

U.S. Healthcare Data Monetization Market For Quality, Outcomes & Payment Intelligence Size, Share & Trends Analysis Report By Entity (Healthcare Entities, Non-healthcare Entities), By Product Type (Data Subscription), By Buyer, By Buyer Vs Product Type, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/UEE12FF2EDF5EN.html>

Date: May 2026

Pages: 90

Price: US\$ 3,950.00 (Single User License)

ID: UEE12FF2EDF5EN

Abstracts

U.S. Healthcare Data Monetization Market For Quality, Outcomes & Payment Intelligence Summary

The U.S. healthcare data monetization market size for quality, outcomes & payment intelligence (serviceable obtainable market) was estimated at USD 955.44 million in 2025 and is projected to reach USD 1,705.53 million by 2033, growing at a CAGR of 7.77% from 2026 to 2033. This growth is driven by the rapid expansion of healthcare data volume (EHR, Claims, Wearables), rising demand for Real-World Data (RWD) & Real-World Evidence (RWE), increasing adoption of AI, advanced analytics & cloud platforms, and growing payer focus on cost optimization & risk management.

The U.S. healthcare ecosystem generates massive datasets through widespread adoption of electronic health records (EHRs), imaging systems, claims databases, and connected devices. This exponential growth in structured and unstructured data creates a large monetizable asset base, enabling providers and payers to commercialize de-identified datasets and insights.

Moreover, there is a significant shift in the U.S. life sciences ecosystem toward leveraging real-world data (RWD) and generating real-world evidence (RWE) to complement traditional clinical trial data. Pharmaceutical and biotechnology companies

are increasingly utilizing these datasets to optimize clinical trial design, identify eligible patient populations, monitor treatment outcomes, and support regulatory submissions.

In addition, regulators and payers are placing greater emphasis on post-market evidence to assess drug efficacy and cost-effectiveness in real-world settings. This growing reliance on RWD/RWE has created a strong demand for high-quality, longitudinal patient datasets, encouraging healthcare providers and data aggregators to monetize their data assets through partnerships, licensing agreements, and analytics services. As a result, data monetization is becoming deeply embedded in the broader drug development and commercialization lifecycle.

U.S. Healthcare Data Monetization Market Report Segmentation

This report forecasts revenue growth analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. healthcare data monetization market for quality, outcomes & payment intelligence report based on entity, product type, buyer type, and buyer vs product sub-segmentation:

Entity Outlook (TAM, SAM & SOM, USD Million, 2021 - 2033)

Healthcare entities

Non-healthcare entities

Healthcare Entities Outlook (SAM & SOM, USD Million, 2021 - 2033)

By Product Type

Data Subscription (patient-level / aggregate / licensed datasets)

Insights-as-a-Service (curated analytics products)

Models / Decision Engines (AI-enabled predictive products)

By Buyer Type

Pharmaceutical Companies

Clinical Trial Enablement (Site selection, patient identification, feasibility analytics)

HCP & Customer Targeting (Physician targeting, segmentation, sales enablement)

Safety, Adherence & HEOR (RWE, adherence analytics, pharmacovigilance, outcomes tracking)

Formulary Analytics / Commercial Access Enablement (Market access, payer strategy, reimbursement analytics)

Health Systems & Providers

Go-to-Market & Contracting (Value-based care enablement, service line optimization)

Quality & Care Gap Closure (HEDIS, Stars, performance improvement)

Network & Operational Optimization (Referral management, capacity optimization, leakage reduction)

Formulary Analytics / Commercial Access Enablement (Market access, payer strategy, reimbursement analytics)

Retail Pharmacies

Independent Pharmacies

Chain Pharmacies

Other Non-Payer Healthcare Entities

Buyer vs Product Type Sub-Segmentation Outlook (SAM & SOM, USD Million, 2021 - 2033)

Pharmaceutical Companies

Clinical Trial Enablement (Site selection, patient identification, feasibility analytics)

Data subscription (clinical + claims + quality datasets)

Insights service (trial feasibility analytics)

Model/engines (site selection AI tools)

HCP & Customer Targeting (Physician targeting, segmentation, sales enablement)

Data (HCP-level claims + quality signals)

Insights (targeting analytics)

Models (real-time targeting engines)

Safety, Adherence & HEOR (RWE, adherence analytics, pharmacovigilance, outcomes tracking)

Data (payer + quality + reimbursement datasets)

Insights (access analytics)

Models (pricing / access optimization tools)

Formulary Analytics / Commercial Access Enablement (Market access, payer strategy, reimbursement analytics)

Data (payer + quality + reimbursement datasets)

Insights (access analytics)

Models (pricing / access optimization tools))

Health Systems & Providers

Data (EMR + claims + quality data)

Insights (care gap + operational analytics)

Models (VBC optimization engines))

Retail Pharmacies

Data (patient + prescription + adherence signals)

Insights (patient behavior / refill optimization)

Models (adherence / engagement engines)

Other Non-Payer Healthcare Entities

Data packages

Insights platforms

API / embedded models

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