

# Healthcare CRM - Global Market Outlook (2017-2026)

https://marketpublishers.com/r/H34452592A1EN.html

Date: November 2018

Pages: 173

Price: US\$ 4,150.00 (Single User License)

ID: H34452592A1EN

## **Abstracts**

According to Stratistics MRC, the Global Healthcare CRM Market is accounted for \$7.27 billion in 2017 and is expected to reach \$28.89 billion by 2026 growing at a CAGR of 16.6% during the forecast period. Some of the key factors influencing the market growth include rising focus on patient engagement, increasing demand for structured data and technological advances in the field of communication and information technology. However, high cost and difficulty of CRM implementation and threat of patient data security are restricting the market growth.

Customer relationship management (CRM) is a tool used as a strategy for managing interactions with patients and this technology aids in managing, coordinating, and automating the business processes. The implementation of information communication technologies (ICT) in the healthcare is rising at a high pace and a number of healthcare providers have been adopting CRM software solutions.

Among Application, The Case management is anticipated to grow at significant market share during the forecast period owing to growing chronic disease and behavioural health problems. This management involves harmonization between primary healthcare providers, care managers and patients for treatment of a high collision disease.

By Geography, Asia Pacific is expected to grow at the significant market share during the forecast period. The increasing healthcare infrastructure and quick developments in emerging economies are probable to boost the growth of the healthcare CRM market in this region. Countries such as Japan and China in the Asia Pacific region are driving by highest expansion of e-health technologies in these countries.

Some of the key players in global Healthcare CRM market are Microsoft, Saleforce.Com, Inc., SugarCRM, Oracle, SAP SE, Accenture, IBM, Healthgrades, Infor, Inc., Veeva Systems, Siemens Healthcare, Amdocs Ltd, Influence Health, Inc.,



NetSuite, Cerner and Talisma.
Deployment Models Covered:
Web/Cloud-Based Model
On-Premise Model
Components Covered:
Software
Services
Functionalities Covered:
Sales
Marketing
Customer Service and Support
Digital Marketing
Other Functionalities
Products Covered:
Referral healthcare Customer relationship management
Individual healthcare Customer relationship management
Individual and referral healthcare Customer relationship management

Applications Covered:



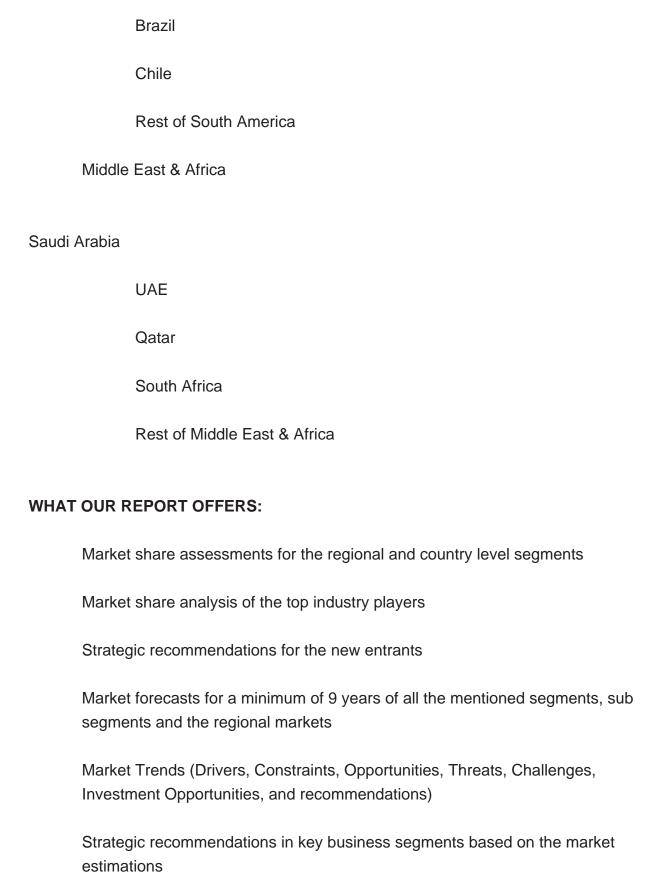
Community Outreach	
Case Coordination	
Case management	
Relationship management	
Other Applications	
Technologies Covered:	
Social Customer relationship management	
Cloud based Customer relationship management	
Collaborative Customer relationship managemen	t
Mobile Customer relationship management	
Predictive Customer relationship management	
End Users Covered:	
Life Sciences Industry	
Healthcare Providers	
Healthcare Payers	
Other End Users	
Regions Covered:	

North America



	US	
	Canada	
	Mexico	
Europe		
	Germany	
	UK	
	Italy	
	France	
	Spain	
	Rest of Europe	
Asia Pacific		
	Japan	
	China	
	India	
	Australia	
	New Zealand	
	South Korea	
	Rest of Asia Pacific	
South America		
	Argentina	





Competitive landscaping mapping the key common trends



Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements



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