

# A HEALTHCARE PLATFORM COMPANY SETS UP A GCC TO HARNESS TALENT AND INNOVATION

## GLOBALIZATION EXCELLENCE

When a global healthcare company's outsourcing partner was acquired, they faced a dilemma – maintain the operational status quo or branch out on their own through insourcing?

### A small fish in a very large pond

Health.Co\* is a leading healthcare platform company, providing personalized and seamless navigation assistance to individuals seeking high-quality, cost-effective care. Health.Co outsourced part of their business to India for over a decade through a service provider via a traditional **Build-Operate-Transfer (BOT)** model. However, when their provider was acquired by a larger firm, Health.co was skeptical about receiving the same personalized attention they were accustomed to from their earlier outsourcing partner.

This was a key inflection point in the company's journey. Health.Co hedged their bets and set up their own **Global Capability Center (GCC)** in India by partnering with Zinnov. The new center would facilitate new product development while simultaneously assisting global offices on existing product development, a first for the company, where previously executive decisions were controlled by HQ. By moving

key technology and engineering functions to the India center, Health.co was able to create a new **talent and innovation hub** at a global scale.

### **Good talent is the nucleus of growth**

Finding the right talent was key to Health.Co's success in India. In a span of 18 months, Zinnov worked with the teams to seamlessly integrate existing contract workers into full-time employees as well as double the center headcount, onboarding highly skilled talent that empowered the development of a full stack Research and Development (R&D) center. Apart from a positive impact on both top and bottom lines of global revenue, the GCC creates India-first products for the globe.

### **The GCC ecosystem in India**

According to the [Nasscom-Zinnov 2023 GCC Report](#), Indian centers are maturing at a hyper-accelerated pace, much of which is powered by the remarkable pool of 65,000+ talented professionals in Engineering R&D (FY23). Of the USD 46 Bn GCC market size in India, ER&D has been leading this growth with a 56% revenue share.

Over the past decade, a remarkable shift has occurred within the [Global Capability Centers \(GCCs\)](#) landscape. A staggering **42%** of GCCs have matured, a substantial leap from the modest 18% recorded in FY12. This transformation has brought forth a new era characterized by portfolio autonomy and ownership driven from these centers, propelled by **5000+** global roles enthroned by Indian site leaders. All signs point towards [Globalization](#) as the key lever to growth and insourcing the [defensible moat](#).

## How Health.Co's center made it an employer of choice?

Since setting up the new center, Zinnov's award-winning experts have continued to provide strategic support across HR, Finance and Employer Branding functions. A dedicated **People Success Strategy** executed by Zinnov has resulted in keeping attrition at 6% (industry average is 25-30%) with a healthy diversity ratio of 23% among the talent pool, making Health.Co an employer of choice.

*\*To protect the privacy of our clients, names have been changed. The results, however, are 100% real.*