support healthcare-specific analytics, AI-enabled insights and decision support. The research ranked the top three overall leaders as Oracle, InterSystems and SAS. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Infor, InterSystems, NextGen Healthcare, Oracle, SAP and SAS were rated Exemplary, with Health Catalyst, Innovaccer, IQVIA, MedeAnalytics and Milliman MedInsight rated Innovative. Databricks, Google, Merative, Microsoft and symplr were rated Assurance, and Arcadia, Definitive Healthcare, Inovalon and ZeOmega were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (65%) and Platform (15%), including adaptability, manageability, reliability and usability. Oracle, SAS and IQVIA achieved the highest performance as Leaders in this category, supported by healthcare-specific capabilities for accessing and modeling data and performing patient, payer, provider and workforce analytics. Leaders demonstrated enterprise-grade capabilities across varied clinical, operational and healthcare decision-support contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Oracle, Google and Databricks were the Leaders in this category, showing strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Healthcare organizations should evaluate analytics platforms based on their ability to combine advanced analytics and AI with healthcare-specific data, interoperability and governance requirements. Assessment should prioritize electronic health record integration, longitudinal and multimodal data analysis, healthcare data standards, privacy safeguards and AI explainability. Organizations should also evaluate generative and agentic AI capabilities that improve clinical and operational decision-making while maintaining validation, lineage, transparency and appropriate governance.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Oracle atop the list, followed by InterSystems and SAS. Providers that place in the top three of a category earn the designation of Leader. Oracle has done so in five categories; Databricks, IQVIA and SAS in two; and Google, InterSystems and MedAnalytics, Microsoft in one category.

Healthcare Analytics

Overall

Providers	Grade	Performance
Oracle	B++	Leader 80.7%
InterSystems	B+	Leader 74.2%
SAS	B+	Leader 73.2%
IQVIA	B+	72.7%
Innovaccer	B+	70.3%
Health Catalyst	B+	69.3%
Infor	B+	69.0%
SAP	B	68.3%
NextGen Healthcare	B	68.0%
Databricks	B	66.7%
Milliman MedInsight	B	66.4%
Microsoft	B	65.1%
MedAnalytics	B	64.0%
symplr	B	63.1%
Arcadia	B-	61.1%
Google	B-	61.1%
Inovalon	B-	60.2%
Definitive Healthcare	B-	60.0%
ZeOmega	B-	59.5%
Merative	C++	56.2%



Source: ISG Research
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[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

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David Menninger leads the overall team for software research and advisory, supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.



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Mawish Rahman supports the analyst team in software research with a focus on AI, analytics and products software research. This includes contributing to the firm's Market Perspectives and Buyers Guide products. She works closely with the revenue, products and client success teams to deliver valuable insights to the market.