

Interactive Patient Care (IPC) Market and Interactive Patient Engagement Solutions Market by Product (Hardware (Television, IBT/ Assisted Devices, Tablets), Software), Type (Inpatient, Outpatient), End User (Hospitals, Clinics) and Region - Global Forecast to 2027

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Abstracts

The interactive patient engagement solutions market is projected to reach USD 300 million by 2027 from USD 146 million in 2022, at a CAGR of 15.5% during the forecast period. The growth of this market is driven by the increasing government initiatives, fast adoption of technologically advanced products, and increasing awareness about digital healthcare solutions.

However, large investment requirements for healthcare infrastructure are expected to restrain the growth of this market to a certain extent during the forecast period.

“Hardware segment is estimated to grow at the highest rate over the the forecast period”

On the basis of product, the interactive patient engagement solutions market is bifurcated into hardware and software. The hardware segment accounted for the largest share of the interactive patient engagement solutions market in 2021 and expected to grow fastest CAGR during the forecast period. Rising development of TV-based solutions and the increased adoption of in-room televisions by hospitals are the key factors for the growth of this segment.

“The inpatient solutions segment accounted for the largest share of the Interactive

patient engagement solutions market in 2021”

On the basis of type, the interactive patient engagement solutions market is bifurcated into inpatient and outpatient solutions. The inpatient solutions segment accounted for the largest share of the global market in 2021. The need for improved patient care and favorable government initiatives for the adoption of these solutions are some of the factors supporting the market growth of this segment.

“Hospitals segment in the end users is expected to hold the largest share of the global Interactive patient engagement solutions market in 2022”

On the basis of end users, the interactive patient engagement solutions market is bifurcated into hospitals, clinics, and other end users. The hospitals segment accounted for the largest market share of the interactive patient engagement solutions market in 2021. Rising demand for IT tools to tackle the demand of hospital staff and the increasing demand for effective communication tools are the key growth factor of this segment.

“North America to dominate the Interactive patient engagement solutions market in 2021”

North America accounted for the largest and the fastest-growing regional market share of the interactive patient engagement solutions market in 2021 and expected to grow at the highest CAGR during the forecasted period. Favorable government initiatives, the rising prevalence of chronic diseases, and rising awareness about digital healthcare products are the key factors supporting the market growth of this segment.

Breakdown of supply-side primary interviews, by company type, designation, and region:

By Company Type: Tier 1 (25%), Tier 2 (35%), and Tier 3 (40%)

By Designation: C-level (31%), Director-level (36%), and Others (31%)

By Region: North America (55%), Europe (15%), Asia Pacific (25%), and Rest of the World (5%)

Prominent players in this market are GetWellNetwork (US), Epic Systems Corporation

(US), SONIFI Health (US), Barco (Belgium), Sentrics (US), Advantech Co., Ltd. (Taiwan), Aceso Interactive Inc. (US), HealthHub Patient Engagement Solutions (Canada), Lincor, Inc. (US), eVideon (US), Remedi Complete Medical Solutions (Taiwan), i3solutions (Canada), PDi Communication Systems, Inc. (US), BEWATEC ConnectedCare GmbH (Germany), H?pitel Inc. (Canada), Hospedia (UK), Onyx Healthcare Inc. (US), ClinicAll (US), ARBOR Technology Corp. (Taiwan), Healthcare Information, LLC (US), Oneview Healthcare (Ireland), Siemens (Germany), Vecoton (China), pCare (US), and Medix-Care GmbH (Germany). These players are increasingly focusing on product launches, expansions, acquisitions, and partnerships to expand their product offerings in the interactive patient engagement solutions market.

Research Coverage

The report studies the interactive patient engagement solutions market based on type, product, end user, and region

The report analyzes factors (such as drivers, restraints, opportunities, and challenges) affecting the market growth

The report evaluates the opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders

The report studies micro-markets with respect to their growth trends, prospects, and contributions to the total interactive patient engagement solutions market

The report forecasts the revenue of market segments with respect to four major regions

Key Benefits of Buying the Report:

The report will help the leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the interactive patient engagement solutions market and provides them information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 INCLUSIONS AND EXCLUSIONS

1.3.1 MARKETS COVERED

FIGURE 1 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET SEGMENTATION

1.3.2 YEARS CONSIDERED

1.4 CURRENCY

1.5 LIMITATIONS

1.6 STAKEHOLDERS

1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

2.2 RESEARCH METHODOLOGY STEPS

FIGURE 2 RESEARCH METHODOLOGY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET

FIGURE 3 RESEARCH DESIGN

2.2.1 SECONDARY DATA

2.2.1.1 Key data from secondary sources

2.2.2 PRIMARY RESEARCH

FIGURE 4 PRIMARY SOURCES

2.2.3 KEY INDUSTRY INSIGHTS

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

2.3 MARKET SIZE ESTIMATION METHODOLOGY

FIGURE 6 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING

FIGURE 7 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

FIGURE 8 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

2.3.1 GROWTH FORECAST

FIGURE 9 CAGR PROJECTIONS FROM THE ANALYSIS OF DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN THE INTERACTIVE PATIENT ENGAGEMENT MARKET (2022–2027)

FIGURE 10 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

2.4 MARKET DATA ESTIMATION AND TRIANGULATION

FIGURE 11 DATA TRIANGULATION METHODOLOGY

2.5 STUDY ASSUMPTIONS

2.6 LIMITATIONS

3 EXECUTIVE SUMMARY

FIGURE 12 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2022 VS. 2027 (USD MILLION)

FIGURE 13 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2022 VS. 2027 (USD MILLION)

FIGURE 14 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2022 VS. 2027 (USD MILLION)

FIGURE 15 GEOGRAPHICAL SNAPSHOT OF INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET

4 PREMIUM INSIGHTS

4.1 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET OVERVIEW

FIGURE 16 FAVORABLE GOVERNMENT INITIATIVES TO DRIVE MARKET

4.2 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE AND COUNTRY (2021)

FIGURE 17 INPATIENT SOLUTIONS SEGMENT ACCOUNTED FOR LARGEST SHARE OF NORTH AMERICAN MARKET IN 2021

4.3 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET SHARE, BY TYPE, 2022 VS. 2027

FIGURE 18 INPATIENT SOLUTIONS SEGMENT WILL CONTINUE TO DOMINATE INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET IN 2027

5 MARKET OVERVIEW

5.1 MARKET DYNAMICS

FIGURE 19 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.1.1 DRIVERS

5.1.1.1 Need for improved interactive patient engagement solutions

5.1.1.2 Growing number of collaborations and partnerships between stakeholders

5.1.1.3 Favorable government regulations and initiatives to promote adoption of HCIT solutions

5.1.2 RESTRAINTS

5.1.2.1 High infrastructural requirement and implementation costs

5.1.2.2 Data security concerns

FIGURE 20 TYPES OF HEALTHCARE BREACHES REPORTED TO THE US
DEPARTMENT OF HEALTH AND HUMAN SERVICES, 2018?2020

5.1.3 OPPORTUNITIES

5.1.3.1 Emerging countries offer high-growth potential

5.1.3.2 Technological advancements

5.1.4 CHALLENGES

5.1.4.1 Dearth of skilled professionals

5.2 CASE STUDIES

5.2.1 FOCUS ON REDUCING READMISSION RATES AND IMPROVING CARE

TABLE 1 USE CASE 1: TO REDUCE PATIENT STAY

5.2.2 IMPROVE OUTPATIENT COMMUNICATION

TABLE 2 USE CASE 2: TO CURB COMMUNICATION ISSUES WITH DISCHARGED
PATIENTS

5.2.3 INTERACTIVE PLATFORMS IMPROVE HOSPITAL OUTCOMES

TABLE 3 USE CASE 3: TO IMPROVE PATIENT EDUCATION COMPLETION RATES
VIA IN-ROOM TELEVISIONS

5.3 ECOSYSTEM COVERAGE

FIGURE 21 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET:
ECOSYSTEM ANALYSIS

5.4 TECHNOLOGY ANALYSIS

TABLE 4 TECHNOLOGICAL DEVELOPMENTS BY LEADING VENDORS

5.5 REGULATIONS

5.5.1 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996
(HIPAA)

5.5.2 HEALTH INFORMATION TECHNOLOGY FOR ECONOMIC AND CLINICAL
HEALTH ACT OF 2009 (HITECH)

5.5.3 CONSUMER PRIVACY PROTECTION ACT OF 2017

5.5.4 NATIONAL CYBERSECURITY PROTECTION ADVANCEMENT ACT OF 2015

5.5.5 CYBERSECURITY LAW OF THE PEOPLE'S REPUBLIC OF CHINA

5.5.6 AFFORDABLE CARE ACT, 2010

5.5.7 GENERAL DATA PROTECTION REGULATION (GDPR)

5.5.8 CALIFORNIA CONSUMER PRIVACY ACT (CCPA)

5.6 PRICING ANALYSIS

5.7 MARKET SURVEY ANALYSIS: END-USER VIEWPOINT

FIGURE 22 FACTORS INFLUENCING THE ADOPTION OF INTERACTIVE PATIENT
ENGAGEMENT SOLUTIONS

5.8 PORTER'S FIVE FORCES ANALYSIS

TABLE 5 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET: PORTER'S FIVE FORCES ANALYSIS

5.9 INDUSTRY TRENDS

5.9.1 RISING NEED FOR INTEROPERABILITY AND INTEGRATION OF HCIT SOLUTIONS

5.9.2 GROWING DEMAND FOR VALUE-BASED HEALTHCARE

6 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE

6.1 INTRODUCTION

TABLE 6 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

6.2 INPATIENT SOLUTIONS

6.2.1 NEED FOR PATIENT INVOLVEMENT IN CARE PROCESS TO SUPPORT MARKET GROWTH

TABLE 7 INPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2020–2027 (USD MILLION)

TABLE 8 NORTH AMERICA: INPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 9 EUROPE: INPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 10 ASIA PACIFIC: INPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

6.3 OUTPATIENT SOLUTIONS

6.3.1 LARGE NUMBER OF OUTPATIENT PROCEDURES TO DRIVE MARKET

TABLE 11 OUTPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2020–2027 (USD MILLION)

TABLE 12 NORTH AMERICA: OUTPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 13 EUROPE: OUTPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 14 ASIA PACIFIC: OUTPATIENT INTERACTIVE ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

7 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT

7.1 INTRODUCTION

TABLE 15 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY

PRODUCT, 2020–2027 (USD MILLION)**7.2 HARDWARE****TABLE 16 INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)****TABLE 17 INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY REGION, 2020–2027 (USD MILLION)****TABLE 18 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 19 EUROPE: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 20 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)****7.2.1 IN-ROOM TELEVISIONS****7.2.1.1 Increase in adoption of in-room televisions by hospitals****TABLE 21 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR IN-ROOM TELEVISIONS, BY REGION, 2020–2027 (USD MILLION)****TABLE 22 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR IN-ROOM TELEVISIONS, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 23 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR IN-ROOM TELEVISIONS, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 24 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR IN-ROOM TELEVISIONS, BY COUNTRY, 2020–2027 (USD MILLION)****7.2.2 INTEGRATED BEDSIDE TERMINALS/ASSISTIVE DEVICES****7.2.2.1 Integrated bedside terminals enhance patient experience****TABLE 25 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR INTEGRATED BEDSIDE TERMINALS/ASSISTIVE DEVICES, BY REGION, 2020–2027 (USD MILLION)****TABLE 26 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR INTEGRATED BEDSIDE TERMINALS/ASSISTIVE DEVICES, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 27 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR INTEGRATED BEDSIDE TERMINALS/ASSISTIVE DEVICES, BY COUNTRY, 2020–2027 (USD MILLION)****TABLE 28 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR INTEGRATED BEDSIDE TERMINALS/ASSISTIVE DEVICES, BY COUNTRY, 2020–2027 (USD MILLION)****7.2.3 TABLETS****7.2.3.1 Portability and cost-effectiveness of tablets supporting adoption****TABLE 29 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR**

TABLETS, BY REGION, 2020–2027 (USD MILLION)

TABLE 30 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR TABLETS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 31 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR TABLETS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 32 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR TABLETS, BY COUNTRY, 2020–2027 (USD MILLION)

7.3 SOFTWARE

7.3.1 SOFTWARE HELPS PERFORM PRIMARY TASKS

TABLE 33 INTERACTIVE PATIENT ENGAGEMENT SOFTWARE SOLUTIONS MARKET, BY REGION, 2020–2027 (USD MILLION)

TABLE 34 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOFTWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 35 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOFTWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 36 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOFTWARE SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

8 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER

8.1 INTRODUCTION

TABLE 37 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

8.2 HOSPITALS

8.2.1 HOSPITALS LARGEST AND FASTEST-GROWING END USERS OF INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS

TABLE 38 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR HOSPITALS, BY REGION, 2020–2027 (USD MILLION)

TABLE 39 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR HOSPITALS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 40 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR HOSPITALS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 41 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR HOSPITALS, BY COUNTRY, 2020–2027 (USD MILLION)

8.3 CLINICS

8.3.1 REDUCED MORTALITY RATES WITH USE OF INTERACTIVE BEDSIDE SOLUTIONS

TABLE 42 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR CLINICS, BY REGION, 2020–2027 (USD MILLION)

TABLE 43 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR CLINICS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 44 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR CLINICS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 45 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR CLINICS, BY COUNTRY, 2020–2027 (USD MILLION)

8.4 OTHER END USERS

TABLE 46 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR OTHER END USERS, BY REGION, 2020–2027 (USD MILLION)

TABLE 47 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR OTHER END USERS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 48 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR OTHER END USERS, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 49 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET FOR OTHER END USERS, BY COUNTRY, 2020–2027 (USD MILLION)

9 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY REGION

9.1 INTRODUCTION

TABLE 50 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY REGION, 2020–2027 (USD MILLION)

9.2 NORTH AMERICA

FIGURE 23 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET SNAPSHOT

TABLE 51 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 52 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 53 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 54 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 55 NORTH AMERICA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.2.1 US

9.2.1.1 US dominates North American interactive patient engagement solutions market

TABLE 56 US: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 57 US: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 58 US: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 59 US: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.2.2 CANADA

9.2.2.1 Government initiatives and awareness about digital healthcare solutions to support market growth

TABLE 60 CANADA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 61 CANADA: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 62 CANADA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 63 CANADA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.2.3 MEXICO

9.2.3.1 Growing COVID-19 cases and need to curtail healthcare costs supporting market growth

TABLE 64 MEXICO: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 65 MEXICO: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 66 MEXICO: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 67 MEXICO: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3 EUROPE

TABLE 68 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 69 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 70 EUROPE: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 71 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 72 EUROPE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.1 GERMANY

9.3.1.1 Germany largest market for interactive patient engagement solutions in Europe

TABLE 73 GERMANY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 74 GERMANY: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 75 GERMANY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 76 GERMANY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.2 UK

9.3.2.1 Initiatives to improve healthcare to boost market

TABLE 77 UK: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 78 UK: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 79 UK: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 80 UK: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.3 FRANCE

9.3.3.1 Rising geriatric population in France to support market growth

TABLE 81 FRANCE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 82 FRANCE: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 83 FRANCE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 84 FRANCE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.4 ITALY

9.3.4.1 Growing burden of chronic diseases driving market

TABLE 85 ITALY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 86 ITALY: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 87 ITALY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 88 ITALY: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.5 SPAIN

9.3.5.1 Technological innovations to support market growth

TABLE 89 SPAIN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 90 SPAIN: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 91 SPAIN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 92 SPAIN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.3.6 REST OF EUROPE

TABLE 93 ROE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 94 ROE: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 95 ROE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 96 ROE: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.4 ASIA PACIFIC

FIGURE 24 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET SNAPSHOT

TABLE 97 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY COUNTRY, 2020–2027 (USD MILLION)

TABLE 98 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 99 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 100 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 101 ASIA PACIFIC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.4.1 JAPAN

9.4.1.1 Fast adoption of advanced technologies and rising geriatric population key growth drivers

TABLE 102 JAPAN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 103 JAPAN: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 104 JAPAN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 105 JAPAN: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.4.2 CHINA

9.4.2.1 Government initiatives to drive market in China

TABLE 106 CHINA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 107 CHINA: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 108 CHINA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 109 CHINA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.4.3 INDIA

9.4.3.1 Rising healthcare awareness and changing demographics to drive market

TABLE 110 INDIA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 111 INDIA: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 112 INDIA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 113 INDIA: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.4.4 REST OF ASIA PACIFIC

TABLE 114 ROAPAC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 115 ROAPAC: INTERACTIVE PATIENT ENGAGEMENT HARDWARE SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 116 ROAPAC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 117 ROAPAC: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY END USER, 2020–2027 (USD MILLION)

9.5 REST OF THE WORLD

TABLE 118 ROW: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET, BY PRODUCT, 2020–2027 (USD MILLION)

TABLE 119 ROW: INTERACTIVE PATIENT ENGAGEMENT HARDWARE

SOLUTIONS MARKET, BY TYPE, 2020–2027 (USD MILLION)

TABLE 120 ROW: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET,
BY TYPE, 2020–2027 (USD MILLION)

TABLE 121 ROW: INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET,
BY END USER, 2020–2027 (USD MILLION)

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 122 OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN THE
INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET

10.3 MARKET RANKING

FIGURE 25 RANKING OF COMPANIES IN INTERACTIVE PATIENT ENGAGEMENT
SOLUTIONS MARKET (2021)

10.4 COMPETITIVE LEADERSHIP MAPPING

10.4.1 STARS

10.4.2 EMERGING LEADERS

10.4.3 PERVASIVE PLAYERS

10.4.4 PARTICIPANTS

FIGURE 26 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET:
COMPETITIVE LEADERSHIP MAPPING (2021)

10.5 COMPETITIVE LEADERSHIP MAPPING FOR STARTUPS/SMES

10.5.1 PROGRESSIVE COMPANIES

10.5.2 STARTING BLOCKS

10.5.3 RESPONSIVE COMPANIES

10.5.4 DYNAMIC COMPANIES

FIGURE 27 INTERACTIVE PATIENT ENGAGEMENT SOLUTIONS MARKET:
COMPETITIVE LEADERSHIP MAPPING FOR STARTUPS/SMES (2021)

10.6 COMPANY FOOTPRINT

TABLE 123 FOOTPRINT OF COMPANIES

TABLE 124 PRODUCT FOOTPRINT OF COMPANIES

TABLE 125 REGIONAL FOOTPRINT OF COMPANIES

10.7 COMPETITIVE SCENARIO

TABLE 126 PRODUCT LAUNCHES, JANUARY 2018–JUNE 2022

TABLE 127 DEALS, JANUARY 2018–JUNE 2022

TABLE 128 OTHER DEVELOPMENTS, JANUARY 2018–JUNE 2022

11 COMPANY PROFILES

11.1 KEY PLAYERS

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

11.1.1 GETWELLNETWORK, INC.

TABLE 129 GETWELLNETWORK, INC.: BUSINESS OVERVIEW

11.1.2 EPIC SYSTEMS CORPORATION

TABLE 130 EPIC SYSTEMS CORPORATION: BUSINESS OVERVIEW

11.1.3 SONIFI HEALTH

TABLE 131 SONIFI HEALTH: BUSINESS OVERVIEW

11.1.4 ADVANTECH CO., LTD.

TABLE 132 ADVANTECH CO., LTD.: BUSINESS OVERVIEW

FIGURE 28 ADVANTECH CO., LTD.: COMPANY SNAPSHOT (2021)

11.1.5 BARCO

TABLE 133 BARCO: BUSINESS OVERVIEW

FIGURE 29 BARCO: COMPANY SNAPSHOT (2021)

11.1.6 SENTRICS

TABLE 134 SENTRICS: BUSINESS OVERVIEW

11.1.7 HOSPEDIA LIMITED

TABLE 135 HOSPEDIA LIMITED: BUSINESS OVERVIEW

11.1.8 EVIDEON

TABLE 136 EVIDEON: BUSINESS OVERVIEW

11.1.9 ACESO INTERACTIVE INC.

TABLE 137 ACESO INTERACTIVE INC.: BUSINESS OVERVIEW

11.1.10 PDI COMMUNICATION SYSTEMS, INC.

TABLE 138 PDI COMMUNICATION SYSTEMS, INC.: BUSINESS OVERVIEW

11.1.11 LINCOR, INC.

TABLE 139 LINCOR, INC.: BUSINESS OVERVIEW

11.1.12 CLINICALL

TABLE 140 CLINICALL: BUSINESS OVERVIEW

11.1.13 H?PITEL INC.

TABLE 141 H?PITEL INC.: BUSINESS OVERVIEW

11.1.14 I3SOLUTIONS INC.

TABLE 142 I3SOLUTIONS: BUSINESS OVERVIEW

11.1.15 HEALTHHUB PATIENT ENGAGEMENT SOLUTIONS

TABLE 143 HEALTHHUB PATIENT ENGAGEMENT SOLUTIONS: BUSINESS OVERVIEW

11.1.16 ARBOR TECHNOLOGY CORP.

TABLE 144 ARBOR TECHNOLOGY CORP.: BUSINESS OVERVIEW

11.1.17 HEALTHCARE INFORMATION, LLC

TABLE 145 HEALTHCARE INFORMATION, LLC: BUSINESS OVERVIEW

11.1.18 BEWATEC CONNECTEDCARE GMBH

TABLE 146 BEWATEC CONNECTEDCARE GMBH: BUSINESS OVERVIEW

11.1.19 ONYX HEALTHCARE INC.

TABLE 147 ONYX HEALTHCARE INC.: BUSINESS OVERVIEW

11.1.20 REMEDI COMPLETE MEDICAL SOLUTIONS

TABLE 148 REMEDI COMPLETE MEDICAL SOLUTIONS: BUSINESS OVERVIEW

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

11.2 OTHER KEY PLAYERS

11.2.1 ONEVIEW HEALTHCARE

11.2.2 SIEMENS

11.2.3 VECOTON

11.2.4 PCARE

11.2.5 MEDIX-CARE GMBH

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

12.3 CUSTOMIZATION OPTIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

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