

Patient Portal Market - by Type (Standalone, and Integrated portal), by Delivery Mode (Web-Based, and Cloud- Based), & by End Users (Providers, Payers, Pharmacies, and Others) - Analysis & Global Forecast to 2020

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Abstracts

Patient portals are an important form of patient engagement solutions that are gaining popularity across the globe. The use of health information technologies and online resources in healthcare boosts care quality by improving care access, efficiency, chronic disease management, and patient & family involvement. Portals, when integrated with EHRs (electronic health records), can offer various features that enhance patient-provider communication and involve patients in their own care. The benefits of patient portals have fueled their adoption globally. This market is expected to reach USD 2.74 billion by 2020 from USD 1.19 billion in 2015, at a CAGR of 18.1%.

Federal mandates, the growing focus on a patient-centric approach in healthcare delivery, increasing EHR adoption, and growing popularity of patient portals among the aging population are some factors driving the growth of the patient portal market.

On the other hand, data security & privacy concerns, high cost of deployment of patient portal solutions, and requirement of infrastructural investments to support patient portals are expected to restrain the growth of the market to a certain extent. Cloud-based patient portal solutions pose a significant growth opportunity for players in the market. In addition to this, the lack of health literacy is a major challenge for the market.

Integrated patient portals are expected to account for the major share of the global patient portal market, by type. Integrated portals allow a user to complete multiple business functions from within the same interface and are provided by the same vendor

as an EHR system. As they provide a one-stop solution, they are cheaper, favored, and therefore high in demand.

In 2015, North America is expected to account for the largest share of the global patient portal market, followed by Europe, Asia-Pacific, and the Rest of the World (RoW). North America's large share can be attributed to federal mandates in the U.S., the increasing aging population and number of ACOs in the U.S., and Canada's digital health measures and efforts to enhance healthcare delivery.

The major players in the market are focusing on strategies like product deployments, agreements/alliances/collaborations/partnerships, new product launches and product enhancements, acquisitions/mergers, expansions, and other strategies (divestment, funding and product integration) to establish a strong foothold in the global market.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps the firms to garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the solutions offered by top players in the patient portal market. The report analyzes the patient portal market, by type, delivery mode, and end users.

Product Development/Innovation: Detailed insights on research and development activities and new product launches in the patient portal market

Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the markets for patient portals across regions

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the patient portal market

Competitive Assessment: In-depth assessment of strategies, products, and

distribution networks of the leading players in the patient portal market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH METHODOLOGY STEPS
- 2.2 SECONDARY AND PRIMARY RESEARCH METHODOLOGY
 - 2.2.1 SECONDARY RESEARCH
 - 2.2.1.1 Key data from secondary sources
 - 2.2.2 PRIMARY RESEARCH
 - 2.2.2.1 Key industry insights
 - 2.2.2.2 Key data from primary sources
 - 2.2.2.3 Key insights from primary sources
- 2.3 MARKET SIZE ESTIMATION METHODOLOGY
- 2.4 MARKET FORECAST METHODOLOGY
- 2.5 MARKET DATA VALIDATION AND TRIANGULATION
- 2.6 ASSUMPTIONS

3 EXECUTIVE SUMMARY

- 3.1 INTRODUCTION
- 3.2 CURRENT SCENARIO
- 3.3 FUTURE OUTLOOK

4 PREMIUM INSIGHTS

- 4.1 GLOBAL PATIENT PORTAL MARKET
- 4.2 GEOGRAPHIC ANALYSIS: PATIENT PORTAL MARKET, BY END USER
- 4.3 PATIENT PORTAL MARKET, BY TYPE (2015 VS. 2020)

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Federal mandates to encourage the adoption of patient portal solutions among stakeholders

5.3.1.2 Adoption of a patient-centric approach by healthcare payers & providers

5.3.1.3 Growing usage of EHR solutions

5.3.1.4 Growing popularity of patient portals among the elderly population

5.3.2 RESTRAINTS

5.3.2.1 Data privacy & security concerns

5.3.2.2 High cost of deployment

5.3.2.3 Requirement of infrastructural investments to support patient portals

5.3.3 OPPORTUNITY

5.3.3.1 Cloud-based patient portal solutions

5.3.4 CHALLENGE

5.3.4.1 Lack of health literacy

6 PATIENT PORTAL MARKET, BY TYPE

6.1 INTRODUCTION

6.2 INTEGRATED PATIENT PORTALS

6.3 STANDALONE PATIENT PORTALS

7 PATIENT PORTAL MARKET, BY DELIVERY MODE

7.1 INTRODUCTION

7.2 WEB-BASED DELIVERY

7.3 CLOUD-BASED DELIVERY

8 PATIENT PORTAL MARKET, BY END USER

8.1 INTRODUCTION

8.2 PROVIDERS

8.3 PAYERS

8.4 PHARMACIES

8.5 OTHERS

9 PATIENT PORTAL MARKET, BY REGION

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.2.1 U.S.

9.2.1.1 Federal mandates

9.2.1.2 ACOs as end users for patient portal platforms

9.2.1.3 Rising aging population

9.2.1.4 Rising need to curtail escalating healthcare costs

9.2.2 CANADA

9.2.2.1 Canada's efforts to enhance healthcare delivery

9.2.2.2 Digital health in Canada

9.3 EUROPE

9.3.1 GERMANY

9.3.1.1 Rising demand for advanced healthcare solutions and efficient healthcare delivery

9.3.2 U.K.

9.3.2.1 Government focus on integrating HCIT solutions in healthcare

9.3.3 FRANCE

9.3.3.1 Aging population and government initiatives

9.3.4 ITALY

9.3.4.1 Increasing focus on ensuring interoperability of patient health records

9.3.5 REST OF EUROPE (ROE)

9.3.5.1 Increasing focus on the deployment of EHR-based IT solutions

9.4 ASIA-PACIFIC (APAC)

9.4.1 JAPAN

9.4.1.1 Growing initiatives for Japan's ICT fund

9.4.2 CHINA

9.4.2.1 Investments and reforms to modernize China's healthcare infrastructure

9.4.3 REST OF APAC

9.4.3.1 Implementation of HCIT programs in Australia and New Zealand

9.4.3.2 Rapidly growing Indian healthcare industry

9.4.3.3 'One Singaporean, one health record' initiative to spur adoption of patient portal solutions

9.5 REST OF WORLD (ROW)

9.5.1 HEALTHCARE INVESTMENTS IN THE MIDDLE EAST

9.5.2 RISING AWARENESS ON HCIT SOLUTIONS IN BRAZIL

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 COMPETITIVE SITUATION AND TRENDS

10.2.1 PRODUCT DEPLOYMENT

10.2.2 AGREEMENTS, ALLIANCES, PARTNERSHIPS, AND COLLABORATIONS

10.2.3 NEW PRODUCT LAUNCHES

10.2.4 ACQUISITIONS/MERGERS

10.2.5 EXPANSIONS

10.2.6 OTHER STRATEGIES

11 COMPANY PROFILES

(Overview, Financials, Products & Services, Strategy, & Developments)*

11.1 INTRODUCTION

11.2 ALLSCRIPTS HEALTHCARE SOLUTIONS, INC.

11.3 MCKESSON CORPORATION

11.4 ATHENAHEALTH

11.5 CERNER CORPORATION

11.6 ECLINICALWORKS

11.7 CUREMD

11.8 NEXTGEN HEALTHCARE INFORMATION SYSTEMS, LLC (SUBSIDIARY OF QUALITY SYSTEMS, INC.)

11.9 GREENWAY HEALTH, LLC

11.10 MEDFUSION, INC.

11.11 EPIC CORPORATION, INC.

*Details on Financials, Product & Services, Strategy, & Developments might not be captured in case of unlisted companies.

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 COMPANY DEVELOPMENTS (2012–2015)

12.2.1 ALLSCRIPTS HEALTHCARE SOLUTIONS, INC.

12.2.2 ATHENAHEALTH

12.2.3 CERNER CORPORATION

12.2.4 ECLINICALWORKS

12.2.5 CUREMD

12.2.6 NEXTGEN HEALTHCARE INFORMATION SYSTEMS, LLC

12.2.7 GREENWAY HEALTH, LLC

12.2.8 MEDFUSION, INC.

12.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

12.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

12.5 AVAILABLE CUSTOMIZATIONS

12.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 FEDERAL MANDATES ARE PROPELLING THE GROWTH OF THE GLOBAL PATIENT PORTAL MARKET

Table 2 DATA PRIVACY AND SECURITY CONCERNS ARE LIMITING THE ADOPTION OF PATIENT PORTAL SOLUTIONS

Table 3 CLOUD-BASED PATIENT PORTAL SOLUTIONS HAVE A HUGE POTENTIAL FOR THE PATIENT PORTAL MARKET

Table 4 LACK OF HEALTH LITERACY IS A MAJOR CHALLENGE FACED BY THE PATIENT PORTAL MARKET

Table 5 GLOBAL PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 6 INTEGRATED PATIENT PORTALS MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 7 INTEGRATED PATIENT PORTALS MARKET SIZE, BY COUNTRY, 2013–2020 (USD MILLION)

Table 8 STANDALONE PATIENT PORTALS MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 9 STANDALONE PATIENT PORTALS MARKET SIZE, BY COUNTRY, 2013–2020 (USD MILLION)

Table 10 GLOBAL PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 11 WEB-BASED DELIVERY MARKET FOR PATIENT PORTALS, BY REGION, 2013–2020 (USD MILLION)

Table 12 WEB-BASED DELIVERY MARKET FOR PATIENT PORTALS, BY COUNTRY, 2013–2020 (USD MILLION)

Table 13 CLOUD-BASED DELIVERY MARKET FOR PATIENT PORTALS, BY REGION, 2013–2020 (USD MILLION)

Table 14 CLOUD-BASED DELIVERY MARKET FOR PATIENT PORTALS, BY COUNTRY, 2013–2020 (USD MILLION)

Table 15 GLOBAL PATIENT PORTAL MARKET, BY END USER, 2013–2020 (USD MILLION)

Table 16 PROVIDERS MARKET FOR PATIENT PORTALS, BY REGION, 2013–2020 (USD MILLION)

Table 17 PROVIDERS MARKET FOR PATIENT PORTALS, BY COUNTRY, 2013–2020 (USD MILLION)

Table 18 PAYERS MARKET FOR PATIENT PORTALS, BY REGION, 2013–2020 (USD

MILLION)

Table 19 PAYERS MARKET FOR PATIENT PORTALS, BY COUNTRY, 2013–2020
(USD MILLION)

Table 20 PHARMACIES MARKET FOR PATIENT PORTALS, BY REGION, 2013–2020
(USD MILLION)

Table 21 PHARMACIES MARKET FOR PATIENT PORTALS, BY COUNTRY,
2013–2020 (USD MILLION)

Table 22 OTHER END USERS MARKET FOR PATIENT PORTALS, BY REGION,
2013–2020 (USD MILLION)

Table 23 OTHER END USERS MARKET FOR PATIENT PORTALS, BY COUNTRY,
2013–2020 (USD MILLION)

Table 24 PATIENT PORTAL MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 25 NORTH AMERICA: PATIENT PORTAL MARKET SIZE, BY COUNTRY,
2013–2020 (USD MILLION)

Table 26 NORTH AMERICA: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020
(USD MILLION)

Table 27 NORTH AMERICA: PATIENT PORTAL MARKET SIZE, BY DELIVERY
MODE, 2013–2020 (USD MILLION)

Table 28 NORTH AMERICA: PATIENT PORTAL MARKET SIZE, BY END USER,
2013–2020 (USD MILLION)

Table 29 U.S.: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD
MILLION)

Table 30 U.S.: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020
(USD MILLION)

Table 31 U.S.: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD
MILLION)

Table 32 CANADA: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD
MILLION)

Table 33 CANADA: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE,
2013–2020 (USD MILLION)

Table 34 CANADA: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020
(USD MILLION)

Table 35 EUROPE: PATIENT PORTAL MARKET SIZE, BY COUNTRY, 2013–2020
(USD MILLION)

Table 36 EUROPE: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD
MILLION)

Table 37 EUROPE: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE,
2013–2020 (USD MILLION)

Table 38 EUROPE: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020

(USD MILLION)

Table 39 GERMANY: MACROECONOMIC INDICATORS FOR HEALTHCARE DELIVERY

Table 40 GERMANY: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 41 GERMANY: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 42 GERMANY: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 43 U.K.: MACROECONOMIC INDICATORS FOR HEALTHCARE DELIVERY

Table 44 U.K.: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 45 U.K.: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 46 U.K.: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 47 FRANCE: MACROECONOMIC INDICATORS FOR HEALTHCARE DELIVERY

Table 48 FRANCE: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 49 FRANCE: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 50 FRANCE: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 51 ITALY: MACROECONOMIC INDICATORS FOR HEALTHCARE DELIVERY

Table 52 ITALY: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 53 ITALY: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 54 ITALY: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 55 RECENT EHR-BASED DEPLOYMENTS IN ROE

Table 56 ROE: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 57 ROE: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 58 ROE: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 59 APAC: PATIENT PORTAL MARKET SIZE, BY COUNTRY, 2013–2020 (USD

MILLION)

Table 60 APAC: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 61 APAC: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 62 APAC: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 63 JAPAN: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 64 JAPAN: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 65 JAPAN: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 66 CHINA: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 67 CHINA: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 68 CHINA: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 69 ROAPAC: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 70 ROAPAC: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 71 ROAPAC: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 72 ROW: PATIENT PORTAL MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 73 ROW: PATIENT PORTAL MARKET SIZE, BY DELIVERY MODE, 2013–2020 (USD MILLION)

Table 74 ROW: PATIENT PORTAL MARKET SIZE, BY END USER, 2013–2020 (USD MILLION)

Table 75 PRODUCT DEPLOYMENT, (2013–JAN 2016)

Table 76 AGREEMENTS, ALLIANCES, PARTNERSHIPS, AND COLLABORATIONS, (2013–JAN 2016)

Table 77 NEW PRODUCT LAUNCHES, (2013–JAN 2016)

Table 78 ACQUISITIONS/MERGERS, (2013–JAN 2016)

Table 79 EXPANSIONS, (2013–JAN 2016)

Table 80 OTHER STRATEGIES, (2013–JAN 2016)

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL PATIENT PORTAL MARKET: RESEARCH METHODOLOGY STEPS

Figure 2 SAMPLING FRAME: PRIMARY RESEARCH

Figure 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 RESEARCH DESIGN

Figure 7 DATA TRIANGULATION METHODOLOGY

Figure 8 NORTH AMERICA TO DOMINATE THE GLOBAL PATIENT PORTAL MARKET

Figure 9 PROVIDERS SEGMENT TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 10 EUROPEAN PATIENT PORTAL MARKET TO WITNESS HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 11 NORTH AMERICA ACCOUNTS FOR THE MAJOR SHARE IN THE PATIENT PORTAL MARKET

Figure 12 NORTH AMERICA DOMINATED THE PATIENT PORTAL MARKET IN 2015

Figure 13 EUROPEAN REGION TO WITNESS THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

Figure 14 INTEGRATED PATIENT PORTALS COMMANDED THE LARGEST SHARE IN 2015

Figure 15 GLOBAL PATIENT PORTAL MARKET SEGMENTATION

Figure 16 DRIVERS, RESTRAINTS, OPPORTUNITIES, & CHALLENGES

Figure 17 INTEGRATED PATIENT PORTALS TO ACCOUNT FOR THE LARGEST SHARE OF PATIENT PORTAL MARKET IN 2015

Figure 18 WEB-BASED MODE OF DELIVERY TO ACCOUNT FOR THE LARGEST SHARE IN 2015

Figure 19 PROVIDERS ACCOUNTED FOR THE LARGEST SHARE FOR PATIENT PORTAL MARKET IN 2015

Figure 20 EUROPEAN REGION TO GROW AT THE HIGHEST CAGR IN THE PATIENT PORTAL MARKET IN 2015

Figure 21 U.S. COMMANDS THE LARGEST SHARE IN THE PATIENT PORTAL MARKET IN NORTH AMERICA

Figure 22 GERMANY TO DOMINATE THE EUROPEAN PATIENT PORTAL MARKET

IN 2015

Figure 23 CHINA, THE FASTEST-GROWING SEGMENT OF THE APAC MARKET

Figure 24 WEB-BASED DELIVERY MODE SEGMENT TO DOMINATE THE ROW
PATIENT PORTAL MARKET

Figure 25 TOP 5 STRATEGIES ADOPTED BY MARKET PLAYERS OVER THE LAST
3 YEARS (2013–JAN 2016)

Figure 26 BATTLE FOR MARKET SHARE: PRODUCT DEPLOYMENT WAS THE KEY
STRATEGY ADOPTED BY MARKET PLAYERS (2013–JAN 2016)

Figure 27 GEOGRAPHIC REVENUE MIX OF MARKET PLAYERS

Figure 28 ALLSCRIPTS HEALTHCARE SOLUTIONS, INC.: COMPANY SNAPSHOT

Figure 29 MCKESSON CORPORATION: COMPANY SNAPSHOT

Figure 30 ATHENAHEALTH: COMPANY SNAPSHOT

Figure 31 CERNER CORPORATION: COMPANY SNAPSHOT

Figure 32 NEXTGEN HEALTHCARE INFORMATION SYSTEMS, LLC (SUBSIDIARY
OF QUALITY SYSTEMS, INC.): COMPANY SNAPSHOT

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