

# Healthcare CRM Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global healthcare CRM market size reached US\$ 13.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 28.8 Billion by 2028, exhibiting a growth rate (CAGR) of 12.71% during 2023-2028.

Healthcare customer relationship management (HCRM) refers to a specialized software-based solution designed for medical institutions to manage customer-related processes. It is usually deployed on cloud or on-premises in the form of operational, analytical and collaborative CRM. It includes comprehensive patient management, dashboard and reporting, caregiver management and communication tools. HCRM records the patient's information, such as medical history, visits, prescriptions and medical bills, into a holistic profile and is also used for scheduling and tracking medical appointments. It aids in maintaining an updated database about the patients with valuable insights and offer quality support to the customers. As a result, they are widely used across hospitals, clinics and diagnostic centers.

### Healthcare CRM Market Trends:

Significant growth in the healthcare industry across the globe is one of the key factors creating a positive outlook for the market. Moreover, the increasing requirement for effective solutions to improve patient's treatment and healthcare experience is providing a thrust to the market growth. Additionally, various technological advancements, such as the integration of the Internet of Things (IoT), artificial intelligence (AI), machine learning (ML) and cloud-computing solutions with the HCRM platforms, are acting as other growth-inducing factors. These solutions provide high-quality virtual care, home care and remote disease monitoring services to the patient through chatbots and real-time interactions. These tools also assist in minimizing the

human effort that results in enhanced cost efficiency, minimal risk of errors and optimized communications. Other factors, including rising healthcare expenditures of the masses, along with extensive research and development (R&D) activities, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global healthcare CRM market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, application, technology and end use.

#### Breakup by Product:

- Individual
- Referral
- Individual and Referral

#### Breakup by Application:

- Community Outreach
- Case Coordination
- Case Management
- Relationship Management

#### Breakup by Technology:

- Cloud-based
- Mobile
- Social
- Collaborative
- Predictive

#### Breakup by End Use:

- Payers
- Providers
- Life Science Companies

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Accenture Plc, AllScripts Healthcare Solutions Inc, Amdocs, Aspect Software Inc, International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, Salesforce.com inc, SAP SE and Siemens Healthineers AG (Siemens AG).

#### Key Questions Answered in This Report

1. What was the size of the global healthcare CRM market in 2022?
2. What is the expected growth rate of the global healthcare CRM market during 2023-2028?
3. What are the key factors driving the global healthcare CRM market?

4. What has been the impact of COVID-19 on the global healthcare CRM market?
5. What is the breakup of the global healthcare CRM market based on the product?
6. What is the breakup of the global healthcare CRM market based on the application?
7. What is the breakup of the global healthcare CRM market based on technology?
8. What is the breakup of the global healthcare CRM market based on the end use?
9. What are the key regions in the global healthcare CRM market?
10. Who are the key players/companies in the global healthcare CRM market?

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