

# Global OBGYN HER (Obstetrics and Gynecology Electronic Health Record) Market Size study & Forecast, by Product (Client Server-Based, Web-Based) by Application (Scheduling, Billing, Clinical Documentation, Workflow Management, Others), and Regional Analysis, 2023-2030

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## Abstracts

Global OBGYN EHR Market is valued approximately USD 1.6 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 9.50% over the forecast period 2023-2030. The OBGYN EHR (Obstetrics and Gynecology Electronic Health Record) market refers to the specific segment of the electronic health record market that caters to the needs of obstetricians and gynecologists. An EHR system is a digital platform used by healthcare providers to store, manage, and access patient medical records and other healthcare-related information. The OBGYN EHR market focuses on developing specialized EHR solutions tailored to the unique needs of obstetricians and gynecologists. It serves healthcare providers in obstetric and gynaecological practices, including private clinics, hospitals, and specialized women's healthcare centres. These EHR systems aim to improve clinical workflows, enhance patient care, and streamline administrative tasks specific to obstetrics and gynaecology. The OBGYN EHR Market is driven by factors such as the increasing adoption of EHRs among gynaecology practices rising demand for integrated healthcare solutions, and increasing Global Demand for Digital Health Solutions.

According to Statista, in 2020, the global electronic health records (EHR) market was valued at around USD 29 billion. However, it may experience substantial growth in the coming years, with the market size expected to exceed USD 47 billion by 2027 as per the increasing adoption and significance of EHR systems in the healthcare industry

worldwide. The rising demand of automation to make work easier also helps in the growth of the market. According to Statista, in 2023, it is expected that the digital health market will generate US\$170.20 billion in revenue. By 2027, market volume is predicted to reach US\$256.30 billion, with revenue forecast to expand at a 10.78% annual rate (CAGR 2023–2027). Digital Fitness & Well-Being will account for the largest market category in 2023, with a total revenue value of US\$96.94 billion. The global demand for digital health solutions, including OBGYN EHR systems, is experiencing substantial growth, driven by various factors such as technological advancements, the need for efficient healthcare delivery, and improved patient outcomes. The Healthcare Information and Management Systems Society (HIMSS) conducted a survey that found 88% of healthcare organizations globally have a strategic plan in place to achieve interoperability by 2022, emphasizing the importance of EHR systems in facilitating seamless information exchange. Moreover, the growing demand for interoperability can present an opportunity for EHR vendors to develop interoperable solutions that enable efficient information exchange and collaboration among healthcare providers. Interoperability is the ability of different systems and software to exchange and utilize data and is a crucial requirement in the healthcare industry. Another opportunity that lies for OBGYN EHR Market is the rising focus on Patient Engagement. A study published in the Journal of Medical Internet Research found that patient portals integrated with EHR systems resulted in increased patient satisfaction, improved adherence to treatment plans, and enhanced communication between patients and healthcare providers. However, the high cost of OBGYN EHR implementation and maintenance may hamper the growth of the market during the forecast years 2023-2030. According to ONC (Office of the National Coordinator for Health Information Technology), the anticipated installation cost of electronic health records (EHR) ranges from \$15,000 to \$70,000 per doctor based on factors such as the specific type of EHR system chosen, the geographical location, the number of doctors within the practice, and the duration of the implementation process.

The key regions considered for the Global OBGYN EHR Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the major factors like policies encouraging the use of EHRs and the presence of infrastructure with strong digital literacy. Improved payer and healthcare provider support for HCIT (Healthcare Information Technology) adoption is anticipated to accelerate market growth. According to the Office of the National Coordinator for Health Information Technology (ONC), 96% of hospitals and 78% of physicians in office settings in the United States is using electronic health records by 2021. However, Asia Pacific is expected to grow significantly during the forecast period, because of the rising number of elderly people. Despite resource and

financial constraints, the region's healthcare system is becoming more digital due to the rising demand for quality standards and services. In order to promote regional market growth, hospitals are actively investing in digital health technology like EHRs.

Major market player included in this report are:

InSync Healthcare Solutions  
Practice Fusion, Inc.  
PrognoCIS (Bizmatics, Inc.)  
WRS Health  
Infor-Med Inc.  
RevenueXL Inc.  
Greenway Health, LLC  
CureMD Healthcare  
NXGN Management, LLC  
EndoSoft LLC

Recent Developments in the Market:

In May 2023, ModMed expanded its products by adding aesthetic features to its EHR expanding its OBGYN package. In order to improve obstetrics and gynecological practices with cutting-edge workflows, this comprehensive solution includes electronic health records, payment systems, patient engagement, practice administration, image & inventory management, and data analysis.

In March 2021, Harris, acquired the US-based healthcare supplier PrognoCIS, which was a part of the Bizmatics suite of software.

In January 2021, WRS Health introduced Pediatrics-Cloud, a platform that integrates all facets of practice into a single, cloud-based platform, from appointment scheduling to revenue cycle management in order to better serve pediatricians.

Global OBGYN EHR Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Product, Application, Region

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

Customization Scope - Free report customization (equivalent up to 8 analyst's 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 & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Client Server-Based

Web-Based

**By Application:**

Scheduling

Billing

Clinical Documentation

Workflow Management

Others

**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  
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South Africa  
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