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Global Healthcare Analytics market, 2012 – 2020f

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Abstracts

During the past few years, there has been an exponential growth in the availability of patient healthcare data, number of available health information technologies in the market and their use by the hospitals and clinicians. This development is reinforced by various factors such as suitable government laws and regulations, availability of various health data analytics technologies, rapidly declining costs of data acquisition and growing awareness among the healthcare professionals and providers about usage of information technology, and storage of structured and unstructured data.

The report delivers a strategic analysis of the global healthcare data analytics market and growth forecast for the period from 2012 – 2020f. The scope of the report includes segmental analysis based on type of technology used, type of component and also based on type of application. It also covers geographical analysis of the market with growth forecast for the period of 2012 – 2020f. The geographic analysis section covers market for North America, Europe, Asia-Pacific and Rest of the World. The Porter's Five Forces analysis also included in the report provides an insight into market dynamics and industry competition.

The study also provides information for recent merger and acquisition deals happened in the global healthcare analytics market. Moreover, the report also includes growth strategies and entry barriers to be considered to cater to the exact business opportunities in this market. Additionally, to aid in strategic decision making, the report also includes competitive profiling of leading players, recent developments in the industry and various business strategies adopted by them. This report will help players in global healthcare analytics market to plan and implement their strategies in different market areas such as emerging geographies, and new technologies.

The company profile section include detailed analysis of some of the key players such as IBM Corporation, Oracle Corporation, McKesson Corporation, Truven Health

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Analytics and Cerner Corporation.

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