# Global Healthcare Data Monetization Market Size study, by Type (Direct Data Monetization, Indirect Data Monetization), by Deployment (On-premise, Cloud), by End User (Pharmaceutical & Biotechnology Companies, Healthcare Providers, Healthcare Payers, Medical Technology Companies, Other End Users) and Regional Forecasts 2022-2032

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## Abstracts

Global Healthcare Data Monetization Market, valued at approximately USD 400 million in 2023, is anticipated to grow with a robust CAGR of 18.56% over the forecast period 2024-2032. Healthcare data monetization involves leveraging collected healthcare data to generate revenue. This data, originating from electronic health records (EHRs), clinical trials, and various health IT systems, can be sold or shared with external entities for various purposes, including research, marketing, and development of new healthcare solutions. The adoption of EHR systems, alongside the increasing utilization of external data sources, is propelling market growth. Additionally, the market is witnessing heightened demand due to the need to manage escalating healthcare costs and the growing integration of advanced analytics, artificial intelligence (AI), and bioinformatics.

The Global Healthcare Data Monetization Market is significantly driven by the increasing reliance on external data sources. This shift facilitates better decision-making and personalized patient care. Moreover, the rising demand for real-world evidence presents lucrative opportunities for market players. Real-world evidence, derived from the analysis of healthcare data, is becoming increasingly valuable for understanding treatment outcomes and improving patient care. However, regulatory constraints pose substantial challenges, potentially hindering market expansion.

The key regions considered for the Global Healthcare Data Monetization Market study

includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America is projected to dominate the global healthcare data monetization market in 2023, attributed to federal health mandates promoting the adoption of health IT solutions, a heightened focus on population health management, and substantial venture capital investments. The region's technological advancements and the high availability of products and services further bolster this dominance. Moreover, many leading healthcare analytics firms are headquartered in North America, contributing to the region's significant market share.

Major market player included in this report are:

Accenture Plc

Infor

Informatica Inc.

Infosys Limited

Innovaccer, Inc.

OpenText Corporation

Salesforce, Inc.

Microsoft Corporation

Oracle Corporation

SAP SE

The detailed segments and sub-segment of the market are explained below:

By Type:

• Direct Data Monetization

• Indirect Data Monetization

By Deployment:

• On-premise

• Cloud

By End User:

• Pharmaceutical & Biotechnology Companies

• Healthcare Providers

• Healthcare Payers

• Medical Technology Companies

• Other End Users

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
• RoLA
Middle East & Africa
• Saudi Arabia
• South Africa
• RoMEA
Years considered for the study are as follows:
• Historical year – 2022
• Base year – 2023
• Forecast period – 2024 to 2032
Key Takeaways:
• Market Estimates & Forecast for 10 years from 2022 to 2032.
• Annualized revenues and regional level analysis for each market segment.
• Detailed analysis of geographical landscape with Country level analysis of major regions.
• Competitive landscape with information on major players in the market.
• Analysis of key business strategies and recommendations on future market approach.
• Analysis of competitive structure of the market.
• Demand side and supply side analysis of the market

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