

The Market for Tablet PCs In Healthcare

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Abstracts

The growing demands on the health industry have resulted in higher demand for new and better medical technology products. New technologies in the health IT segment are emerging in response to increased healthcare needs of an aging population, streamlining and efficiency demands, changes in reimbursement, new wireless technologies including wireless monitoring technologies, decreasing healthcare resources, an emphasis on reducing hospital days, and proven cost-effectiveness.

In particular, the Tablet PC has been focused on as it mimics clipboards and other products already used by physicians, nurses and other healthcare workers. The Apple iPad is the most prominent device but other competitors generate a significant amount of usage as well, including. Samsung, Research in Motion (BlackBerry), Panasonic, Hewlett Packard, Motion Computing, Lenovo, Fujitsu, Tangent and others. This Kalorama Information report, The Market for Tablet PCs in Healthcare, looks at the role these devices can play in reducing costs and making healthcare more efficient. The report also presents the opportunity for makers of these devices.

There are four primary markets for these new technologies. The report provides Tablet PC usage estimates for all of these sectors:

Hospitals

Physician offices

Home healthcare and nursing homes

Other, including first responders, institutional, and military.



For each of these segments, it also estimates market opportunity for sales to those customers and forecasts that opportunity for five years. This global report breaks the market opportunity in healthcare tablet PCs out for the following regions.

United States

Europe

Japan

Rest of Asia

Rest of World.

The list of trends and factors affecting the market for tablet PCs in healthcare include:

EMR Compatibility and Functions

Efficiency in Healthcare with IT

Growing Availability and Use of Medical Apps for Tablets

E-Prescribing: A Driver to Tablet Adoption

Demand on Healthcare with Aging Populations

Health Spending and Cost Saving Efforts

Health Information Technology and American Reinvestment and Recovery Act of 2009

HIPAA

FCC and Medical Wireless Communication

The once-niche area of healthcare tablets has become a highly competitive segment of the industry, booming just after the iPad launch which took many professional industries



by storm.



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