

# **Healthcare Data Monetization Market by Type (Direct, Indirect), Deployment (On-premise, Cloud), End User (Pharmaceutical & Biotechnology Companies, Healthcare Payers, Healthcare Providers, Medical Technology Companies), Region - Global Forecast to 2028**

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## **Abstracts**

The healthcare data monetization market is anticipated to grow from an estimated USD 0.4 billion in 2023 to USD 0.9 billion in 2028, at a CAGR of 18.5% during the forecast period. The market has a promising growth potential due to the increase in use of external data sources and exponentially increasing data volume and generation of large and complex healthcare datasets among other factors. However, data privacy security and concerns are expected to limit the growth of this market to a certain extent.

“Direct data monetization: The fastest-growing segment of the healthcare data monetization market, by type“

The direct data monetization segment is expected to witness the fastest growth in the healthcare data monetization market during the forecast. Direct data monetization in healthcare involves selling or licensing patient data to third-party organizations to generate revenue. This practice is driven by increasing demand for healthcare data, advancements in technology, regulatory changes, and financial pressures. The emergence of data marketplaces and platforms, where organizations can directly sell and exchange healthcare data is driving the growth of this market. Furthermore, blockchain technology is gaining traction for secure and transparent data transactions. The demand for highly specific and granular datasets, such as genomics and wearables data, is driving the adoption of these solutions.

“The healthcare payers segment is anticipated to be the second largest healthcare data monetization market, by end-user, during the forecast period”

Based on end user, the market is segmented into pharmaceutical & biotechnology companies, healthcare payers, healthcare providers, medical technology companies, and other end users. The healthcare payers segment accounted for the second-largest share of the healthcare data monetization market. Payers use data to better predict risk and better manage consumers’ health through behavioral insights that they may not capture from in-house data. The healthcare industry is moving from volume-based care to value-based care, because of which payers are faced with challenges to shift their business models. Payers need data analytics tools to overcome the challenges and enable better revenue recognition, new payment models, better options to patients, and fraud detection.

“Europe accounted for the second-largest share in the healthcare data monetization market during the forecast period”

Europe accounted for the second-largest share of the healthcare data monetization market during the forecast period. The major drivers of market growth are the increasing adoption of AI-based tools, favorable government initiatives, growing EMR adoption, increasing patient data volume, raising venture capital funding, rising healthcare expenditure, and growing geriatric population. Moreover, the potential for AI in advancing R&D activities has also attracted attention to this sector.

Break of primary participants was as mentioned below:

By Company Type – Tier 1–40%, Tier 2–35%, and Tier 3–25%

By Designation – C-level–35%, Director-level–25%, Others–40%

By Region – North America–45%, Europe–30%, Asia Pacific–20%, Middle East & Africa–3% and Latin America–2%

Key players in the Healthcare data monetization Market

The key players operating in the healthcare data monetization market include Oracle Corporation (US), Microsoft Corporation (US), Google (US), Salesforce, Inc. (US), SAS

Institute Inc. (US), SAP SE (Germany), TIBCO Software Inc. (US), Sisense Inc. (US), Snowflake Inc. (US), QlikTech International AB (US), HealthVerity, Inc. (US), Accenture (Ireland), Availity, LLC (US), Domo, Inc. (US), Komodo Health, Inc. (US), ThoughtSpot Inc. (US), Datavant (US), Verato (US), Infor, Inc. (US), Virtusa (US), Infosys (India), Particle Health, Inc. (US), Innovaccer, Inc. (US), H1 (US), and Medoble Inc. (US).

#### Research Coverage:

The report analyzes the healthcare data monetization market and aims at estimating the market size and future growth potential of this market based on various segments such as type, deployment, end user, and region. The report also includes a product portfolio matrix of various healthcare data monetization products & services available in the market. The report also provides a competitive analysis of the key players in this market, along with their company profiles, product offerings, and key market strategies.

#### Reasons to Buy the Report

The report will enrich established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn would help them, garner a more significant share of the market. Firms purchasing the report could use one or any combination of the below-mentioned strategies to strengthen their position in the market.

This report provides insights into the following pointers:

**Market Penetration:** Comprehensive information on product portfolios offered by the top players in the global healthcare data monetization market. The report analyzes this market by type, deployment, and end user.

**Product Enhancement/Innovation:** Detailed insights on upcoming trends and product launches in the global healthcare data monetization market

**Market Development:** Comprehensive information on the lucrative emerging markets by type, deployment, and end user

**Market Diversification:** Exhaustive information about new products or product enhancements, growing geographies, recent developments, and investments in the global healthcare data monetization market

**Competitive Assessment:** In-depth assessment of market shares, growth

strategies, product offerings, competitive leadership mapping, and capabilities of leading players in the global healthcare data monetization market.

## Contents

### 1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 INCLUSIONS & EXCLUSIONS

1.4 MARKET SCOPE

1.4.1 MARKET SEGMENTATION

FIGURE 1 HEALTHCARE DATA MONETIZATION MARKET: MARKET SEGMENTATION

1.4.2 REGIONAL SCOPE

1.5 YEARS CONSIDERED

1.6 CURRENCY

TABLE 1 EXCHANGE RATES UTILIZED FOR CONVERSION TO USD

1.7 LIMITATIONS

1.8 STAKEHOLDERS

1.9 RECESSION IMPACT

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 RESEARCH DESIGN

FIGURE 3 RESEARCH APPROACH

2.1.1 SECONDARY RESEARCH

2.1.1.1 Key data from secondary sources

2.1.2 PRIMARY RESEARCH

2.1.2.1 Key primary sources

2.1.2.2 Key data from primary sources

2.1.2.3 Key industry insights

2.1.2.4 Breakdown of primary interviews

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS

FIGURE 5 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

2.2 MARKET SIZE ESTIMATION

FIGURE 6 APPROACH FOR ASSESSING SUPPLY OF HEALTHCARE DATA MONETIZATION SOLUTIONS

FIGURE 7 REVENUES GENERATED BY COMPANIES FROM SALES OF

*Healthcare Data Monetization Market by Type (Direct, Indirect), Deployment (On-premise, Cloud), End User (Phar...*

HEALTHCARE DATA MONETIZATION SOLUTIONS  
FIGURE 8 REVENUE SHARE ANALYSIS ILLUSTRATION  
FIGURE 9 BOTTOM-UP APPROACH  
FIGURE 10 TOP-DOWN APPROACH  
FIGURE 11 ESTIMATION OF HEALTHCARE DATA MONETIZATION MARKET SIZE  
BASED  
ON PARENT MARKET  
TABLE 2 FACTOR ANALYSIS  
2.3 MARKET BREAKDOWN AND DATA TRIANGULATION  
FIGURE 12 DATA TRIANGULATION METHODOLOGY  
2.4 RESEARCH ASSUMPTIONS  
TABLE 3 ASSUMPTIONS FOR RESEARCH STUDY  
2.5 IMPACT OF RECESSION  
2.6 RISK ASSESSMENT  
TABLE 4 LIMITATIONS AND ASSOCIATED RISKS  
2.7 RESEARCH LIMITATIONS

### **3 EXECUTIVE SUMMARY**

FIGURE 13 HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2023 VS.  
2028 (USD MILLION)  
FIGURE 14 HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT,  
2023 VS. 2028 (USD MILLION)  
FIGURE 15 HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2023  
VS. 2028 (USD MILLION)  
FIGURE 16 HEALTHCARE DATA MONETIZATION MARKET: REGIONAL SNAPSHOT

### **4 PREMIUM INSIGHTS**

4.1 OPPORTUNITIES IN HEALTHCARE DATA MONETIZATION MARKET  
FIGURE 17 EXPONENTIALLY INCREASING DATA VOLUME AND GENERATION OF  
LARGE AND COMPLEX HEALTHCARE DATASETS TO DRIVE MARKET  
4.2 HEALTHCARE DATA MONETIZATION MARKET, BY REGION  
FIGURE 18 NORTH AMERICA TO DOMINATE HEALTHCARE DATA MONETIZATION  
MARKET DURING FORECAST PERIOD  
4.3 HEALTHCARE DATA MONETIZATION MARKET: GEOGRAPHIC GROWTH  
OPPORTUNITIES  
FIGURE 19 JAPAN TO REGISTER HIGHEST REVENUE GROWTH FROM 2023 TO  
2028

4.4 NORTH AMERICAN HEALTHCARE DATA MONETIZATION MARKET, BY END USER AND COUNTRY, 2022

FIGURE 20 PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES AND US DOMINATED MARKET IN NORTH AMERICA IN 2022

4.5 HEALTHCARE DATA MONETIZATION MARKET, BY TYPE

FIGURE 21 DIRECT DATA MONETIZATION SEGMENT TO HOLD LARGER MARKET SHARE IN 2028

4.6 HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT

FIGURE 22 ON-PREMISE DEPLOYMENT SEGMENT TO DOMINATE MARKET IN 2028

4.7 HEALTHCARE DATA MONETIZATION MARKET, BY END USER

FIGURE 23 PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES TO ACCOUNT FOR LARGEST MARKET SHARE IN 2028

## 5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 24 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: HEALTHCARE DATA MONETIZATION MARKET

5.2.1 DRIVERS

5.2.1.1 Growing use of external data sources

5.2.1.2 Increasing adoption of electronic health records (EHRs)

FIGURE 25 US: ADOPTION OF ELECTRONIC HEALTH RECORDS, BY HOSPITAL SERVICE TYPE (2021)

5.2.1.3 Growing volume of large and complex healthcare datasets

5.2.1.4 Rising need to curtail escalating healthcare costs

FIGURE 26 US HEALTHCARE SPENDING, 2012–2030 (USD BILLION)

5.2.2 RESTRAINTS

5.2.2.1 Lack of data standardization and interoperability

5.2.2.2 Regulatory constraints

5.2.3 OPPORTUNITIES

5.2.3.1 Rising demand for real-world evidence

5.2.3.2 Emergence of personalized medicine and genomics

5.2.4 CHALLENGES

5.2.4.1 Security concerns

FIGURE 27 US: NUMBER OF DATA BREACHES (2009–MAY 2023)

TABLE 5 LARGEST HEALTHCARE DATA BREACHES (2009–MAY 2023)

## 6 INDUSTRY TRENDS

### 6.1 INTRODUCTION

### 6.2 TYPES OF HEALTHCARE DATA MONETIZATION SOLUTIONS

#### FIGURE 28 DIRECT VS. INDIRECT DATA MONETIZATION

##### 6.2.1 DIRECT DATA MONETIZATION

##### 6.2.2 INDIRECT DATA MONETIZATION

### 6.3 TECHNOLOGY ANALYSIS

##### 6.3.1 DATA AS A SERVICE

##### 6.3.2 INSIGHT AS A SERVICE

##### 6.3.3 ANALYTICS-ENABLED PLATFORM AS A SERVICE

##### 6.3.4 EMBEDDED ANALYTICS

### 6.4 TARIFF AND REGULATORY LANDSCAPE

#### 6.4.1 REGULATIONS

##### 6.4.1.1 North America

##### 6.4.1.2 Europe

##### 6.4.1.3 Asia Pacific

##### 6.4.1.4 Middle East & South Africa

##### 6.4.1.5 Latin America

### 6.5 SUPPLY CHAIN ANALYSIS

#### FIGURE 29 HEALTHCARE DATA MONETIZATION MARKET: SUPPLY CHAIN

### 6.6 MARKET ECOSYSTEM

#### FIGURE 30 HEALTHCARE DATA MONETIZATION MARKET: MARKET ECOSYSTEM

### 6.7 PATENT ANALYSIS

#### 6.7.1 PATENT PUBLICATION TRENDS FOR HEALTHCARE DATA MONETIZATION MARKET

##### FIGURE 31 PATENT PUBLICATION TRENDS, JANUARY 2012–APRIL 2023

##### 6.7.2 JURISDICTION AND TOP APPLICANT ANALYSIS

#### FIGURE 32 TOP PATENT APPLICANTS AND OWNERS

##### (COMPANIES/INSTITUTIONS) FOR HEALTHCARE DATA MONETIZATION SOLUTIONS, JANUARY 2012–APRIL 2023

#### FIGURE 33 TOP APPLICANT COUNTRIES/JURISDICTIONS FOR HEALTHCARE DATA MONETIZATION PATENTS, JANUARY 2012–APRIL 2023

#### TABLE 6 HEALTHCARE DATA MONETIZATION MARKET: LIST OF PATENTS/PATENT APPLICATIONS, 2020–2023

### 6.8 CASE STUDY ANALYSIS

#### 6.8.1 CASE STUDY 1: TO FIND OUT INEFFICIENCIES IN HEALTHCARE CHAIN ON PER PATIENT BASIS

#### 6.8.2 CASE STUDY 2: LEADING HEALTHCARE REVENUE MANAGEMENT



COMPANY CUTS DEVELOPER COSTS BY 50%

6.8.3 CASE STUDY 3: SAKURA FINETEK EUROPE FUTURE-PROOFS ITS BUSINESS WITH ORACLE CLOUD APPLICATIONS

6.8.4 CASE STUDY 4: AMERISOURCEBERGEN GAINS FINANCE EFFICIENCIES WITH ORACLE CLOUD EPM

6.8.5 CASE STUDY 5: SKYGEN CUTS FINANCIAL CLOSE TO ONLY 10 DAYS USING ORACLE CLOUD ERP AND EPM

6.8.6 CASE STUDY 6: HEALTH FIRST USES AZURE SYNAPSE ANALYTICS TO CREATE A DATA MANAGEMENT SOLUTION, IMPROVING REFRESH SPEEDS BY 75%

6.8.7 CASE STUDY 7: COMMERCIAL UNDERWRITING

6.8.8 CASE STUDY 8: PRAGMATIC CLINICAL TRIALS

6.8.9 CASE STUDY 9: VALIDATING AUDIENCE QUALITY

6.8.10 CASE STUDY 10: SYNTHETIC CONTROL ARM

6.9 PORTER'S FIVE FORCES ANALYSIS

FIGURE 34 HEALTHCARE DATA MONETIZATION MARKET: PORTER'S FIVE FORCES ANALYSIS

TABLE 7 HEALTHCARE DATA MONETIZATION MARKET: PORTER'S FIVE FORCES ANALYSIS

6.9.1 THREAT OF NEW ENTRANTS

6.9.2 THREAT OF SUBSTITUTES

6.9.3 BARGAINING POWER OF SUPPLIERS

6.9.4 BARGAINING POWER OF BUYERS

6.9.5 INTENSITY OF COMPETITIVE RIVALRY

6.10 KEY STAKEHOLDERS AND BUYING CRITERIA

6.10.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 35 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS

TABLE 8 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS (%)

6.10.2 BUYING CRITERIA

FIGURE 36 KEY BUYING CRITERIA, BY END USER

TABLE 9 KEY BUYING CRITERIA, BY END USER (%)

6.11 KEY CONFERENCES & EVENTS, 2023–2024

TABLE 10 HEALTHCARE DATA MONETIZATION MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

6.12 AVERAGE SELLING PRICE: DATA MONETIZATION MARKET

TABLE 11 COMMONLY ADOPTED PRICING STRATEGIES IN HEALTHCARE DATA MONETIZATION MARKET

TABLE 12 MICROSOFT CORPORATION: PRICING OF AZURE HEALTH DATA SERVICES

TABLE 13 MICROSOFT CORPORATION: PRICING OF AZURE API FOR FHIR

TABLE 14 MICROSOFT CORPORATION: PRICING OF AZURE DATA SHARE

TABLE 15 MICROSOFT CORPORATION: PRICING OF MEDIA SERVICES

TABLE 16 SALESFORCE, INC.: PRICING OF HEALTH CLOUD

TABLE 17 SALESFORCE, INC.: PRICING OF DATA CLOUD FOR HEALTH

TABLE 18 SALESFORCE, INC.: PRICING OF ADDITIONAL SOLUTIONS

FIGURE 37 PRICING ANALYSIS: DATA MONETIZATION MARKET

6.13 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

6.13.1 REVENUE SHIFTS AND NEW REVENUE POCKETS FOR HEALTHCARE

DATA MONETIZATION SOLUTION PROVIDERS

FIGURE 38 REVENUE SHIFT FOR HEALTHCARE DATA MONETIZATION

SOLUTION PROVIDERS

## **7 HEALTHCARE DATA MONETIZATION MARKET, BY TYPE**

### 7.1 INTRODUCTION

FIGURE 39 DIRECT DATA MONETIZATION SEGMENT HELD LARGEST MARKET SHARE IN 2022

TABLE 19 HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

### 7.2 DIRECT DATA MONETIZATION

FIGURE 40 DIRECT DATA MONETIZATION SOFTWARE SEGMENT DOMINATED MARKET IN 2022

TABLE 20 DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 21 DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 22 NORTH AMERICA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 23 EUROPE: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 24 ASIA PACIFIC: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 7.2.1 SOFTWARE

7.2.1.1 Rising adoption of artificial intelligence, machine learning, and blockchain to drive growth

TABLE 25 DIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 26 NORTH AMERICA: DIRECT HEALTHCARE DATA MONETIZATION

SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 27 EUROPE: DIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 28 ASIA PACIFIC: DIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 7.2.2 SERVICES

7.2.2.1 Cloud-based infrastructure, scalability, and cost-effectiveness to improve adoption of direct data monetization services

TABLE 29 DIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 30 NORTH AMERICA: DIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 31 EUROPE: DIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 32 ASIA PACIFIC: DIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 7.3 INDIRECT DATA MONETIZATION

FIGURE 41 INDIRECT DATA MONETIZATION SOFTWARE SEGMENT DOMINATED MARKET IN 2022

TABLE 33 INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 34 INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 35 NORTH AMERICA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 36 EUROPE: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 37 ASIA PACIFIC: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

#### 7.3.1 SOFTWARE

7.3.1.1 Growing focus on data analytics and insights to favor market growth

TABLE 38 INDIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 39 NORTH AMERICA: INDIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 40 EUROPE: INDIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 41 ASIA PACIFIC: INDIRECT HEALTHCARE DATA MONETIZATION SOFTWARE MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 7.3.2 SERVICES

7.3.2.1 Advantages such as interoperability and data integration to boost adoption of indirect data monetization services

TABLE 42 INDIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 43 NORTH AMERICA: INDIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 44 EUROPE: INDIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 45 ASIA PACIFIC: INDIRECT HEALTHCARE DATA MONETIZATION SERVICES MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

## 8 HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT TYPE

### 8.1 INTRODUCTION

FIGURE 42 ON-PREMISE DATA MONETIZATION SOLUTIONS ACCOUNTED FOR LARGEST MARKET SHARE IN 2022

TABLE 46 HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT TYPE, 2021–2028 (USD MILLION)

### 8.2 ON-PREMISE

8.2.1 SECURITY CONCERNS AND GREATER CONTROL OVER SYSTEM CONFIGURATION TO DRIVE ADOPTION OF ON-PREMISE SOLUTIONS

TABLE 47 ON-PREMISE HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 48 NORTH AMERICA: ON-PREMISE HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 49 EUROPE: ON-PREMISE HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 50 ASIA PACIFIC: ON-PREMISE HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

### 8.3 CLOUD

8.3.1 GROWING NEED TO OPTIMIZE DEPLOYMENT COSTS TO FUEL GROWTH

TABLE 51 CLOUD-BASED HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY REGION, 2021–2028 (USD MILLION)

TABLE 52 NORTH AMERICA: CLOUD-BASED HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 53 EUROPE: CLOUD-BASED HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 54 ASIA PACIFIC: CLOUD-BASED HEALTHCARE DATA MONETIZATION SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

SOLUTIONS MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

## 9 HEALTHCARE DATA MONETIZATION MARKET, BY END USER

### 9.1 INTRODUCTION

FIGURE 43 PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES ACCOUNTED FOR LARGEST MARKET SHARE IN 2022

TABLE 55 HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 9.2 PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES

9.2.1 INTEGRATION OF REAL-WORLD DATA (RWD) AND REAL-WORLD EVIDENCE (RWE) TO BOOST MARKET GROWTH

TABLE 56 HEALTHCARE DATA MONETIZATION MARKET FOR PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES, BY REGION, 2021–2028 (USD MILLION)

TABLE 57 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET FOR PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 58 EUROPE: HEALTHCARE DATA MONETIZATION MARKET FOR PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 59 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET FOR PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

### 9.3 HEALTHCARE PAYERS

9.3.1 GROWING ADOPTION OF ADVANCED ANALYTICS TO SHAPE HEALTHCARE DATA MONETIZATION ECOSYSTEM FOR PAYERS

TABLE 60 HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PAYERS, BY REGION, 2021–2028 (USD MILLION)

TABLE 61 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PAYERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 62 EUROPE: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PAYERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 63 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PAYERS, BY COUNTRY, 2021–2028 (USD MILLION)

### 9.4 HEALTHCARE PROVIDERS

9.4.1 NEED TO OPTIMIZE CLINICAL WORKFLOWS AND IDENTIFY HIGH-RISK POPULATIONS TO BOOST MARKET

TABLE 64 HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PROVIDERS, BY REGION, 2021–2028 (USD MILLION)

TABLE 65 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PROVIDERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 66 EUROPE: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PROVIDERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 67 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET FOR HEALTHCARE PROVIDERS, BY COUNTRY, 2021–2028 (USD MILLION)

## 9.5 MEDICAL TECHNOLOGY COMPANIES

9.5.1 INCREASING PENETRATION OF CONNECTED MEDICAL DEVICES AND WEARABLES TO PROPEL MARKET GROWTH

TABLE 68 HEALTHCARE DATA MONETIZATION MARKET FOR MEDICAL TECHNOLOGY COMPANIES, BY REGION, 2021–2028 (USD MILLION)

TABLE 69 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET FOR MEDICAL TECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 70 EUROPE: HEALTHCARE DATA MONETIZATION MARKET FOR MEDICAL TECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 71 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET FOR MEDICAL TECHNOLOGY COMPANIES, BY COUNTRY, 2021–2028 (USD MILLION)

## 9.6 OTHER END USERS

TABLE 72 HEALTHCARE DATA MONETIZATION MARKET FOR OTHER END USERS, BY REGION, 2021–2028 (USD MILLION)

TABLE 73 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET FOR OTHER END USERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 74 EUROPE: HEALTHCARE DATA MONETIZATION MARKET FOR OTHER END USERS, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 75 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET FOR OTHER END USERS, BY COUNTRY, 2021–2028 (USD MILLION)

# 10 HEALTHCARE DATA MONETIZATION MARKET, BY REGION

## 10.1 INTRODUCTION

FIGURE 44 JAPAN TO EMERGE AS NEW HOTSPOT DURING FORECAST PERIOD

FIGURE 45 NORTH AMERICA HELD LARGEST SHARE OF HEALTHCARE DATA MONETIZATION MARKET IN 2022

TABLE 76 HEALTHCARE DATA MONETIZATION MARKET, BY REGION, 2021–2028 (USD MILLION)

## 10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: RECESSION IMPACT

FIGURE 46 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET SNAPSHOT



TABLE 77 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 78 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 79 NORTH AMERICA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 80 NORTH AMERICA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 81 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 82 NORTH AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.2.2 US

10.2.2.1 US to dominate North American market during forecast period

TABLE 83 US: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 84 US: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 85 US: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 86 US: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 87 US: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.2.3 CANADA

10.2.3.1 Increasing collaborations and efforts to promote adoption of healthcare data monetization

TABLE 88 CANADA: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 89 CANADA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 90 CANADA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 91 CANADA: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 92 CANADA: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

## 10.3 EUROPE

### 10.3.1 EUROPE: RECESSION IMPACT

TABLE 93 EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 94 EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 95 EUROPE: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 96 EUROPE: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 97 EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 98 EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.3.2 UK

#### 10.3.2.1 Growing penetration of wearables to fuel market growth

TABLE 99 UK: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 100 UK: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 101 UK: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 102 UK: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 103 UK: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.3.3 GERMANY

10.3.3.1 Government initiatives to expedite development of digital healthcare ecosystem to enhance market growth

TABLE 104 GERMANY: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 105 GERMANY: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 106 GERMANY: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 107 GERMANY: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 108 GERMANY: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

### 10.3.4 FRANCE

#### 10.3.4.1 eHealth 2022 plan to promote use of digital technologies



TABLE 109 FRANCE: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 110 FRANCE: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 111 FRANCE: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 112 FRANCE: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 113 FRANCE: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 10.3.5 REST OF EUROPE

TABLE 114 REST OF EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 115 REST OF EUROPE: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 116 REST OF EUROPE: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 117 REST OF EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 118 REST OF EUROPE: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 10.4 ASIA PACIFIC

##### 10.4.1 ASIA PACIFIC: RECESSION IMPACT

FIGURE 47 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET SNAPSHOT

TABLE 119 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY COUNTRY, 2021–2028 (USD MILLION)

TABLE 120 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 121 ASIA PACIFIC: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 122 ASIA PACIFIC: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 123 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 124 ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

##### 10.4.2 JAPAN

10.4.2.1 Growing geriatric population to increase demand for effective patient

management solutions

TABLE 125 JAPAN: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 126 JAPAN: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 127 JAPAN: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 128 JAPAN: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 129 JAPAN: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 10.4.3 CHINA

10.4.3.1 High prevalence of chronic diseases to drive implementation of healthcare data monetization

TABLE 130 CHINA: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 131 CHINA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 132 CHINA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 133 CHINA: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 134 CHINA: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 10.4.4 REST OF ASIA PACIFIC

TABLE 135 REST OF ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 136 REST OF ASIA PACIFIC: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 137 REST OF ASIA PACIFIC: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 138 REST OF ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 139 REST OF ASIA PACIFIC: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

#### 10.5 LATIN AMERICA

10.5.1 GROWING DIGITAL HEALTH ADOPTION IN REGION TO FAVOR MARKET GROWTH

#### 10.5.2 LATIN AMERICA: RECESSION IMPACT

TABLE 140 LATIN AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 141 LATIN AMERICA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 142 LATIN AMERICA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 143 LATIN AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 144 LATIN AMERICA: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

## 10.6 MIDDLE EAST & AFRICA

10.6.1 GROWING RECOGNITION OF VALUE OF HEALTHCARE DATA IN MEA REGION TO BOOST GROWTH

10.6.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 145 MIDDLE EAST & AFRICA: HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 146 MIDDLE EAST & AFRICA: DIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 147 MIDDLE EAST & AFRICA: INDIRECT HEALTHCARE DATA MONETIZATION MARKET, BY TYPE, 2021–2028 (USD MILLION)

TABLE 148 MIDDLE EAST & AFRICA: HEALTHCARE DATA MONETIZATION MARKET, BY DEPLOYMENT, 2021–2028 (USD MILLION)

TABLE 149 MIDDLE EAST & AFRICA: HEALTHCARE DATA MONETIZATION MARKET, BY END USER, 2021–2028 (USD MILLION)

## 11 COMPETITIVE LANDSCAPE

### 11.1 OVERVIEW

### 11.2 STRATEGIES ADOPTED BY KEY MARKET PLAYERS

TABLE 150 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN HEALTHCARE DATA MONETIZATION MARKET, JANUARY 2021–MAY 2023

### 11.3 REVENUE SHARE ANALYSIS OF TOP MARKET PLAYERS, 2022

FIGURE 48 REVENUE SHARE ANALYSIS OF KEY MARKET PLAYERS, 2022

### 11.4 MARKET SHARE ANALYSIS

FIGURE 49 HEALTHCARE DATA MONETIZATION MARKET: MARKET SHARE ANALYSIS, 2022

### 11.5 COMPANY EVALUATION QUADRANT FOR KEY PLAYERS

#### 11.5.1 STARS

#### 11.5.2 PERVASIVE PLAYERS

### 11.5.3 EMERGING LEADERS

### 11.5.4 PARTICIPANTS

FIGURE 50 HEALTHCARE DATA MONETIZATION MARKET: COMPANY EVALUATION QUADRANT FOR KEY PLAYERS, 2022

### 11.6 COMPANY EVALUATION QUADRANT FOR START-UPS/SMES

#### 11.6.1 PROGRESSIVE COMPANIES

#### 11.6.2 DYNAMIC COMPANIES

#### 11.6.3 RESPONSIVE COMPANIES

#### 11.6.4 STARTING BLOCKS

FIGURE 51 HEALTHCARE DATA MONETIZATION MARKET: COMPANY EVALUATION QUADRANT FOR START-UPS/SMES, 2022

11.6.5 HEALTHCARE DATA MONETIZATION MARKET: COMPETITIVE BENCHMARKING

TABLE 151 HEALTHCARE DATA MONETIZATION MARKET: DETAILED LIST OF KEY SMES/STARTUPS

TABLE 152 HEALTHCARE DATA MONETIZATION MARKET: COMPETITIVE BENCHMARKING OF KEY SMES/STARTUPS

### 11.7 HEALTHCARE DATA MONETIZATION MARKET: COMPANY FOOTPRINT

TABLE 153 BY TYPE: COMPANY FOOTPRINT

TABLE 154 BY END USER: COMPANY FOOTPRINT

TABLE 155 BY REGION: COMPANY FOOTPRINT

TABLE 156 COMPANY FOOTPRINT

### 11.8 COMPETITIVE SCENARIOS AND TRENDS

#### 11.8.1 PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 157 HEALTHCARE DATA MONETIZATION MARKET: PRODUCT LAUNCHES & ENHANCEMENTS, 2021–2023

#### 11.8.2 DEALS

TABLE 158 HEALTHCARE DATA MONETIZATION MARKET: DEALS, 2021–2023

#### 11.8.3 OTHER DEVELOPMENTS

TABLE 159 HEALTHCARE DATA MONETIZATION MARKET: OTHER DEVELOPMENTS, 2021–2023

## 12 COMPANY PROFILES

### 12.1 KEY PLAYERS

(Business Overview, Products & Services Offered, Recent Developments, and MnM View)\*

#### 12.1.1 ORACLE CORPORATION

TABLE 160 ORACLE CORPORATION: COMPANY OVERVIEW

FIGURE 52 ORACLE CORPORATION: COMPANY SNAPSHOT (2022)

TABLE 161 ORACLE CORPORATION: PRODUCT LAUNCHES

TABLE 162 ORACLE CORPORATION: DEALS

TABLE 163 ORACLE CORPORATION: OTHER DEVELOPMENTS

#### 12.1.2 MICROSOFT CORPORATION

TABLE 164 MICROSOFT CORPORATION: COMPANY OVERVIEW

FIGURE 53 MICROSOFT CORPORATION: COMPANY SNAPSHOT (2022)

TABLE 165 MICROSOFT CORPORATION: PRODUCT ENHANCEMENTS

TABLE 166 MICROSOFT CORPORATION: DEALS

#### 12.1.3 GOOGLE

TABLE 167 GOOGLE: COMPANY OVERVIEW

FIGURE 54 GOOGLE: COMPANY SNAPSHOT (2022)

TABLE 168 GOOGLE: PRODUCT LAUNCHES

TABLE 169 GOOGLE: DEALS

TABLE 170 GOOGLE: OTHER DEVELOPMENTS

#### 12.1.4 SALESFORCE, INC.

TABLE 171 SALESFORCE, INC.: COMPANY OVERVIEW

FIGURE 55 SALESFORCE, INC.: COMPANY SNAPSHOT (2022)

TABLE 172 SALESFORCE, INC.: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 173 SALESFORCE, INC.: DEALS

TABLE 174 SALESFORCE, INC.: OTHER DEVELOPMENTS

#### 12.1.5 SAS INSTITUTE INC.

TABLE 175 SAS INSTITUTE INC.: COMPANY OVERVIEW

FIGURE 56 SAS INSTITUTE INC.: COMPANY SNAPSHOT (2022)

TABLE 176 SAS INSTITUTE INC.: PRODUCT LAUNCHES

TABLE 177 SAS INSTITUTE INC.: DEALS

TABLE 178 SAS INSTITUTE INC.: OTHER DEVELOPMENTS

#### 12.1.6 SAP SE

TABLE 179 SAP SE: COMPANY OVERVIEW

FIGURE 57 SAP SE: COMPANY SNAPSHOT (2022)

TABLE 180 SAP SE: PRODUCT LAUNCHES

TABLE 181 SAP SE: DEALS

TABLE 182 SAP SE: OTHER DEVELOPMENTS

#### 12.1.7 TIBCO SOFTWARE INC.

TABLE 183 TIBCO SOFTWARE INC.: COMPANY OVERVIEW

TABLE 184 TIBCO SOFTWARE INC.: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 185 TIBCO SOFTWARE INC.: DEALS

#### 12.1.8 SNOWFLAKE INC.

TABLE 186 SNOWFLAKE INC.: COMPANY OVERVIEW

FIGURE 58 SNOWFLAKE INC.: COMPANY SNAPSHOT (2022)  
TABLE 187 SNOWFLAKE INC.: PRODUCT LAUNCHES & ENHANCEMENTS  
TABLE 188 SNOWFLAKE INC.: DEALS  
    12.1.9 QLIKTECH INTERNATIONAL AB  
TABLE 189 QLIKTECH INTERNATIONAL AB: COMPANY OVERVIEW  
TABLE 190 QLIKTECH INTERNATIONAL AB: PRODUCT LAUNCHES & ENHANCEMENTS  
TABLE 191 QLIKTECH INTERNATIONAL AB: DEALS  
    12.1.10 HEALTHVERITY, INC.  
TABLE 192 HEALTHVERITY, INC.: COMPANY OVERVIEW  
TABLE 193 HEALTHVERITY, INC.: PRODUCT LAUNCHES  
TABLE 194 HEALTHVERITY, INC.: DEALS  
    12.1.11 SISENSE INC.  
TABLE 195 SISENSE INC.: COMPANY OVERVIEW  
TABLE 196 SISENSE INC.: DEALS  
    12.1.12 ACCENTURE  
TABLE 197 ACCENTURE: COMPANY OVERVIEW  
FIGURE 59 ACCENTURE: COMPANY SNAPSHOT (2022)  
TABLE 198 ACCENTURE: DEALS  
    12.1.13 AVAILITY, LLC  
TABLE 199 AVAILITY, LLC: COMPANY OVERVIEW  
TABLE 200 AVAILITY, LLC: PRODUCT LAUNCHES  
TABLE 201 AVAILITY, LLC: DEALS  
    12.1.14 DOMO, INC.  
TABLE 202 DOMO, INC.: COMPANY OVERVIEW  
FIGURE 60 DOMO, INC.: COMPANY SNAPSHOT (2022)  
TABLE 203 DOMO, INC.: PRODUCT LAUNCHES & ENHANCEMENTS  
    12.1.15 KOMODO HEALTH, INC.  
TABLE 204 KOMODO HEALTH, INC.: COMPANY OVERVIEW  
TABLE 205 KOMODO HEALTH, INC.: PRODUCT LAUNCHES  
TABLE 206 KOMODO HEALTH, INC.: DEALS  
    12.1.16 THOUGHTSPOT INC.  
TABLE 207 THOUGHTSPOT INC.: COMPANY OVERVIEW  
TABLE 208 THOUGHTSPOT INC.: PRODUCT LAUNCHES  
TABLE 209 THOUGHTSPOT INC.: DEALS  
TABLE 210 THOUGHTSPOT INC.: OTHER DEVELOPMENTS  
    12.1.17 DATAVANT  
TABLE 211 DATAVANT: COMPANY OVERVIEW  
TABLE 212 DATAVANT: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 213 DATAVANT: DEALS

12.1.18 VERATO

TABLE 214 VERATO: COMPANY OVERVIEW

TABLE 215 VERATO: PRODUCT LAUNCHES

TABLE 216 VERATO: DEALS

TABLE 217 VERATO: OTHER DEVELOPMENTS

12.2 OTHER PLAYERS

12.2.1 INFOR, INC.

12.2.2 VIRTUSA

12.2.3 INFOSYS

12.2.4 PARTICLE HEALTH, INC.

12.2.5 INNOVACCER, INC.

12.2.6 H1

12.2.7 MEDABLE INC.

\* Business Overview, Products & Services Offered, Recent Developments, and MnM View might not be captured in case of unlisted companies.

## **13 APPENDIX**

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGESTORE: MARKETSDMARKETS' SUBSCRIPTION PORTAL

13.3 CUSTOMIZATION OPTIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS



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