

Europe E-prescribing Market - Industry Outlook and Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Europe E-Prescribing Market Report

The Europe e-prescribing market to cross over USD 1 billion, growing at a CAGR of around 23% during the forecast period.

Telehealth services are among the second biggest eHealth trends in Europe after patient electronic health records. One of the significant factors driving the industry growth is the growing awareness and acceptance of remote monitoring solutions and increasing technological advances. For example, in March 2020, Germany performed more than 19,500 teleconsultations. In Norway, the share of e-consultations was almost 60%. France is a successful example of telehealth adoption, with nearly ten years of successful telehealth legislation in place. Artificial intelligence to transform the digital prescription technology market in Europe. Big data analytics and machine learning algorithms for analyzing large-scale EMRs data are developed to understand the way prescribers treat patients automatically in real-life scenarios. For instance, AI helps prevent drug overdose by utilizing the medication history to predict the potential for opioid overdose priorly, augmenting the efforts of clinicians to detect such life-threatening risks.

The following factors are likely to contribute to the growth of the European e-prescription market during the forecast period:

Growing adoption of telehealth services in Europe.

Artificial intelligence to eradicate prescription error normalizing cross-border

healthcare via new e-prescription paradigms.

Favourable programs for high penetration of EHR.

Several European countries have passed laws and implemented policies for adopting e-prescription.

The report considers the present scenario of the Europe e-prescribing market and its market dynamics for the period 2021-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes leading companies and several other prominent companies operating in the market.

EUROPE E-PRESCRIBING MARKET SEGMENTATION

The standard segment accounted for a share of over 94% in the Europe e-prescribing market in 2020. Standard e-prescribing system is a robust technology facilitating an interactive data transaction. These transactions in standard software allow prescribers to view a complete medication list of patients. E-prescribing enhances the efficiency and effectiveness of patient care through automated clinical decision support and tracking of complete medication profiles. Such tools can reduce patient risk towards drugs by identifying them automatically.

Cloud and web-based systems are highly preferred than on-premise as it does not require complex installation processes to set up intense infrastructure to host data. One of the major reasons for the high adoption of web-based solutions is that it can be done through the internet without IT support and minimizes additional cost. Cloud services enable the ability to access healthcare data from different locations and across multiple devices. It can access and process EHRs, collect data, and visualize diagnostic images in various resolutions.

The integrated e-prescribing solutions are in high demand and accounting for a significant share of over 88% in the modality segment. Integrated solutions can improve patient safety and communication with providers. It provides real-time, patient-centered records that are instant, secure, and accessible only by authorized users at a medical practice and provide a broad view about the care a patient has received. Vendors are increasingly focusing on adopting the integration of EHR into their e-prescribing solutions. Emerging players are offering integrated services, which is contributing to its

wider acceptance.

Cardiovascular drugs are the most commonly e-prescribing medications mainly due to the fact of the increasing prevalence of cardiovascular diseases. These remain as the leading cause of mortality and a significant cause of morbidity in Europe, causing 45% of all deaths in Europe and 37% in the European Union. The medication type segment includes cardiovascular, anti-infectives, oncology, pain management, behavioral and mental health, and others. With the growing burden of various diseases, the consumption of drugs has drastically increased. E-prescription has emerged as an effective solution to control the overuse of medications and prevent adverse drug events associated with their overdose. It has successfully proven to reduce such adverse events by limiting the prescribing of drugs and monitoring their usage simultaneously.

The interest in digital health and related technologies increased rapidly in clinical medicine as well as biomedical research and drug discovery. Vendors are customizing their telehealth services by including e-prescribing. E-prescription integrated with advanced telehealth solutions can be used for routine check-ups or prescription refills. Some telehealth services are integrated with EHR to allow electronic prescription.

Segmentation by Type

Standard e-prescribing

EPCS

Segmentation by Delivery mode

Web & Cloud based

On-premise & Desktop

Segmentation by Modality

Integrated

Standalone

Segmentation by Medication

Cardiovascular

Anti-infectives

Oncology

Pain medication

Behavioral & mental health

Others

INSIGHTS BY GEOGRAPHY

In EU-5, a growing number of healthcare organizations are actively involved in the adoption of digitized services that include eHealth, telemedicine, e-prescribing, EHRs, and others. With such advancements, EU-5 is projected to grow at a lucrative rate due to the increasing demand for EHRs and online prescribing services, favourable governmental policies, and increasing healthcare expenditures.

The rest of Europe has considerable growth potential in the e-prescribing market due to ongoing government initiatives at the country level on implementing and mandating the use of electronic prescribing of medications. Other factors such as the prevalence of chronic illness, demand for online prescriptions, increased concerns of reducing medication errors, healthcare expenditures, and adoption of EHRs for telehealth services are boosting the use of electronic prescription in the region.

Segmentation by Geography

EU-5

UK

Italy

Spain

Germany

France

Rest of Europe

Netherlands

Sweden

Denmark

Austria

Finland

Other

COMPETITIVE LANDSCAPE

The e-prescribing market in Europe consists of some prominent players, including Surescripts, Henry Schein, Aegis Healthcare, DrChrono, SISGAIN, CarePaths, eClinicalWorks, CGI, and Change Healthcare which contributing to the growth of the market in Europe. The market is likely to witness a rise and increased competition due to the emergence of mid-sized players and start-ups after the comprehensive implementation of online prescribing services across Europe. In coming years, European countries are likely to witness high growth as favourable government initiatives will mandate electronic prescribing software.

Key Vendors

Surescripts

Henry Schein

Aegis Healthcare

DrChrono

SISGAIN

CarePaths

eClinicalworks

CGI

Change Healthcare

Other Prominent Vendors

Nortal

Medicata

KEY QUESTIONS ANSWERED:

- 1 How big is the European e-prescribing market?
- 2 What is the e-prescribing market growth rate?
- 3 Who are the key players in the European e-prescribing market?
- 4 Which segment accounted for the largest ePrescribing market share?
- 5 What are the key driving factors for the E-Prescribing Market?

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.1.3 Market Estimation Caveats

4.2 Base Year

4.3 Scope of The Study

4.3.1 Market Segmentation by Type

4.3.2 Market Segmentation by Delivery Mode

4.3.3 Market Segmentation by Modality

4.3.4 Market Segmentation by Medication Type

4.3.5 Market Segmentation by End-user

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.1.1 Features of an ideal e-prescribing system

7.1.2 Standards for Electronic Prescription Systems

7.1.3 State of E-prescribing in Europe

8 MARKET OPPORTUNITIES & TRENDS

8.1 Growing Adoption of Telehealth Services In Europe

8.2 AI To Eradicate Prescription Errors

8.3 Normalizing Cross-Border Healthcare Via New E-Prescription Paradigms In Europe

9 MARKET GROWTH ENABLERS

9.1 Reducing Handwritten Prescriptions & Errors

9.2 Favorable Programs For High EHR Penetration

9.3 Initiatives For Adopting E-Prescribing In Europe

9.4 Healthcare Payors Influencing E-Prescribing Decisions

10 MARKET RESTRAINTS

10.1 Issues Regarding Security & Data Breach

10.2 Lack Of Standardization & Inadequate Training For Clinicians

10.3 Incompatible Software Systems & Complex Technologies

11 MARKET LANDSCAPE

11.1 Market Overview

11.2 Market Size & Forecast

11.3 Impact of COVID-19 in Europe

11.4 Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 TYPE

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Standard E-Prescribing

12.3.1 Market Overview

12.3.2 Market Size & Forecast

12.4 EPCS

12.4.1 Market Overview

12.4.2 Market Size & Forecast

13 DELIVERY MODE

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 Web & Cloud-Based

13.3.1 Market Overview

13.3.2 Market Size & Forecast

13.4 On-Premise & Desktop

13.4.1 Market Overview

13.4.2 Market Size & Forecast

14 MODALITY

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.3 Integrated

14.3.1 Market Overview

14.3.2 Market Size & Forecast

14.4 Standalone

14.4.1 Market Overview

14.4.2 Market Size & Forecast

15 MEDICATION TYPE

15.1 Market Snapshot & Growth Engine

15.2 Market Overview

15.3 Cardiovascular

15.3.1 Market Overview

15.3.2 Market Size & Forecast

15.4 Anti-Infectives

15.4.1 Market Overview

15.4.2 Market Size & Forecast

15.5 Oncology

15.5.1 Market Overview

15.5.2 Market Size & Forecast

15.6 Pain Medication

15.6.1 Market Overview

15.6.2 Market Size & Forecast

15.7 Behavioral & Mental Health

15.7.1 Market Overview

15.7.2 Market Size & Forecast

15.8 Others

15.8.1 Market Overview

15.8.2 Market Size & Forecast

16 END-USER

16.1 Market Snapshot & Growth Engine

16.2 Market Overview

16.3 Technology Vendors

16.3.1 Market Overview

16.3.2 Market Size & Forecast

16.4 Independent & Specialty Pharmacies

16.4.1 Market Overview

16.4.2 Market Size & Forecast

16.5 Healthcare Facilities

16.5.1 Market Overview

16.5.2 Market Size & Forecast

16.6 PBM & PAYORS

16.6.1 Market Overview

16.6.2 Market Size & Forecast

17 GEOGRAPHY

17.1 Market Snapshot & Growth Engine

17.2 Geographic Overview

18 EU-5

18.1 Market Overview

18.2 Market Size & Forecast

18.3 Key Countries

18.3.1 UK: Market Size & Forecast

18.3.2 Italy: Market Size & Forecast

18.3.3 Spain: Market Size & Forecast

18.3.4 Germany: Market Size & Forecast

18.3.5 France: Market Size & Forecast

19 REST OF EUROPE

19.1 Market Overview

19.2 Market Size & Forecast

19.3 Key Countries

19.3.1 Netherlands: Market Size & Forecast

19.3.2 Sweden: Market Size & Forecast

19.3.3 Denmark: Market Size & Forecast

19.3.4 Austria: Market Size & Forecast

19.3.5 Finland: Market Size & Forecast

19.3.6 Others: Market Size & Forecast

20 COMPETITIVE LANDSCAPE

20.1 Competition Overview

20.2 Market Share Analysis

20.2.1 Surescripts

20.2.2 Henry Schein

20.2.3 Aegis Healthcare

20.2.4 DrChrono

20.2.5 SISGAIN

20.2.6 CarePaths

20.2.7 eClinicalWorks

20.2.8 CGI

20.2.9 Change Healthcare

21 KEY COMPANY PROFILES

21.1 Surescripts

21.1.1 Business Overview

21.1.2 Surescripts in E-prescribing Market

21.1.3 Product Offerings

21.1.4 Key Strategies

21.1.5 Key Strengths

21.1.6 Key Opportunities

21.2 Henry Schein

21.2.1 Business Overview

21.2.2 Henry Schein In E-Prescribing Market

- 21.2.3 Product Offerings
- 21.2.4 Key Strategies
- 21.2.5 Key Strengths
- 21.2.6 Key Opportunities
- 21.3 Aegis Healthcare
 - 21.3.1 Business Overview
 - 21.3.2 Aegis Healthcare in E-prescribing Market
 - 21.3.3 Product Offerings
 - 21.3.4 Key Strategies
 - 21.3.5 Key Strengths
 - 21.3.6 Key Opportunities
- 21.4 DrChrono
 - 21.4.1 Business Overview
 - 21.4.2 DrChrono in E-prescribing Market
 - 21.4.3 Product Offerings
 - 21.4.4 Key Strategies
 - 21.4.5 Key Strengths
 - 21.4.6 Key Opportunities
- 21.5 SISGAIN
 - 21.5.1 Business Overview
 - 21.5.2 SISGAIN in E-prescribing Market
 - 21.5.3 Product Offerings
 - 21.5.4 Key Strategies
 - 21.5.5 Key Strengths
 - 21.5.6 Key Opportunities
- 21.6 CarePaths
 - 21.6.1 Business Overview
 - 21.6.2 CarePaths in E-prescribing Market
 - 21.6.3 Product Offerings
 - 21.6.4 Key Strategies
 - 21.6.5 Key Strengths
 - 21.6.6 Key Opportunities
- 21.7 eClinicalWorks
 - 21.7.1 Business Overview
 - 21.7.2 eClinicalWorks in E-prescribing Market
 - 21.7.3 Product Offerings
 - 21.7.4 Key Strategies
 - 21.7.5 Key Strengths
 - 21.7.6 Key Opportunities

21.8 CGI

21.8.1 Business Overview

21.8.2 CGI in E-prescribing Market

21.8.3 Product Offerings

21.8.4 Key Strategies

21.8.5 Key Strengths

21.8.6 Key Opportunities

21.9 Change Healthcare

21.9.1 Business Overview

21.9.2 Change Healthcare in E-prescribing Market

21.9.3 Product Offerings

21.9.4 Key Strategies

21.9.5 Key Strengths

21.9.6 Key Opportunities

22 OTHER PROMINENT VENDORS

22.1 Nortal

22.1.1 Business Overview

22.1.2 Product Offerings

22.2 Medidata

22.2.1 Business Overview

22.2.2 Product Offerings

23 REPORT SUMMARY

23.1 Key Takeaways

23.2 Strategic Recommendations

24 QUANTITATIVE SUMMARY

24.1 Market By Delivery Mode

24.2 Market By Type

24.3 Market By Modality

24.4 Market Medication Type

24.5 Market By End-User

25 APPENDIX

25.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of E-Prescribing Market in Europe
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Workflow Map of e-Prescribing Process in Pharmacies
- Exhibit 4 Impact of Growing Adoption of Telehealth Services in Europe
- Exhibit 5 Impact of AI to Eradicate Prescription Errors
- Exhibit 6 Impact of Normalizing Cross-border Healthcare via New e-Prescription Paradigms in Europe
- Exhibit 7 Impact of Reducing Handwritten Prescriptions & Errors
- Exhibit 8 Impact of Favorable Programs for High EHR Penetration
- Exhibit 9 Impact of Initiatives for Adopting e-Prescribing in Europe
- Exhibit 10 Impact of Healthcare Payors Influencing e-Prescribing Decisions
- Exhibit 11 Impact of Issues Regarding Security & Data Breach
- Exhibit 12 Impact of Lack of Standardization & Inadequate Training for Clinicians
- Exhibit 13 Impact of Incompatible Software Systems & Complex Technologies
- Exhibit 14 E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 15 E-prescribing Market in Europe by Geography
- Exhibit 16 E-prescribing Market in Europe by Type
- Exhibit 17 E-prescribing Market in Europe by Delivery Mode
- Exhibit 18 E-prescribing Market in Europe by Modality
- Exhibit 19 E-prescribing Market in Europe by Medication Type
- Exhibit 20 E-prescribing Market in Europe by End-user
- Exhibit 21 COVID-19 Impact on Telemedicine Adoption in EU countries
- Exhibit 22 Five Forces Analysis 2020
- Exhibit 23 Incremental Growth by Type 2020 & 2026
- Exhibit 24 E-prescribing Market in Europe by Type
- Exhibit 25 E-prescribing Market in Europe by Type: Incremental Growth
- Exhibit 26 E-prescribing Market in Europe by Type: Absolute Growth
- Exhibit 27 Standard E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 28 Standard E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 29 Non-medical Prescription Opioid Use in European Countries (2014)
- Exhibit 30 EPCS Market in Europe: Incremental & Absolute Growth
- Exhibit 31 EPCS Market in Europe 2020–2026 (\$ million)
- Exhibit 32 Incremental Growth by Delivery Mode 2020 & 2026
- Exhibit 33 E-prescribing Market in Europe by Delivery Mode
- Exhibit 34 E-prescribing Market in Europe by Delivery Mode: Incremental Growth

- Exhibit 35 E-prescribing Market in Europe by Delivery Mode: Absolute Growth
- Exhibit 36 Web & Cloud-based E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 37 Web & Cloud-based E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 38 On-premise & Desktop E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 39 On-Premise & Desktop E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 40 Incremental Growth by Modality 2020 & 2026
- Exhibit 41 E-prescribing Market in Europe by Modality
- Exhibit 42 E-prescribing Market in Europe by Modality: Incremental Growth
- Exhibit 43 E-prescribing Market in Europe by Modality: Absolute Growth
- Exhibit 44 Integrated E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 45 Integrated E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 46 Standalone E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 47 Standalone E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 48 Incremental Growth by Medication Type 2020 & 2026
- Exhibit 49 E-prescribing Market in Europe by Medication Type
- Exhibit 50 E-prescribing Market in Europe by Medication Type: Incremental Growth
- Exhibit 51 E-prescribing Market in Europe by Medication Type: Absolute Growth
- Exhibit 52 Cardiovascular E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 53 Cardiovascular E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 54 Anti-infectives E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 55 Anti-infectives E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 56 Oncology E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 57 Oncology E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 58 Commonly Used Controlled Substances in Europe
- Exhibit 59 Pain Medication E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 60 Pain Medication E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 61 Behavioral & Mental Health E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 62 Behavioral & Mental Health E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 63 Other E-prescribing Market in Europe: Incremental & Absolute Growth
- Exhibit 64 Other E-prescribing Market in Europe 2020–2026 (\$ million)
- Exhibit 65 Incremental Growth by End-user 2020 & 2026
- Exhibit 66 E-prescribing Market in Europe by End-User

- Exhibit 67 E-prescribing Market in Europe by End-user: Incremental Growth
- Exhibit 68 E-prescribing Market in Europe by End-user: Absolute Growth
- Exhibit 69 E-prescribing Technology Vendors Market in Europe: Incremental & Absolute Growth
- Exhibit 70 E-prescribing Technology Vendors Market in Europe 2020–2026 (\$ million)
- Exhibit 71 Number of Pharmacies in Major European Countries (2015)
- Exhibit 72 E-prescribing Independent & Specialty Pharmacies Market in Europe: Incremental & Absolute Growth
- Exhibit 73 E-prescribing Independent & Specialty Pharmacies Market in Europe 2020–2026 (\$ million)
- Exhibit 74 Rate of e-Prescribing in Primary Healthcare Facilities in Europe (2002–2013)
- Exhibit 75 E-prescribing Healthcare Facilities Market in Europe: Incremental & Absolute Growth
- Exhibit 76 E-prescribing Healthcare Facilities Market in Europe 2020–2026 (\$ million)
- Exhibit 77 E-prescribing PBM & Payors Market in Europe: Incremental & Absolute Growth
- Exhibit 78 E-prescribing PBM & Payors Market in Europe 2020–2026 (\$ million)
- Exhibit 79 Incremental Growth by Geography 2020 & 2026
- Exhibit 80 E-prescribing Market in Europe by Geography
- Exhibit 81 E-prescribing Market in Europe by Geography: Incremental Growth
- Exhibit 82 E-prescribing Market in Europe by Geography: Absolute Growth
- Exhibit 83 E-prescribing Market in EU-5: Key Countries
- Exhibit 84 Market Share of Major Countries in EU-5
- Exhibit 85 Growth of e-Prescribing in Primary Care in EU-5 Countries
- Exhibit 86 E-prescribing Market in EU-5: Incremental & Absolute Growth
- Exhibit 87 E-prescribing Market in EU-5 2020–2026 (\$ million)
- Exhibit 88 Incremental Growth in EU-5 2020 & 2026
- Exhibit 89 E-prescribing Market in UK 2020–2026 (\$ million)
- Exhibit 90 E-prescribing Market in Italy 2020–2026 (\$ million)
- Exhibit 91 E-prescribing Market in Spain 2020–2026 (\$ million)
- Exhibit 92 E-prescribing Market in Germany 2020–2026 (\$ million)
- Exhibit 93 E-prescribing Market in France 2020–2026 (\$ million)
- Exhibit 94 Market Share of Major Countries in Rest of Europe (%)
- Exhibit 95 Growth of e-Prescribing in Primary Care in Rest of Europe (%)
- Exhibit 96 E-prescribing Market in Rest of Europe: Incremental & Absolute Growth
- Exhibit 97 E-prescribing Market in Rest of Europe 2020–2026 (\$ million)
- Exhibit 98 Incremental Growth in Rest of Europe 2020 & 2026
- Exhibit 99 E-prescribing Market in Netherlands 2020–2026 (\$ million)
- Exhibit 100 E-prescribing Market in Sweden 2020–2026 (\$ million)

Exhibit 101 E-prescribing Market in Denmark 2020–2026 (\$ million)

Exhibit 102 E-prescribing Market in Austria 2020–2026 (\$ million)

Exhibit 103 E-prescribing Market in Finland 2020–2026 (\$ million)

Exhibit 104 E-prescribing Market in Other European Countries 2020–2026 (\$ million)

Exhibit 105 E-Prescribing Market in Europe: Vendors Market Share 2020

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2020

Table 3 Cross-border e-Prescription Services Available in EU

Table 4 Pros & Cons for Standalone & Integrated E-prescribing Solutions

Table 5 Surescripts: Major Product Offerings

Table 6 Henry Schein: Major Product Offerings

Table 7 Aegis Healthcare: Major Product Offerings

Table 8 DrChrono: Major Product Offerings

Table 9 SISGAIN: Major Product Offerings

Table 10 CarePaths: Major Product Offerings

Table 11 eClinicalWorks: Major Product Offerings

Table 12 CGI: Major Product Offerings

Table 13 Change Healthcare: Major Product Offerings

Table 14 Nortal: Major Product Offerings

Table 15 Medicata: Major Product Offerings

Table 16 E-Prescribing Market in Europe by Delivery Mode 2020?2026 (\$ million)

Table 17 E-Prescribing Market in Europe by Delivery Mode 2020?2026 (%)

Table 18 E-Prescribing Market in Europe by Type 2020?2026 (\$ million)

Table 19 E-Prescribing Market in Europe by Type 2020?2026 (%)

Table 20 E-Prescribing Market in Europe by Modality 2020?2026 (\$ million)

Table 21 E-Prescribing Market in Europe by Modality 2020?2026 (%)

Table 22 E-Prescribing Market in Europe by Medication Type 2020?2026 (\$ million)

Table 23 E-Prescribing Market in Europe by Medication Type 2020?2026 (%)

Table 24 E-Prescribing Market in Europe by End-user 2020?2026 (\$ million)

Table 25 E-Prescribing Market in Europe by End-user 2020?2026 (%)

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