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Computerized Physician Order Entry Market by Product (Integrated CPOE, Standalone CPOE), by Component (Hardware, Software, Services), by End User (Emergency Healthcare Service Provider, Hospitals, Office Based Physicians) – Global Forecast to 2019

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Abstracts

The global computerized physician order entry (CPOE) market is estimated to grow at a CAGR of 6.6% from 2014 to 2019. Although North America held the largest share of the global CPOE market, Asia is expected to grow at the highest CAGR. The global CPOE market is expected to grow at a high rate due to various factors favoring this market. Some of the factors include the increasing use of information technology in the healthcare field, rising awareness regarding the benefits of electrical records, and government initiatives and reimbursement in the related field.

In this report, the global CPOE market is broadly classified on the basis of type, deployment, component, end user, and geography. On the basis of types, the market is segmented into standalone CPOE and Integrated CPOE. On the basis of components, the market is segmented into hardware, services, and software. By end user, this market is categorized into emergency healthcare service providers, hospitals, nurses, and office-based physicians. On the basis of deployment, the market is segmented into cloud-based, web-based, and on-premise.

Geographically, the market is divided into North America, Asia, Europe, and RoW. North America commanded the largest share of the global CPOE market in 2014, followed by Europe. The government initiatives in the U.S. are driving the global CPOE market. For instance, the Health Information Technology for Economic and Clinical Health (HITECH)

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Act signed by Obama on February 17, 2009 had a huge impact on the EHR adoption. The HITECH Act would provide incentives to healthcare organizations for CPOE systems implementation by 2015.

The report has profiled the leading players of this market along with the developments (mergers and acquisitions, new product launches, and agreements) adopted by the companies over the past few years and strategies adopted by them to sustain and strengthen their positions in the global CPOE market. Carestream Health, Inc. (U.S.), eClinicalWorks LLC (U.S.), McKesson Corporation (U.S.), athenahealth (U.S.), Siemens Healthcare AG (Germany), Allscripts (U.S.), GE Healthcare (U.K.), Philips Healthcare (Netherlands), Epic Systems Corporation (U.S.), and Cerner Corporation (U.S.) are some of the key players engaged 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), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging- and high-growth segments of the CPOE market, 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 shares.

The report provides insights on the following pointers:

Product Analysis and Development: Detailed insights on upcoming technologies, research and development activities, and new product launches in the global CPOE market. Usage pattern/ penetration rate (in-depth trend analysis) of products (Segment-wise) and purchasing data. Comprehensive coverage of product approvals, patent analysis, pipeline products, and product recalls.

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for CPOE across geographies, exploits new

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distribution channels, new clientele base, and different pricing policies.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments decisions in the CPOE market. Detailed description regarding the related and unrelated diversification pertaining to this market.

Competitive Assessment: In-depth assessment of market shares and company share analysis of the key players forecasted till 2019. To develop business strategies and manufacturing capabilities of leading players in order to enhance the bottom line of the companies in the CPOE market.

Product/Brand Perception Analysis: Comprehensive study of customers' perception and behavior through our inbuilt social connect tool (digital marketing language) and checking the virality and tonality of blogs.

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