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U.S. eHealth Market Size, Share & Trends Analysis Report By Product (Telemedicine, Health Information Systems, mHealth, ePharmacy), By End Use (Providers, Payers, Patients), And Segment Forecasts, 2024 - 2030

https://marketpublishers.com/r/UEB10B9910B8EN.html
Date: July 2024
Pages: 100
Price: US$ 5,950.00 (Single User License)
ID: UEB10B9910B8EN

Abstracts

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U.S. eHealth Market Growth & Trends

The U.S. eHealth market size is expected t%li%reach USD 376.6 billion by 2030, registering a CAGR of 17.6% from 2024 t%li%2030, according t%li%a new report by Grand View Research, Inc. The eHealth market is driven by several key factors, including ongoing technological advancements like telemedicine and AI, increased demand for healthcare services, accelerated adoption due t%li%the COVID-19 pandemic, supportive regulatory frameworks, a shift towards patient-centric care models, the cost-effectiveness of digital solutions, data analytics for patient health management, and improved global connectivity. Furthermore, e-prescription is a notable driver of the eHealth market due t%li%its ability t%li%streamline medication management and improve patient safety. It enables healthcare providers t%li%electronically send accurate and legible prescriptions t%li%pharmacies, reducing errors and enhancing efficiency.

E-prescription systems als%li%facilitate better medication adherence by providing patients convenient access t%li%their prescribed medications and dosage instructions, ultimately leading t%li%improved health outcomes and cost savings in the healthcare industry. For instance, in January 2024, Eli Lilly introduced LillyDirect, a digital platform designed t%li%streamline purchasing specific medications for patients with prescriptions addressing conditions like diabetes, obesity, and migraine. This platform offers direct access t%li%medicines by linking patients with independent Telehealth providers and providing resources for disease management, eliminating the traditional steps of obtaining a prescription from a physician. In addition, Health Information Exchange (HIE) significantly boosts the eHealth market by promoting interoperability and ensuring seamless data exchange among healthcare entities for improved care coordination.

HIE enhances care continuity by providing comprehensive patient records, leading t%li%faster diagnoses and better outcomes. It streamlines processes, reduces redundancies, and improves efficiency by eliminating manual data entry and repeated tests. HIE empowers patients by allowing them t%li%access and share their health records, contributing t%li%better engagement and decision-making. For instance, in December 2023, a group comprising 21 Ontari%li%hospitals and healthcare facilities launched the Ontari%li%eHub Health Information Exchange (HIE) powered by Oracle Health. This innovative platform enables seamless and secure sharing of patient data among participating healthcare organizations. By leveraging the Ontari%li%eHub, these entities can streamline administrative processes, minimize overhead costs, and enhance care coordination t%li%improve patient healthcare outcomes.

Moreover, the government's initiatives significantly contributed t%li%market growth. For instance, in May 2023, the U.S. Department of Health and Human Services (HHS) announced federal flexibilities regarding telehealth and telemedicine prescriptions t%li%ensure ongoing access t%li%essential care for patients. Initially implemented during the COVID-19 Public Health Emergency (PHE), these flexibilities were extended through the end of 2024 via the Consolidated Appropriations Act of 2023. Key provisions include expanded access t%li%telehealth services nationwide, allowing patients t%li%receive Medicare-covered telehealth visits from their homes, and eliminating the need for travel t%li%healthcare facilities. Furthermore, certain Medicare telehealth consultations can now be conducted using audio-only technology, like telephones, for individuals unable t%li%utilize audi%li%and vide%li%mediums, such as smartphones or computers.

U.S. eHealth Market Report Highlights

Based on products, the healthcare information systems segment held the largest share of 42.0% in 2023. The market growth is attributed t%li%increasing healthcare spending and improvements in IT infrastructure. In addition, the growing need for remote patient monitoring

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is increasing its adoption

The providers end use segment accounted for the largest share of 53.1% in 2023, driven by the efficiencies delivered by the eHealth solutions in managing patient workflows and data

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