

# **Asian Healthcare Workflow Systems Market by Type (Fraud Detection, Pharmacy Audit & Analysis, Claim Management System, Customer Relationship Management), by End - User - Forecast to 2019**

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## **Abstracts**

The Asian workflow systems market is expected to grow at a CAGR of 6.1% from 2014 to 2019. A number of factors such as reduction in installation cost of IT, increased quality of care and clinical outcomes, and reduction in the errors are driving the growth of workflow systems market. However, limited investment in Healthcare IT, interoperability issues, and high cost of healthcare IT hamper the growth of this market. Shifting focus by key players towards patient-centric systems provide numerous opportunities for the growth of workflow systems market in this region.

In this report, the Asian workflow systems market has been broadly classified based on application, component, deployment, and region. The application segment is further categorized as claims management, pharmacy audit and analysis, customer relationship management, and fraud detection. Component segment is classified as hardware, software, and services. Deployment is further classified as on-premise, web-based, cloud computing.

Geographically, the market in Japan is accounted for the largest share of 30.0% in the Asian workflow systems market in 2014, followed by China. The workflow systems market in Japan is primarily driven by factors including technological advancements and rising government initiatives. The market in India is estimated to grow at a CAGR of 6.4% from 2014 to 2019. Factors such as large population base, rising incidences of chronic diseases, and increasing healthcare awareness are propelling the growth of the workflow systems market in India.

The Asian workflow systems market is a competitive market with a number of market players. Aspect Software Group Holding Ltd. (U.S.), Avaya Inc. (U.S.), Cerner Corporation (U.S.), Oracle Corporation (U.S.) and others are some of the companies operating in this market. New product launches and partnerships, agreements, collaborations, and joint ventures are the major strategies adopted by most market players to achieve growth in this market.

#### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the workflow system, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

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

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on workflow system offered by the top 10 players in the workflow system market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the workflow system market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various workflow system across regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the workflow system

market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the workflow system market

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