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Europe Pharmacy Information System Market by Type (Inpatient PIS, Outpatient PIS), By Component (Hardware, Software), By Deployment (Web Based, On-premise, Cloud Based), by End-User, by Geography - Analysis & Forecast To 2019

https://marketpublishers.com/r/E913A51AB1FEN.html
Date: May 2015
Pages: 129
Price: US$ 2,650.00 (Single User License)
ID: E913A51AB1FEN

Abstracts

The European pharmacy information system market was valued at $625. 9 million in 2014,and is projected to reach $877. 5 million by 2019, at a CAGR of 7. 0% from 2014 to 2019. Among all countries in the European region, Germany holds the largest share of 24. 3% in the pharmacy information system market, followed by France. The European pharmacy information system market holds a high potential for growth in future due to a number of forces favoring this market. These include governmental investments, technological advancements, and increase in the number of private healthcare providers. However, high cost of implementation has an adverse effect on the pharmacy information system market.

In this report, the European pharmacy information system market is broadly classified on the basis of type, component, deployment, and end-user. With respect to type, this market is classified into inpatient pharmacy information system and outpatient pharmacy information system. Based on end-users, the pharmacy information system market is categorized into hospitals, office-based physicians, and emergency healthcare service providers among others.

Geographically the market is sub-divided into six regions, namely Germany, France, the U. K., Italy, Spain, and Rest of Europe. Germany is estimated to command the largest share of 24. 3% in the European pharmacy information system market in 2014,followed by France. The pharmacy information system in France is estimated to grow at a CAGR of 7. 1% from 2014 to 2019.

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The report has profiled leading players of this market along with recent developments (new product launches and partnerships, and joint ventures) and key growth strategies adopted by them to sustain and strengthen their position in the European pharmacy information system market. Key players operating in the market include Allscripts Healthcare Solutions, Inc. (U.S.), Cerner Corporation (U.S.), Swisslog (Switzerland), AthenaHealth, Inc. (U.S.), and McKesson Corporation (U.S.).

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 pharmacy information system, high-growth regions and countries and their respective 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. 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:

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

Market Development: Comprehensive information about lucrative markets. The report analyzes the pharmacy information system market across geographies, and also explores new clientele base and pricing policies.

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

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Competitive Assessment: In-depth assessment of market shares and company share analysis of key players. Develop business strategies and manufacturing capabilities of leading players that enhance the bottom line of companies in the pharmacy information system market.

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

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

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11.3 CARESTREAM HEALTH
11.4 CERNER CORPORATION
11.5 ECLINICALWORKS, LLC
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