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Healthcare, Insurance Demands Sprouting BPO Activity in the East

The healthcare industry is increasingly turning to business process outsourcing as a viable strategy for growth and operational efficiency. The trend is progressing not only in the West in Asian and Pacific markets as well.

Many Asian BPO firms are already providing high-value services such as clinical coding, disease management, utilization reviews, revenue cycle management and pharmaceutical benefits management, according to the Philippine Daily Inquirer.

Healthcare services are increasing in demand worldwide as developing nations and growing populations contribute to a surge in technology and insurance costs.

Also, reforms in the U.S. healthcare sector have created new opportunities for BPO service providers in the east, the source points out. Even more U.S. companies are expected to outsource work to third-party providers in coming years.

Aside from healthcare, the U.S. insurance market is also beginning to leverage outsourcing services to improve performance and efficiency. A recent study by research firm Celent projected industry expenditures to reach \$3.7 billion by 2016, up from the \$2.3 billion projected this year.

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