

# Patient Engagement Solutions Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global patient engagement solutions market reached a value of US\$ 26 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 69.5 Billion by 2027, exhibiting a CAGR of 16.71% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Patient engagement solutions refer to a system that combines patient activation with interventions that are designed to improve health outcomes and provide better patient care at lower costs. These solutions also enable healthcare institutions to establish communication with their patients by using an online portal. Patient engagement solutions utilize technologies, such as portal and automated messaging, while ensuring patient satisfaction, safety and service quality. With the growing prevalence of chronic diseases in recent years, especially among the geriatric population, there has been increased adoption of patient engagement solutions worldwide.

The global patient engagement solutions market is primarily driven by the increasing awareness regarding mobile health among people. Mobile health, or electronic health, platforms provide patients with helpful information at every interaction, send periodic healthcare tips, create trigger-based appointments or prescription refill reminders and offer post-diagnosis notes. Apart from this, governments of various countries are providing incentives to digitally transform healthcare services and enhance patient engagement, which is also propelling the market growth. For instance, the United States Food and Drug Administration (USFDA) established the Patient and Caregiver Connection program in 2018, which aimed to foster engagements with patients and

caregivers throughout the entire process of evaluation and surveillance of medical devices. Besides this, with the growing technological advancements, companies are investing in innovative cloud or web-based patient-centric engagement solutions that help improve the patient healthcare experience by lowering the cost of health plans and creating more efficient operations by changing payment technology, models and regulations.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global patient engagement solutions market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on therapeutic area, application, component, delivery type and end user.

#### Breakup by Therapeutic Area:

- Chronic Diseases
- Obesity
- Diabetes
- Cardiovascular
- Others
- Fitness
- Women's Health
- Mental Health
- Others

#### Breakup by Application:

- Social Management
- Health Management
- Home Healthcare Management
- Financial Health Management

#### Breakup by Component:

- Software
- Services
- Hardware

#### Breakup by Delivery Type:

Web-based/Cloud-based  
On-premises

Breakup by End User:

Payers  
Providers  
Others

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 AdvancedMD (Global Payments Inc.), Allscripts Healthcare Solutions Inc., Athenahealth Inc., Cerner Corporation, EMMI Solutions LLC (Wolters Kluwer N.V.), Epic Systems Corporation, GetWellNetwork Inc., Lincor Solutions Limited, McKesson Corporation, Medcision Inc. (Health Care Service Corporation), Orion Health Ltd. and Phytel Inc. (International Business Machines Corporation).

Key Questions Answered in This Report:

How has the global patient engagement solutions market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global patient engagement solutions market?

What are the key regional markets?

What is the breakup of the market based on the therapeutic area?

What is the breakup of the market based on the application?

What is the breakup of the market based on the component?

What is the breakup of the market based on the delivery type?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global patient engagement solutions market and who are the key players?

What is the degree of competition in the industry?

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