

Global Healthcare CRM Market Size Study & Forecast, by Functionality, by Deployment Mode (On-premise Model, Cloud/Web-based Model), by End-use, by AI-Powered Healthcare CRM and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G574209443D6EN.html>

Date: June 2026

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G574209443D6EN

Abstracts

The Global Healthcare CRM Market is valued at approximately USD 17.87 billion in 2024 and is projected to grow at a CAGR of 7.70% during the forecast period 2025-2035. Healthcare CRM (Customer Relationship Management) solutions are sophisticated platforms designed to streamline patient engagement, enhance communication between healthcare providers and patients, and optimize operational workflows. These systems typically integrate appointment scheduling, telehealth services, patient data management, analytics, and marketing automation to improve patient retention and clinical outcomes. The market's growth is primarily driven by the increasing demand for patient-centric care models, regulatory compliance, and the digital transformation of healthcare facilities globally.

The rising emphasis on personalized patient experiences has significantly propelled the adoption of healthcare CRM systems. Healthcare providers are deploying these solutions to facilitate seamless interactions, manage complex patient data, and enhance service efficiency. Additionally, the integration of AI-driven modules enables predictive analytics, automated follow-ups, and insights-driven decision-making, which are pivotal for proactive care management. Nevertheless, challenges such as high implementation costs, data security concerns, and integration with legacy systems are expected to moderate market growth to some extent during the forecast period of 2025-2035.

The detailed segments and sub-segments included in the report are:

By Functionality:

(Functionality categories as per market structure)

By Deployment Mode:

On-premise Model

Cloud/Web-based Model

By End-use:

(End-use categories as per market structure)

By AI-Powered Healthcare CRM:

(AI-powered features as per market structure)

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among deployment modes, cloud/web-based CRM solutions are expected to dominate the market owing to their flexibility, scalability, lower upfront costs, and the growing need for remote access to patient data. On-premise solutions remain significant in regions with strict regulatory frameworks and high data security requirements, highlighting a diverse adoption landscape across different healthcare systems.

In terms of revenue contribution, AI-powered healthcare CRM modules are currently leading the market, driven by their ability to deliver predictive analytics, automate workflows, and provide actionable insights for improving patient engagement and operational efficiency. Traditional functionalities, while still widely utilized, are increasingly being enhanced by AI-driven capabilities, signaling a strategic shift towards intelligent, data-driven healthcare management.

North America emerged as the leading region in 2025, attributed to its advanced healthcare infrastructure, high adoption of digital technologies, and supportive regulatory environment for healthcare IT solutions. Europe maintains a significant market presence with strong integration of CRM systems in clinical workflows. Meanwhile, Asia Pacific is projected to register the fastest growth during the forecast period, fueled by digitalization initiatives, expanding healthcare access, rising patient awareness, and increasing investment in AI-powered healthcare solutions.

Major market players included in this report are:

Salesforce Health Cloud

Cerner Corporation

Oracle Health Sciences

Microsoft Dynamics 365 Healthcare

Allscripts Healthcare Solutions

NextGen Healthcare

Athenahealth

Veeva Systems

Epic Systems Corporation

eClinicalWorks

Kareo

Netsmart Technologies

Meditech

Greenway Health

Infor Healthcare

Global Healthcare CRM Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments and countries in recent years and forecast the values for the coming decade. The report incorporates both qualitative and quantitative insights, presenting a comprehensive view of market dynamics, including drivers, challenges, and emerging opportunities. It further analyzes competitive positioning, product offerings, and strategic initiatives of key players,

facilitating informed decision-making for stakeholders in the healthcare CRM ecosystem.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major players.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

Contents

CHAPTER 1. GLOBAL HEALTHCARE CRM MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

CHAPTER 3. GLOBAL HEALTHCARE CRM MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Healthcare CRM Market (2024-2035)
- 3.2. Drivers
 - 3.2.1. increasing demand for patient-centric care models
 - 3.2.2. Increasing regulatory compliance
- 3.3. Restraints
 - 3.3.1. data security concerns
- 3.4. Opportunities
 - 3.4.1. Growing digital transformation of healthcare facilities

CHAPTER 4. GLOBAL HEALTHCARE CRM INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL HEALTHCARE CRM MARKET SIZE & FORECASTS BY FUNCTIONALITY 2025-2035

- 5.1. Market Overview
- 5.2. Global Healthcare CRM Market Performance - Potential Analysis (2025)
- 5.3. Sub segment
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. 5.3. Sub segment
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.4.2. Market size analysis, by region, 2025-2035

CHAPTER 6. GLOBAL HEALTHCARE CRM MARKET SIZE & FORECASTS BY DEPLOYMENT MODE 2025-2035

- 6.1. Market Overview
- 6.2. Global Healthcare CRM Market Performance - Potential Analysis (2025)
- 6.3. On premises model
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

- 6.3.2. Market size analysis, by region, 2025-2035
- 6.4. Cloud/Web-based Model
 - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.4.2. Market size analysis, by region, 2025-2035

CHAPTER 7. GLOBAL HEALTHCARE CRM MARKET SIZE & FORECASTS BY END USE 2025-2035

- 7.1. Market Overview
- 7.2. Global Healthcare CRM Market Performance - Potential Analysis (2025)
- 7.3. Sub segment
 - 7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 7.3.2. Market size analysis, by region, 2025-2035
- 7.4. 5.3. Sub segment
 - 7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 7.4.2. Market size analysis, by region, 2025-2035

CHAPTER 8. GLOBAL HEALTHCARE CRM MARKET SIZE & FORECASTS BY AI POWERED HEALTHCARE CRM 2025-2035

- 8.1. Market Overview
- 8.2. Global Healthcare CRM Market Performance - Potential Analysis (2025)
- 8.3. Sub segment
 - 8.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 8.3.2. Market size analysis, by region, 2025-2035
- 8.4. 5.3. Sub segment
 - 8.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 8.4.2. Market size analysis, by region, 2025-2035

CHAPTER 9. GLOBAL HEALTHCARE CRM MARKET SIZE & FORECASTS BY REGION 2025–2035

- 9.1. Growth Healthcare CRM Market, Regional Market Snapshot
- 9.2. Top Leading & Emerging Countries
- 9.3. North America Healthcare CRM Market
 - 9.3.1. U.S. Healthcare CRM Market
 - 9.3.1.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.3.1.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.3.1.3. End Use breakdown size & forecasts, 2025-2035

- 9.3.1.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.3.2. Canada Healthcare CRM Market
 - 9.3.2.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.3.2.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.3.2.3. End Use breakdown size & forecasts, 2025-2035
 - 9.3.2.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.4. Europe Healthcare CRM Market
 - 9.4.1. UK Healthcare CRM Market
 - 9.4.1.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.1.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.1.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.1.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.4.2. Germany Healthcare CRM Market
 - 9.4.2.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.2.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.2.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.2.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.4.3. France Healthcare CRM Market
 - 9.4.3.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.3.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.3.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.3.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.4.4. Spain Healthcare CRM Market
 - 9.4.4.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.4.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.4.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.4.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.4.5. Italy Healthcare CRM Market
 - 9.4.5.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.5.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.5.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.5.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.4.6. Rest of Europe Healthcare CRM Market
 - 9.4.6.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.4.6.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.4.6.3. End Use breakdown size & forecasts, 2025-2035
 - 9.4.6.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5. Asia Pacific Healthcare CRM Market
 - 9.5.1. China Healthcare CRM Market

- 9.5.1.1. Functionality breakdown size & forecasts, 2025-2035
- 9.5.1.2. Deployment mode breakdown size & forecasts, 2025-2035
- 9.5.1.3. End Use breakdown size & forecasts, 2025-2035
- 9.5.1.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5.2. India Healthcare CRM Market
 - 9.5.2.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.5.2.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.5.2.3. End Use breakdown size & forecasts, 2025-2035
 - 9.5.2.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5.3. Japan Healthcare CRM Market
 - 9.5.3.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.5.3.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.5.3.3. End Use breakdown size & forecasts, 2025-2035
 - 9.5.3.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5.4. Australia Healthcare CRM Market
 - 9.5.4.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.5.4.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.5.4.3. End Use breakdown size & forecasts, 2025-2035
 - 9.5.4.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5.5. South Korea Healthcare CRM Market
 - 9.5.5.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.5.5.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.5.5.3. End Use breakdown size & forecasts, 2025-2035
 - 9.5.5.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.5.6. Rest of APAC Healthcare CRM Market
 - 9.5.6.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.5.6.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.5.6.3. End Use breakdown size & forecasts, 2025-2035
 - 9.5.6.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.6. Latin America Healthcare CRM Market
 - 9.6.1. Brazil Healthcare CRM Market
 - 9.6.1.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.6.1.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.6.1.3. End Use breakdown size & forecasts, 2025-2035
 - 9.6.1.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.6.2. Mexico Healthcare CRM Market
 - 9.6.2.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.6.2.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.6.2.3. End Use breakdown size & forecasts, 2025-2035

- 9.6.2.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
- 9.7. Middle East and Africa Healthcare CRM Market
 - 9.7.1. UAE Healthcare CRM Market
 - 9.7.1.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.7.1.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.7.1.3. End Use breakdown size & forecasts, 2025-2035
 - 9.7.1.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.7.2. Saudi Arabia (KSA) Healthcare CRM Market
 - 9.7.2.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.7.2.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.7.2.3. End Use breakdown size & forecasts, 2025-2035
 - 9.7.2.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035
 - 9.7.3. South Africa Healthcare CRM Market
 - 9.7.3.1. Functionality breakdown size & forecasts, 2025-2035
 - 9.7.3.2. Deployment mode breakdown size & forecasts, 2025-2035
 - 9.7.3.3. End Use breakdown size & forecasts, 2025-2035
 - 9.7.3.4. AI-Powered Healthcare CRM breakdown size & forecasts, 2025-2035

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Salesforce Health Cloud
 - 10.2.1. Company Overview
 - 10.2.2. Key Executives
 - 10.2.3. Company Snapshot
 - 10.2.4. Financial Performance (Subject to Data Availability)
 - 10.2.5. Product/Services Port
 - 10.2.6. Recent Development
 - 10.2.7. Market Strategies
 - 10.2.8. SWOT Analysis
- 10.3. Cerner Corporation
- 10.4. Oracle Health Sciences
- 10.5. Microsoft Dynamics 365 Healthcare
- 10.6. Allscripts Healthcare Solutions
- 10.7. NextGen Healthcare
- 10.8. Athenahealth
- 10.9. Veeva Systems
- 10.10. Epic Systems Corporation
- 10.11. eClinicalWorks

- 10.12. Kareo
- 10.13. Netsmart Technologies
- 10.14. Meditech
- 10.15. Greenway Health
- 10.16. Infor Healthcare

List Of Tables

LIST OF TABLES

- Table 1. Global Healthcare CRM Market, Report Scope
- Table 2. Global Healthcare CRM Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Healthcare CRM Market Estimates & Forecasts By Segment 2024–2035
- Table 4. Global Healthcare CRM Market Estimates & Forecasts By Segment 2024–2035
- Table 5. Global Healthcare CRM Market Estimates & Forecasts By Segment 2024–2035
- Table 6. Global Healthcare CRM Market Estimates & Forecasts By Segment 2024–2035
- Table 7. Global Healthcare CRM Market Estimates & Forecasts By Segment 2024–2035
- Table 8. U.S. Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 10. UK Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 12. France Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 15. Rest Of Europe Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 16. China Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 17. India Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Healthcare CRM Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Healthcare CRM Market Estimates & Forecasts, 2024–2035
-

List Of Figures

LIST OF FIGURES

- Fig 1. Global Healthcare CRM Market, Research Methodology
 - Fig 2. Global Healthcare CRM Market, Market Estimation Techniques
 - Fig 3. Global Market Size Estimates & Forecast Methods
 - Fig 4. Global Healthcare CRM Market, Key Trends 2025
 - Fig 5. Global Healthcare CRM Market, Growth Prospects 2024–2035
 - Fig 6. Global Healthcare CRM Market, Porter’s Five Forces Model
 - Fig 7. Global Healthcare CRM Market, Pestel Analysis
 - Fig 8. Global Healthcare CRM Market, Value Chain Analysis
 - Fig 9. Healthcare CRM Market By Application, 2025 & 2035
 - Fig 10. Healthcare CRM Market By Segment, 2025 & 2035
 - Fig 11. Healthcare CRM Market By Segment, 2025 & 2035
 - Fig 12. Healthcare CRM Market By Segment, 2025 & 2035
 - Fig 13. Healthcare CRM Market By Segment, 2025 & 2035
 - Fig 14. North America Healthcare CRM Market, 2025 & 2035
 - Fig 15. Europe Healthcare CRM Market, 2025 & 2035
 - Fig 16. Asia Pacific Healthcare CRM Market, 2025 & 2035
 - Fig 17. Latin America Healthcare CRM Market, 2025 & 2035
 - Fig 18. Middle East & Africa Healthcare CRM Market, 2025 & 2035
 - Fig 19. Global Healthcare CRM Market, Company Market Share Analysis (2025)
-

I would like to order

Product name: Global Healthcare CRM Market Size Study & Forecast, by Functionality, by Deployment Mode (On-premise Model, Cloud/Web-based Model), by End-use, by AI-Powered Healthcare CRM and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/G574209443D6EN.html>

Price: US\$ 3,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G574209443D6EN.html>