

# 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

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## Abstracts

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### U.S. eHealth Market Growth & Trends

The U.S. eHealth market size is expected to reach USD 376.6 billion by 2030, registering a CAGR of 17.6% from 2024 to 2030, according to 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 to 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 to its ability to streamline medication management and improve patient safety. It enables healthcare providers to electronically send accurate and legible prescriptions to pharmacies, reducing errors and enhancing efficiency.

E-prescription systems also facilitate better medication adherence by providing patients convenient access to their prescribed medications and dosage instructions, ultimately leading to improved health outcomes and cost savings in the healthcare industry. For instance, in January 2024, Eli Lilly introduced LillyDirect, a digital platform designed to streamline purchasing specific medications for patients with

prescriptions addressing conditions like diabetes, obesity, and migraine. This platform offers direct access to 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 to 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 to access and share their health records, contributing to better engagement and decision-making. For instance, in December 2023, a group comprising 21 Ontario hospitals and healthcare facilities launched the Ontario 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 Ontario eHub, these entities can streamline administrative processes, minimize overhead costs, and enhance care coordination to improve patient healthcare outcomes.

Moreover, the government's initiatives significantly contributed to 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 to ensure ongoing access to 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 to telehealth services nationwide, allowing patients to receive Medicare-covered telehealth visits from their homes, and eliminating the need for travel to healthcare facilities. Furthermore, certain Medicare telehealth consultations can now be conducted using audio-only technology, like telephones, for individuals unable to utilize audio and video 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 to increasing healthcare spending and improvements in IT infrastructure. In addition, the growing need for remote patient monitoring

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

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
- 1.4. Information Procurement
  - 1.4.1. Purchased Database
  - 1.4.2. GVR's Internal Database
- 1.5. Details of primary research
- 1.6. Market Formulation & Validation
- 1.7. Model Details
  - 1.7.1. Commodity flow analysis (Model 1)
    - 1.7.1.1. Approach 1: Commodity flow approach
  - 1.7.2. Volume price analysis (Model 2)
    - 1.7.2.1. Approach 2: Volume price analysis
- 1.8. Research Scope and Assumptions
  - 1.8.1. List of Secondary Sources
  - 1.8.2. List of Primary Sources
  - 1.8.3. Objectives

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segment Outlook
  - 2.2.1. Product Outlook
  - 2.2.2. End Use Outlook
- 2.3. Competitive Insights

### **CHAPTER 3. U.S. EHEALTH MARKET VARIABLES, TRENDS, & SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related/Ancillary Market Outlook
- 3.2. Pricing Analysis Around the Medical Food Market
- 3.3. Industry Analysis
  - 3.3.1. User Perspective Analysis
  - 3.3.2. Key End Users

- 3.4. Technology Outlook
- 3.5. Regulatory Framework
- 3.6. Market Dynamics
  - 3.6.1. Market Drivers Analysis
    - 3.6.1.1. Increasing need to manage regulatory compliance
    - 3.6.1.2. Rising healthcare costs
    - 3.6.1.3. Increasing prevalence of chronic disease
    - 3.6.1.4. Rising adoption of digital healthcare
    - 3.6.1.5. Growing need for patient-centric healthcare delivery
  - 3.6.2. Market Restraints Analysis
  - 3.6.3. Industry Challenges and Opportunity Analysis
- 3.7. eHealth Market Analysis Tools
  - 3.7.1. Porter's Analysis
    - 3.7.1.1. Bargaining power of the suppliers
    - 3.7.1.2. Bargaining power of the buyers
    - 3.7.1.3. Threats of substitution
    - 3.7.1.4. Threats from new entrants
    - 3.7.1.5. Competitive rivalry
  - 3.7.2. PESTEL Analysis
    - 3.7.2.1. Political landscape
    - 3.7.2.2. Economic and Social landscape
    - 3.7.2.3. Technological landscape
    - 3.7.2.4. Environmental landscape
    - 3.7.2.5. Legal landscape
- 3.8. Major Deals & Strategic Alliances Analysis in the eHealth Industry
- 3.9. Impact of COVID-19
- 3.10. Case Study Insights

## **CHAPTER 4. U.S. EHEALTH MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 4.1. Definition and Scope
- 4.2. Product Market Share Analysis, 2023 & 2030
- 4.3. Segment Dashboard
- 4.4. eHealth Market: By Product, 2018 to 2030
- 4.5. Telemedicine
  - 4.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.6. Health Information Systems
  - 4.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

- 4.6.1.1. Electronic Health Record
  - 4.6.1.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.6.1.2. Electronic Medical Record
  - 4.6.1.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.6.1.3. Patient Engagement Solution
  - 4.6.1.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.6.1.4. Population Health Management
  - 4.6.1.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.7. mHealth
  - 4.7.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
    - 4.7.1.1. Monitoring services
      - 4.7.1.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
    - 4.7.1.2. Diagnosis services
      - 4.7.1.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
    - 4.7.1.3. Healthcare Systems Strengthening Services
      - 4.7.1.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
    - 4.7.1.4. Others
      - 4.7.1.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.8. ePharmacy
  - 4.8.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.9. E-Prescribing
  - 4.9.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 4.10. Computerized Physician Order Entry
  - 4.10.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 5. U.S. EHEALTH MARKET: END USE ESTIMATES& TREND ANALYSIS**

- 5.1. Definition and Scope
- 5.2. End Use Market Share Analysis, 2023 & 2030
- 5.3. Segment Dashboard
- 5.4. eHealth Market: By End Use, 2018 to 2030
- 5.5. Providers
  - 5.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 5.6. Payers
  - 5.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)
- 5.7. Patients
  - 5.7.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Billion)

## **CHAPTER 6. COMPETITIVE LANDSCAPE**

- 6.1. Recent Developments & Impact Analysis by Key Market Participants
- 6.2. Company Categorization
- 6.3. Company Market Share Analysis
- 6.4. Company Heat Map Analysis
- 6.5. Strategy Mapping
  - 6.5.1. Expansion
  - 6.5.2. Mergers & Acquisition
  - 6.5.3. Partnerships & Collaborations
  - 6.5.4. New Product Launches
  - 6.5.5. Research And Development
- 6.6. Company Profiles
  - 6.6.1. CVS Health
    - 6.6.1.1. Participant's Overview
    - 6.6.1.2. Financial Performance
    - 6.6.1.3. Product Benchmarking
    - 6.6.1.4. Recent Developments
  - 6.6.2. Teladoc Health, Inc.
    - 6.6.2.1. Participant's Overview
    - 6.6.2.2. Financial Performance
    - 6.6.2.3. Product Benchmarking
    - 6.6.2.4. Recent Developments
  - 6.6.3. American Well
    - 6.6.3.1. Participant's Overview
    - 6.6.3.2. Financial Performance
    - 6.6.3.3. Product Benchmarking
    - 6.6.3.4. Recent Developments
  - 6.6.4. Veradigm LLC
    - 6.6.4.1. Participant's Overview
    - 6.6.4.2. Financial Performance
    - 6.6.4.3. Product Benchmarking
    - 6.6.4.4. Recent Developments
  - 6.6.5. UNITEDHEALTH GROUP
    - 6.6.5.1. Participant's Overview
    - 6.6.5.2. Financial Performance
    - 6.6.5.3. Product Benchmarking
    - 6.6.5.4. Recent Developments
  - 6.6.6. Medtronic
    - 6.6.6.1. Participant's Overview

- 6.6.6.2. Financial Performance
- 6.6.6.3. Product Benchmarking
- 6.6.6.4. Recent Developments
- 6.6.7. Epocrates
  - 6.6.7.1. Participant's Overview
  - 6.6.7.2. Financial Performance
  - 6.6.7.3. Product Benchmarking
  - 6.6.7.4. Recent Developments
- 6.6.8. Telecare Corporation
  - 6.6.8.1. Participant's Overview
  - 6.6.8.2. Financial Performance
  - 6.6.8.3. Product Benchmarking
  - 6.6.8.4. Recent Developments
- 6.6.9. Medisafe
  - 6.6.9.1. Participant's Overview
  - 6.6.9.2. Financial Performance
  - 6.6.9.3. Product Benchmarking
  - 6.6.9.4. Recent Developments
- 6.6.10. Set Point Medical
  - 6.6.10.1. Participant's Overview
  - 6.6.10.2. Financial Performance
  - 6.6.10.3. Product Benchmarking
  - 6.6.10.4. Recent Developments
- 6.6.11. IBM
  - 6.6.11.1. Participant's Overview
  - 6.6.11.2. Financial Performance
  - 6.6.11.3. Product Benchmarking
  - 6.6.11.4. Recent Developments
- 6.6.12. Doximity, Inc.
  - 6.6.12.1. Participant's Overview
  - 6.6.12.2. Financial Performance
  - 6.6.12.3. Product Benchmarking
  - 6.6.12.4. Recent Developments
- 6.6.13. LiftLabs
  - 6.6.13.1. Participant's Overview
  - 6.6.13.2. Financial Performance
  - 6.6.13.3. Product Benchmarking
  - 6.6.13.4. Recent Developments



## List Of Tables

### LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviation

Table 3 U.S. ehealth market, by Product, 2018 - 2030 (USD Million)

Table 4 U.S. ehealth market, by end use, 2018 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value-chain-based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market formulation & validation
- Fig. 8 Sacroiliac joint fusion surgery market: outlook
- Fig. 9 Sacroiliac joint fusion surgery competitive insights
- Fig. 10 Ancillary market outlook
- Fig. 11 Sacroiliac joint fusion surgery market driver impact
- Fig. 12 Sacroiliac joint fusion surgery market restraint impact
- Fig. 13 Porter's Analysis
- Fig. 14 PESTLE Analysis
- Fig. 15 Sacroiliac joint fusion surgery market: Indication movement analysis
- Fig. 16 Sacroiliac joint fusion surgery market: Indication outlook and key takeaways
- Fig. 17 Degenerative sacroiliitis market estimates and forecast, 2018 - 2030
- Fig. 18 Sacral disruption market estimates and forecast, 2018 - 2030
- Fig. 19 Trauma market estimates and forecast, 2018 - 2030
- Fig. 20 Sacroiliac joint fusion surgery Market: Type movement Analysis
- Fig. 21 Sacroiliac joint fusion surgery market: Type outlook and key takeaways
- Fig. 22 MIS market estimates and forecasts, 2018 - 2030
- Fig. 23 Open market estimates and forecasts, 2018 - 2030
- Fig. 24 Sacroiliac joint fusion surgery Market: Approach movement Analysis
- Fig. 25 Sacroiliac joint fusion surgery market: Approach outlook and key takeaways
- Fig. 26 Dorsal & anterior market estimates and forecasts, 2018 - 2030
- Fig. 27 Lateral market estimates and forecasts, 2018 - 2030
- Fig. 28 Sacroiliac joint fusion surgery Market: Product movement Analysis
- Fig. 29 Sacroiliac joint fusion surgery market: Product outlook and key takeaways
- Fig. 30 Implants market estimates and forecasts, 2018 - 2030
- Fig. 31 Accessories market estimates and forecasts, 2018 - 2030
- Fig. 32 Sacroiliac joint fusion surgery Market: End use movement Analysis
- Fig. 33 Sacroiliac joint fusion surgery market: End use outlook and key takeaways
- Fig. 34 Hospitals market estimates and forecasts, 2018 - 2030

Fig. 35 Ambulatory surgical centers market estimates and forecasts,2018 - 2030

Fig. 36 Others market estimates and forecasts,2018 - 2030

Fig. 37 Global sacroiliac joint fusion surgery market: Regional movement analysis

Fig. 38 Global sacroiliac joint fusion surgery market: Regional outlook and key takeaways

Fig. 39 North America sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 40 Key country dynamics

Fig. 41 U.S. sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 42 Key country dynamics

Fig. 43 Canada sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 44 Key country dynamics

Fig. 45 Mexico sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 46 Europe sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 47 Key country dynamics

Fig. 48 UK sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 49 Key country dynamics

Fig. 50 Germany sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 51 Key country dynamics

Fig. 52 Spain sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 53 Key country dynamics

Fig. 54 France sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 55 Key country dynamics

Fig. 56 Italy sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 57 Key country dynamics

Fig. 58 Norway sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 59 Key country dynamics

Fig. 60 Denmark sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 61 Key country dynamics

Fig. 62 Sweden sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 63 Asia Pacific sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 64 Key country dynamics

Fig. 65 Japan sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 66 Key country dynamics

Fig. 67 China sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 68 Key country dynamics

Fig. 69 India sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 70 Key country dynamics

Fig. 71 Australia sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 72 Key country dynamics

Fig. 73 South Korea sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 74 Key country dynamics

Fig. 75 Thailand sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 76 Latin America sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 77 Key country dynamics

Fig. 78 Brazil sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 79 Key country dynamics

Fig. 80 Argentina sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 81 MEA sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 82 Key country dynamics

Fig. 83 South Africa sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 84 Key country dynamics

Fig. 85 Saudi Arabia sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 86 Key country dynamics

Fig. 87 UAE sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 88 Key country dynamics

Fig. 89 Kuwait sacroiliac joint fusion surgery market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 90 Key company categorization

Fig. 91 Heat map analysis, 2022 - 2023

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