

# US AI in Predictive Healthcare Analytics Market - Strategic Insights and Forecasts (2026-2031)

<https://marketpublishers.com/r/U974DA0DC514EN.html>

Date: March 2026

Pages: 84

Price: US\$ 2,850.00 (Single User License)

ID: U974DA0DC514EN

## Abstracts

The US AI in Predictive Healthcare Analytics Market is poised for rapid growth, jumping from USD 8.2 billion in 2026 to USD 36.5 billion in 2031, at a strong 34.8% CAGR.

The US AI in Predictive Healthcare Analytics market is poised for strong growth through 2031, underpinned by structural shifts in the national healthcare system toward proactive, data driven care. Healthcare providers are under increasing financial and regulatory pressure to improve patient outcomes while controlling costs, driving adoption of artificial intelligence (AI) solutions that can forecast clinical and operational risks. The United States' highly digitized health infrastructure, with widespread deployment of electronic health records (EHRs) and interoperability mandates, supplies the foundational data fuel for advanced predictive models. Macro drivers include the transition to value based care, the rising burden of chronic diseases linked to ageing populations, and federal regulations that promote secure sharing of patient data for analytics. Together, these forces are reshaping how care delivery and administrative processes are managed, embedding predictive analytics into core healthcare workflows and setting the stage for robust market expansion.

## Market Drivers

A major driver of market growth is the shift from fee for service to value based care models, which hold providers accountable for both quality and cost of care. These models incentivize the use of predictive analytics to reduce high cost events such as readmissions, adverse clinical outcomes, and unnecessary utilization. Predictive AI tools enable providers to stratify patient risk, anticipate deterioration, and optimize care pathways, directly aligning with value based reimbursement objectives and operational performance goals.

The proliferation of interoperable health data, mandated by regulations such as the 21st Century Cures Act, further accelerates market demand. Open access to longitudinal patient records gives AI systems the breadth and depth of data needed to train reliable models for outcomes forecasting and utilization predictions. This ready access to structured and unstructured data forms a critical backbone for robust predictive analytics deployments across hospitals, clinics, and payer organizations.

Technological advances in machine learning and cloud computing also contribute to growth. Cloud hyperscalers, including major AI platform providers, are lowering barriers for healthcare entities to deploy scalable predictive solutions without the need for substantial in-house computing infrastructure. These platforms integrate secure data management with advanced analytics frameworks, enabling faster development and iteration of predictive models.

### Market Restraints

Despite strong drivers, the market faces significant challenges in regulatory compliance and data governance. Strict privacy requirements under HIPAA and new state laws aimed at ethical AI use introduce complexity and cost into solution development and deployment. Healthcare organizations must balance the value of predictive insights with the operational burden of maintaining compliance and ensuring explainability and fairness in AI-driven decisions.

Integration complexity also restrains adoption, as predictive analytics must be embedded into existing clinical workflows and EHR platforms without disrupting care delivery. The need for human oversight in AI decisions, mandated by certain regulatory rules, can slow automation and add to operational costs, particularly in highly regulated environments such as Medicare Advantage.

Another restraint is the digital skills gap within healthcare organizations. Many providers lack internal expertise to manage advanced analytics projects, relying instead on external vendors and consultants. This dynamic increases total cost of ownership and can delay implementation timelines, especially for smaller hospitals and clinics with limited IT budgets.

### Technology and Segment Insights

AI predictive analytics solutions span multiple application segments including patient

risk stratification, disease diagnosis and prognosis, population health management, fraud detection, and supply chain analytics. Of these, patient risk stratification commands substantial demand as healthcare providers prioritize tools that forecast adverse events and enable early intervention. Integration with mainstream EHR systems such as Epic and Cerner is becoming a standard requirement for enterprise grade predictive analytics platforms.

Cloud based deployment models continue to outpace on premise solutions due to their scalability, lower upfront costs, and ease of integration with existing data ecosystems. End users like hospitals and clinics represent the largest segment, although healthcare payers and pharmaceutical companies are increasingly adopting predictive models to manage risk pools, forecast treatment efficacy, and optimize clinical trial outcomes.

### Competitive and Strategic Outlook

The competitive landscape features a mix of global hyperscalers and specialized healthcare analytics firms. Technology giants leverage their cloud platforms and AI expertise to provide foundational infrastructure and advanced tools, positioning themselves as strategic partners rather than direct competitors to niche application developers. These partnerships often focus on enhancing clinical workflows, driving integration with EHRs, and ensuring compliance with healthcare standards.

Smaller, specialized vendors focus on tailored predictive solutions that address specific clinical or operational challenges, such as sepsis prediction, hospital resource utilization, and readmission risk. Strategic collaborations between health systems and analytics vendors are common, enabling co development of solutions that align tightly with provider priorities and regulatory requirements.

### Conclusion

The US AI in Predictive Healthcare Analytics market is set for rapid expansion through 2031, driven by the imperative for value based care, interoperability of health data, and advances in AI technologies. While regulatory and integration challenges remain, the strategic value of predictive insights in improving clinical and operational outcomes will sustain strong adoption. The evolving competitive environment, marked by collaboration between hyperscalers and specialist providers, will further support innovation and market penetration across healthcare segments.

### Key Benefits of this Report

**Insightful Analysis:** Gain detailed market insights across regions, customer segments, policies, socio economic factors, consumer preferences, and industry verticals.

**Competitive Landscape:** Understand strategic moves by key players to identify optimal market entry approaches.

**Market Drivers and Future Trends:** Assess major growth forces and emerging developments shaping the market.

**Actionable Recommendations:** Support strategic decisions to unlock new revenue streams.

**Caters to a Wide Audience:** Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

## What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

## Report Coverage

Historical data from 2021 to 2025 and forecast data from 2026 to 2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET SNAPSHOT**

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

### **3. BUSINESS LANDSCAPE**

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

### **4. TECHNOLOGICAL OUTLOOK**

### **5. US AI IN PREDICTIVE HEALTHCARE ANALYTICS MARKET BY DEPLOYMENT MODE**

- 5.1. Introduction
- 5.2. Cloud-Based
- 5.3. On-Premise

### **6. US AI IN PREDICTIVE HEALTHCARE ANALYTICS MARKET BY APPLICATION**

- 6.1. Introduction
- 6.2. Patient Risk Stratification
- 6.3. Disease Diagnosis And Prognosis
- 6.4. Population Health Management
- 6.5. Fraud Detection
- 6.6. Supply Chain Management
- 6.7. Others

## **7. US AI IN PREDICTIVE HEALTHCARE ANALYTICS MARKET BY END-USER**

- 7.1. Introduction
- 7.2. Hospitals And Clinics
- 7.3. Healthcare Payers
- 7.4. Pharmaceutical And Biotechnology Companies
- 7.5. Research Institutes And Academic Centers
- 7.6. Others

## **8. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 8.1. Major Players and Strategy Analysis
- 8.2. Market Share Analysis
- 8.3. Mergers, Acquisitions, Agreements, and Collaborations
- 8.4. Competitive Dashboard

## **9. COMPANY PROFILES**

- 9.1. Microsoft Corporation
- 9.2. Google LLC (Alphabet Inc.)
- 9.3. SAS Institute Inc.
- 9.4. Oracle Corporation
- 9.5. Allscripts Healthcare Solutions, Inc.
- 9.6. Medeanalytics, Inc.
- 9.7. Health Catalyst, Inc.
- 9.8. Opum, Inc.
- 9.9. NVIDIA Corporation

## **10. APPENDIX**

- 10.1. Currency
- 10.2. Assumptions
- 10.3. Base and Forecast Years Timeline
- 10.4. Key benefits for the stakeholders
- 10.5. Research Methodology
- 10.6. Abbreviations

## I would like to order

Product name: US AI in Predictive Healthcare Analytics Market - Strategic Insights and Forecasts (2026-2031)

Product link: <https://marketpublishers.com/r/U974DA0DC514EN.html>

Price: US\$ 2,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U974DA0DC514EN.html>