

Healthcare CRM - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics 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, Salesforce.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 management

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

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

WHAT OUR REPORT OFFERS:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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