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MEA Healthcare CRM Market Size, Share & Trends Analysis Report By Functionality, By Deployment Mode (On-premise, Cloud/Web-based), By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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MEA Healthcare CRM Market Size & Trends

The MEA healthcare CRM market size was estimated at USD 0.66 billion in 2023 and is expected t%li%grow at a CAGR of 7.4% from 2024 t%li%2030. The rising adoption of digital health technologies, including electronic health records (EHRs), telemedicine, mobile, and the integration of artificial intelligence (AI) and machine learning (ML) in the healthcare sector t%li%enhance operational efficiency and patient care is driving the market growth. In addition, the rising burden of chronic diseases in the region and the demand for structured data and automation in healthcare organizations is expected t%li%fuel the market growth.

The market is anticipated t%li%grow due t%li%a rising need for organized data and automation within healthcare organizations. According t%li%the African Union August 2023 insights, despite having 24% of the global disease burden in Africa, health spending by governments in Africa constitutes only about 1% of the region's total health expenditures. This disparity is largely attributed t%li%the lack of precise data, fragmented manual data gathering, and the absence of a central electronic database.

The absence of database results in significant gaps in data collection and capture, potentially leading t%li%underrepresentation of key population segments and biased digital health technologies. Consequently, data-driven interventions might be

detrimental and skewed for specific populations. Addressing these challenges through the implementation of advanced CRM systems can facilitate more accurate and comprehensive data management, ultimately supporting equitable healthcare delivery and improving patient outcomes across the region.

The intensity of globalization, along with increasing competition and advancements in ICT, has compelled companies in developing countries t%li%focus on CRM t%li%maximize revenues. SMEs play a crucial role in this context and should be supported as agents of structural change, helping t%li%reduce marginalization and achieve equitable income distribution. The rise in ICT usage and development has integrated Middle Eastern economies int%li%the global competitive landscape.

According t%li%a study Journal published in March 2021, client relation management spending in this region has reached t%li%10.7%, reflecting its importance as a customer-focused business strategy that seamlessly integrates sales, marketing, and customer care services t%li%create and add value for both the company and its customers. The significance of CRM is evident in its ability t%li%increase customer retention, predict future customer transactions, and provide a comprehensive overview of customer needs and requirements.

Furthermore, CRM has become a vital strategy for small companies in the Middle East, highlighting the necessity for more SMEs t%li%implement CRM for effective business operations. CRM not only fosters high-performance strategies but als%li%facilitates value-added, technical, and innovative mechanisms t%li%gain a competitive edge.

The region's growing healthcare expenditure and the population's demand for improved medical services are accelerating the adoption of new technologies. CRM systems, in particular, are becoming essential for managing patient data, facilitating personalized care, and improving overall healthcare delivery efficiency. These systems support providers in delivering better patient outcomes and operational effectiveness, making them integral t%li%the region's evolving healthcare landscape.

MEA Healthcare CRM Market Report Segmentation

This report forecasts revenue growth at regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 t%li%2030. For this study, Grand View Research has segmented the MEA healthcare CRM market report based on functionality, deployment mode, end use, and region:

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Functionality Outlook (Revenue, USD Million, 2018 – 2030)

Customer Service and Support

Digital Commerce

Marketing

Sales

Cross -CRM

Deployment Mode Outlook (Revenue, USD Million, 2018 – 2030)

On-premise Model

Cloud/Web-based Model

End use Outlook (Revenue, USD Million, 2018 – 2030)

Healthcare Providers

Healthcare Payers

Life Sciences Industry

Regional Outlook (Revenue, USD Million, 2018 – 2030)

MEA

South Africa

Saudi Arabia

UAE

Kuwait

Rest of MEA

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