

U.S. Patient Referral Management Software Market Size, Share & Trends Analysis Report By Type (Inbound, Outbound), By Deployment Mode (Cloud & Web-based, On-premise), By End-use (Providers, Patients, Payers), And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The U.S. patient referral management software market size was estimated at USD 7.13 billion in 2024 and is expected to grow at a CAGR of 16.7% from 2025 to 2030. This growth is attributed to the growing emphasis on enhancing care coordination among healthcare providers, fueled by the shift toward value-based care models. The increasing adoption of healthcare IT and digital platforms has created a favorable environment for the deployment of referral management solutions that streamline workflows and improve patient outcomes. One of the primary concerns among providers is referral leakage, which can result in significant revenue loss; referral software helps mitigate this by ensuring efficient and traceable referral pathways.

In addition, the rising need to improve patient experience through faster specialist access and real-time communication is further accelerating demand. For instance, in October 2024, Boston Eye Group collaborated with Sophrona to enhance its referral process by introducing the Referral Portal, aiming to replace inefficient communication methods with a more transparent and streamlined system.

“We knew we needed to invest time and effort in our referring doctor experience. We implemented the Referral Portal to enhance the relationship with our referring

doctors and improve coordination of care. Referral Portal helps our practice advance patient engagement, expand connectivity and automate referral reporting”

-MD, PhD, Boston Eye Group Founder & Medical Director

Regulatory initiatives promoting interoperability and health information exchange are also pushing healthcare systems to adopt integrated solutions. The expanding use of telehealth and virtual care platforms has made it crucial to have seamless referral workflows, especially in remote and underserved areas.

Furthermore, AI-powered analytics and smart routing capabilities are enhancing decision-making and optimizing specialist allocation. These factors, combined with increasing healthcare infrastructure investments and workforce shortages, especially among specialists, are collectively boosting the growth of the U.S. patient referral management software industry.

U.S. Patient Referral Management Software Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. patient referral management software market report based on type, deployment mode, and end-use:

Type Outlook (Revenue, USD Million, 2018 - 2030)

Inbound

Outbound

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

Cloud & Web-based

On-premise

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

Providers

Payers

Patients

Others

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