

Patient Engagement Solutions Market Report by
Therapeutic Area (Chronic Diseases, Fitness,
Women's Health, Mental Health, and Others),
Application (Social Management, Health Management,
Home Healthcare Management, Financial Health
Management), End User (Payers, Providers, and
Others), Component (Software, Services, Hardware),
Delivery Type (Web-based/Cloud-based, Onpremises), and Region 2023-2028

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# **Abstracts**

The global patient engagement solutions market size reached US\$ 30.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 79.5 Billion by 2028, exhibiting a growth rate (CAGR) of 17.4% during 2022-2028. The increasing focus on patient-centered care, the implementation of various initiatives and regulations to promote patient engagement, and the growing adoption of digital health technologies are some of the major factors propelling the market.

Patient engagement solutions refer to a set of technologies, strategies, and tools that aim to involve patients in their own healthcare, improve communication between patients and healthcare providers, and promote active participation in the management of their health and well-being. These solutions leverage various digital platforms and technologies to enhance patient experience, education, empowerment, and care coordination. They typically encompass a range of features and functionalities that facilitate interactions between patients and healthcare providers. They also include secure online platforms that allow patients to access their health records, lab results, appointment scheduling, medication lists, and communicate with healthcare providers. Patient portals enable patients to take an active role in managing their health, view and



update their health information, request prescription refills, and securely message their care team.

The market is experiencing significant growth by increasing focus on patient-centered care. In addition, the rising prevalence of chronic diseases, such as diabetes, heart disease, and cancer represents another major growth-inducing factor. Patient engagement solutions provide patients with the resources to manage their conditions and decrease the incidence of complications and hospitalizations. Besides, the growing geriatric population is significantly supporting the market as they tend to have more chronic conditions that require ongoing management. Moreover, the increasing adoption of smartphones to access health information, schedule appointments, and communicate with healthcare providers is contributing to market growth. Additionally, the market is propelled by the integration of patient engagement solutions that integrate with EHRs and provide patients with access to their health records.

Patient Engagement Solutions Market Trends/Drivers:

The increasing focus on patient-centered care

The emphasis on patient-centered care has created a higher demand for patient engagement solutions. Healthcare providers are recognizing the importance of actively involving patients in their healthcare decisions and treatment plans. Patient engagement solutions enable healthcare organizations to fulfill this need by providing tools and technologies that empower patients and promote their active participation in their healthcare. Moreover, patient-centered care emphasizes effective communication and care coordination among healthcare providers, patients, and caregivers. These solutions facilitate seamless communication channels, such as secure messaging and telehealth capabilities, enabling patients to connect with their healthcare providers conveniently. These solutions improve care coordination by ensuring that all stakeholders are on the same page, leading to better care outcomes.

The growing adoption of digital health technologies

Digital health technologies, such as smartphones, wearable devices, and connected health devices, provide patients with expanded channels for accessing healthcare services and engaging with their healthcare providers. Patient engagement solutions leverage these technologies to provide convenient and user-friendly platforms for patients to interact with their care team, access health information, and manage their health. The increased adoption of digital health technologies drives the demand for patient engagement solutions that can effectively integrate and leverage these technologies. Moreover, this integration allows healthcare providers to remotely monitor patients' health conditions, provide timely interventions, and improve care management for chronic diseases. These solutions that support telehealth capabilities also enhance patient access to care, particularly for those in remote or underserved areas. Various technological advancements



Technological advancements in artificial intelligence (AI) and machine learning are revolutionizing patient engagement solutions. These technologies enable advanced analytics, predictive modeling, and personalized interventions based on patient data. Alpowered chatbots and virtual assistants can provide personalized health recommendations, answer patient queries, and offer real-time support. Machine learning algorithms can analyze vast amounts of patient data to identify patterns, trends, and risk factors, aiding in personalized care planning and early intervention. Moreover, natural language processing technologies enable patient engagement solutions to analyze and understand human language. NLP allows patient engagement solutions to interpret unstructured data from sources like patient portals, medical records, and social media. This capability enables more effective communication between patients and healthcare providers, enhances sentiment analysis for patient feedback, and facilitates personalized interactions and interventions.

Patient Engagement Solutions Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global patient engagement solutions market report, along with forecasts at the global, regional and country levels from 2023-2028. 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

Chronic diseases represents the leading segment

The report has provided a detailed breakup and analysis of the market based on the therapeutic area. This includes chronic diseases (obesity, diabetes, cardiovascular, and others), fitness, women's health, mental health, and others. According to the report, chronic diseases represented the largest segment.

Chronic diseases, such as diabetes, cardiovascular diseases, respiratory disorders, and cancer, are prevalent worldwide and have been on the rise in recent years. These conditions require long-term management, monitoring, and lifestyle modifications. Patient engagement solutions play a crucial role in supporting patients with chronic diseases by providing tools and resources for self-management, medication adherence, symptom tracking, and remote monitoring. Moreover, these diseases often require



ongoing care and support beyond the traditional healthcare setting. Patient engagement solutions address this need by offering remote monitoring capabilities, enabling patients to track their health metrics and share the data with healthcare providers.

Breakup by Application:

Social Management

Health Management

Home Healthcare Management

Financial Health Management

Health management represents the leading segment

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes social management, health management, home healthcare management, and financial health management. According to the report, health management exhibits a clear dominance in the market.

Health management is a crucial component of patient engagement solutions and is closely intertwined with chronic disease management. Patient engagement solutions encompass a wide range of functionalities that support various aspects of health management, including preventive care, wellness programs, medication management, lifestyle modifications, and general health monitoring. Moreover, by leveraging patient engagement solutions for health management, individuals can access educational resources, set health goals, track their progress, receive personalized recommendations, and communicate with healthcare providers for guidance and support. These solutions empower patients to take an active role in managing their health, prevent future health issues, and optimize their overall well-being.

Breakup by End User:

**Payers** 

**Providers** 

Others

Providers exhibit a clear dominance in the market

The report has provided a detailed breakup and analysis of the market based on the end user. This includes payers, providers, and others. According to the report, providers hold the leading position in the market.

Healthcare providers have direct access to patients and are responsible for delivering care and managing their health. They play a crucial role in engaging patients and promoting their active participation in their healthcare journey. Providers have the opportunity to leverage patient engagement solutions to facilitate communication, share health information, and empower patients in their care management. Moreover, healthcare providers are subject to various regulations and standards, such as HIPAA (Health Insurance Portability and Accountability Act) in the United States, that govern patient data privacy and security. Providers are responsible for ensuring compliance



with these regulations when implementing patient engagement solutions. Their knowledge and expertise in regulatory requirements give them an advantage in selecting and implementing solutions that meet these standards.

Breakup by Component:

Software

Services

Hardware

Software accounts for the majority of market share

The report has provided a detailed breakup and analysis of the market based on the component. This includes software, services, and hardware. According to the report, software represented the largest segment.

Software-based patient engagement solutions offer versatility and flexibility in terms of functionality, customization, and integration capabilities. They can be tailored to specific healthcare settings, patient populations, and care requirements. Software solutions can be adapted and scaled to meet the evolving needs of healthcare organizations, making them a preferred choice for addressing diverse patient engagement challenges.

Moreover, software solutions provide a wide range of features and functionalities that cater to various aspects of patient engagement. These features include patient portals, secure messaging, appointment scheduling, health education resources, remote monitoring, personalized interventions, data analytics, and more. Software solutions can encompass multiple features within a single platform, offering comprehensive patient engagement capabilities.

Breakup by Delivery Type:

Web-based/Cloud-based

On-premises

Web-based/cloud-based method represented the largest segment

A detailed breakup and analysis of the market based on the delivery type have also been provided in the report. This includes web-based/cloud-based and on-premises. According to the report, web-based/cloud-based represented the largest segment. Web-based/cloud-based patient engagement solutions offer high accessibility and convenience to both healthcare providers and patients. These solutions can be accessed through web browsers or mobile applications, allowing users to connect and engage from anywhere with an internet connection. Healthcare providers can easily access and manage patient data, while patients can conveniently engage with their healthcare providers and access health information. Moreover, these solutions offer scalability and flexibility to healthcare organizations. These solutions can be easily scaled to accommodate the needs of different-sized healthcare practices, from small clinics to large hospital systems. They also provide flexibility in terms of customization and feature expansion, allowing healthcare providers to tailor the solution to their



specific requirements and adapt as their patient engagement needs evolve.

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

North America accounts for the majority of market share

The report has also provided a comprehensive analysis of all the major regional markets, which include 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); and the Middle East and Africa. According to the report, North America was the largest market for the patient engagement solutions.

North America has a well-developed healthcare infrastructure that includes advanced technology adoption, robust healthcare systems, and widespread use of electronic health records (EHRs). This infrastructure provides a solid foundation for implementing and integrating patient engagement solutions within healthcare organizations.

Moreover, North American healthcare systems have placed a strong emphasis on patient-centered care, recognizing the importance of actively involving patients in their



healthcare decisions and treatment plans. This focus on patient engagement creates a favorable environment for the adoption of patient engagement solutions, leading to higher market penetration.

Competitive Landscape:

The competitive landscape of the market is dynamic and characterized by the presence of several key players, including established healthcare IT vendors, technology companies, and emerging startups. Nowadays, key players are investing in continuous product innovation and development to stay ahead in the market. They are focusing on enhancing existing features, introducing new functionalities, and leveraging emerging technologies such as AI, machine learning, and IoT. They are also forming strategic partnerships and collaborations with other healthcare organizations, technology companies, and industry stakeholders. These partnerships help expand their market reach, access new customer segments, and leverage complementary technologies or expertise. Moreover, various players are engaging in acquisitions and mergers to strengthen their market position and expand their product portfolio.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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

Medecision Inc. (Health Care Service Corporation)

Orion Health Ltd.

Phytel Inc. (International Business Machines Corporation)

Recent Developments:

Cerner partnered with Well Health, a patient communication platform, to enhance patient engagement and communication capabilities within its Cerner EHR system. The collaboration aimed to provide seamless and convenient communication between healthcare providers and patients through secure messaging and other digital channels. Epic Systems Corporation introduced the Share Everywhere feature in its patient engagement platform, allowing patients to securely share their medical information with any healthcare provider, even if they don't use Epic's EHR system. This development aimed to promote interoperability and improve care coordination across different



# healthcare settings.

Allscripts Healthcare Solutions, Inc. launched the Allscripts Virtual Triage, a telehealth solution designed to enable remote triage and patient engagement. The platform integrated virtual care capabilities, appointment scheduling, and patient communication tools to enhance access to care and improve patient engagement.

Key Questions Answered in This Report

- 1. What was the size of the global patient engagement solutions market in 2022?
- 2. What is the expected growth rate of the global patient engagement solutions market during 2023-2028?
- 3. What are the key factors driving the global patient engagement solutions market?
- 4. What has been the impact of COVID-19 on the global patient engagement solutions market?
- 5. What is the breakup of the global patient engagement solutions market based on the therapeutic area?
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