

Global Patient Engagement Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Patient Engagement Software market size is expected to reach \$ 72770 million by 2032, rising at a market growth of 18.5% CAGR during the forecast period (2026-2032).

Patient engagement software refers to digital platforms and applications designed to facilitate communication, interaction, and collaboration between patients and healthcare providers. This type of software often includes features such as appointment scheduling, secure messaging, personalized health education, medication reminders, symptom tracking, and access to medical records. Its primary goal is to empower patients to take an active role in managing their health and to support providers in delivering more personalized, efficient care. Downstream users of patient engagement software include hospitals, outpatient clinics, telehealth providers, health insurance companies, pharmaceutical firms, and wellness platforms. These organizations use such tools to enhance patient satisfaction, improve clinical outcomes, reduce administrative burdens, and foster long-term engagement across the care continuum.

The market for patient engagement software has expanded rapidly as healthcare systems globally move toward digital transformation and patient-centric care models. With the growing emphasis on improving health outcomes, reducing hospital readmissions, and increasing patient satisfaction, healthcare providers are increasingly adopting software-based solutions that facilitate continuous engagement. The rise of telemedicine, mobile health, and wearable technologies has further integrated patient engagement tools into daily health routines, enabling real-time monitoring and communication. Regulatory support for digital health, particularly in regions with mature healthcare infrastructure, has also contributed to widespread adoption. Additionally, the prevalence of chronic diseases and the aging population have created a sustained

demand for scalable, user-friendly digital tools that support long-term care and self-management. Modern patient engagement software is increasingly incorporating artificial intelligence, predictive analytics, and integration with electronic health records to provide personalized insights and automate follow-up care. This evolution positions patient engagement software as a strategic asset in driving efficiency, lowering costs, and enhancing the overall healthcare experience.

This report studies the global Patient Engagement Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Patient Engagement Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Patient Engagement Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Patient Engagement Software total market, 2021-2032, (USD Million)

Global Patient Engagement Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Patient Engagement Software total market, key domestic companies, and share, (USD Million)

Global Patient Engagement Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Patient Engagement Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Patient Engagement Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Patient Engagement Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Oracle Health, IBM, Epic Systems, McKesson Corporation,

Athenahealth, Healthagen, Allscripts, GetWell Network, Meddecision, Lincor Solutions, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Patient Engagement Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Patient Engagement Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Patient Engagement Software Market, Segmentation by Type:

Web-Based

Cloud-Based

On-Premise

Global Patient Engagement Software Market, Segmentation by End-user:

Hospitals

Clinics

Pharmaceutical Companies

Others

Global Patient Engagement Software Market, Segmentation by Application:

Health Management

Social and Behavioral Management

Home Health Management

Financial Health Management

Companies Profiled:

Oracle Health

IBM

Epic Systems

McKesson Corporation

Athenahealth

Healthagen

Allscripts

GetWell Network

Medecision

Lincor Solutions

Orion Health

Get Real

Oneview

Key Questions Answered

1. How big is the global Patient Engagement Software market?
2. What is the demand of the global Patient Engagement Software market?
3. What is the year over year growth of the global Patient Engagement Software market?
4. What is the total value of the global Patient Engagement Software market?
5. Who are the Major Players in the global Patient Engagement Software market?
6. What are the growth factors driving the market demand?

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