

Hospital Information System Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Hospital Market in India 2014 captures the largest segment of the overall domestic healthcare market. The emerging Indian economy is witnessing rapid expansion of the hospital market. The growing burden of disease, along with unhealthy lifestyles, aging population, growing affordability and widespread health insurance penetration comprise some of the key factors propelling the hospital sector. The market is clearly segmented into public and private sectors wherein the public sector caters to a larger population base that is unable to afford the relatively expensive private hospital services. The private sector is diverting its business progressively from metro city markets and is focusing on capturing market share in tier-II and tier-III cities with the introduction of hospital chains and specialty clinics aimed at attracting the masses towards quality healthcare services.

The Indian government's awareness about the large gap in the delivery of healthcare services is seeing both direct and indirect initiatives towards raising the level of service availability. Higher budgetary allocations, financial incentives and public private partnerships are some of the methodologies being adopted to bridge this gap. A number of non-healthcare related business houses are also venturing into the healthcare delivery space due to the immense growth opportunities that exist within the sector, resulting in greater competitiveness and betterment of service delivery on the part of the market players.

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