

# **United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market By Product Type (Cardiac Monitoring Devices, Cardiac Rhythm Management Device), By End User (Hospitals & Clinics, Cardiac Care Centers, Ambulatory Surgery Centers, Others), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market is anticipated to project steady growth in the forecast period. Cardiac Monitoring and Cardiac Rhythm Management Devices are indispensable medical technologies used in the diagnosis, treatment, and management of heart diseases. Cardiac Monitoring devices play a crucial role in tracking the heart's electrical activity and identifying any abnormal rhythms, known as arrhythmias, which can serve as indicators of underlying heart conditions. These devices, including ECG (Electrocardiogram) machines, Holter monitors, and event monitors, enable physicians to continuously observe and assess the heart's function over an extended period of time, providing valuable insights into the patient's heart health. Cardiac Rhythm Management Devices are specifically designed to manage heart rhythm disorders. These devices, such as pacemakers, implantable cardioverter defibrillators (ICDs), and cardiac resynchronization therapy (CRT) devices, are instrumental in correcting irregular heart rhythms, preventing sudden cardiac arrest, and improving the coordination of heartbeats in patients with heart failure. By delivering electrical impulses or shocks to the heart, these devices effectively restore and maintain normal heart rhythm, ultimately enhancing the quality of life for individuals living with heart disease.

Both types of devices, Cardiac Monitoring and Cardiac Rhythm Management Devices,

play a critical role in not only diagnosing and treating heart diseases but also in effectively managing and maintaining heart health. With their advanced technologies and continuous monitoring capabilities, they provide healthcare professionals with essential tools to optimize patient care and improve clinical outcomes in the field of cardiology.

## Key Market Drivers

### Growing Burden of Cardiovascular Disorders

The escalating burden of cardiovascular disorders in the United States is expected to significantly propel the demand for cardiac monitoring and cardiac rhythm management devices. As per the American Heart Association, cardiovascular diseases remain a leading cause of death in the country, thereby demanding effective cardiac monitoring and management. These devices play a pivotal role in tracking heart function, enabling the early detection of irregular rhythms and conditions that may lead to severe cardiovascular issues. Such proactive diagnosis and management can mitigate the risk of fatal events, accentuating the importance of these devices. Moreover, the aging population, prevalent lifestyle diseases like obesity and diabetes, and the ever-increasing stress levels further contribute to growing cardiovascular disorders, thereby augmenting the need for advanced cardiac care. As healthcare centers strive to offer superior care, the adoption of cardiac monitoring and rhythm management devices is anticipated to see a surge. Therefore, these circumstances collectively signify a potential rise in the demand for these crucial devices in the United States.

### Technological Advancements

The advent of cutting-edge technology in the medical field, specifically in cardiac monitoring and cardiac rhythm management devices, is expected to bolster demand in the United States. As the prevalence of cardiovascular diseases surges, there is an urgent need for advanced, efficient, and accessible cardiac monitoring systems. Technological advancements, such as the integration of artificial intelligence and machine learning, are enhancing the precision and predictive capabilities of these devices, thus increasing their adoption. Moreover, the development of remote patient monitoring technologies enables healthcare providers to track a patient's cardiac rhythm in real-time, leading to timely intervention and improved patient outcomes. The proliferation of wearable technology and smart devices, coupled with growing health awareness among consumers, further fuels the demand. Technological innovation is also driving the miniaturization of these devices, improving patient comfort and ease of

use. Moreover, the ongoing research and development activities, supported by substantial investments, are anticipated to introduce breakthrough products, thereby stimulating market growth. Consequently, the intersection of technology and cardiac care is set to reshape the landscape of cardiac monitoring and rhythm management devices, amplifying their demand in the US healthcare sector.

### Rise In the Use of Ambulatory and Home Services for Cardiac Monitoring

The rise in the utilization of ambulatory and home services for cardiac monitoring is anticipated to propel the demand for Cardiac Monitoring & Cardiac Rhythm Management Devices (CM & CRM) in the United States. This surge is attributed to an elevated consciousness about cardiovascular diseases and the benefits of early diagnosis. The continuous monitoring facilitated by these devices, especially in home and ambulatory settings, ensures the prompt detection of any cardiac anomalies, thereby aiding in the timely treatment. This, in turn, safeguards patients from potential severe cardiac events. Furthermore, the advent of advanced, user-friendly, and non-invasive CM & CRM devices, with features such as remote monitoring, has made them more accessible to patients. They have proven useful especially for the elderly and those with mobility constraints. Additionally, the ongoing pandemic has underscored the importance of remote healthcare services, further escalating the demand for home-based and ambulatory cardiac monitoring solutions. Thus, the growing prevalence of cardiac diseases combined with the rise in the adoption of remote healthcare solutions is expected to drive the market for CM & CRM devices in the U.S.

### Healthcare Infrastructure Development

The development of healthcare infrastructure stands as a significant driver for increasing the demand for Cardiac Monitoring and Cardiac Rhythm Management (CRM) Devices in the United States. As the U.S continues to invest in modernizing healthcare facilities, there is a growing emphasis on ergonomics, technical advancements, and patient comfort. This translates into an increased need for sophisticated cardiac monitoring systems and CRM devices to ensure accurate assessment, timely intervention, and effective treatment. Moreover, the prevalence of cardiovascular diseases, driven by an aging population and lifestyle-related factors, necessitates the establishment of well-equipped healthcare settings with state-of-the-art cardiac devices. Such devices not only facilitate the early detection of cardiac disorders but also manage the cardiac rhythm in patients with irregular heartbeats. Additionally, the federal government's push for a robust digital health ecosystem encourages the adoption of advanced technologies, including remote patient monitoring and telemedicine, further

escalating the demand for these cardiac devices. Therefore, as healthcare infrastructure develops, the demand for cardiac monitoring and CRM devices is projected to surge, enhancing patient outcomes and transforming cardiac care in the U.S.

## Key Market Challenges

### Effects of Therapeutic Radiation on Implantable Cardiac Rhythm Devices

Therapeutic radiation, a common treatment for various forms of cancer, has shown to adversely affect the functionality of Implantable Cardiac Rhythm Devices (ICRDs), such as pacemakers and defibrillators. This interference can lead to unpredictable and potentially life-threatening situations for patients relying on these devices. As a result, there is an emerging trend in the United States of decreasing demand for these Cardiac Monitoring & Cardiac Rhythm Management Devices. Patients are now seeking alternative treatment options or technologies that are resistant to radiation effects, a shift driven by the potential risks posed by the interaction of radiation therapy and ICRDs. Furthermore, healthcare providers are becoming increasingly aware of these risks and are therefore advising patients accordingly. This trend is likely to continue, especially as advancements in medical technology pave the way for new, safer, and more reliable cardiac management solutions. Consequently, the demand for traditional Cardiac Monitoring & Cardiac Rhythm Management Devices might continue to decrease in the forthcoming years.

### High Cost of Devices

The high cost of cardiac monitoring and cardiac rhythm management devices is anticipated to diminish demand in the United States. For the average American, healthcare expenses are a significant concern, and the steep price of these advanced devices can serve as a deterrent. Many of these devices, including implantable cardioverter-defibrillators (ICDs), pacemakers, and cardiac resynchronization therapy (CRT) devices, are often beyond the financial reach of patients without substantial insurance coverage. Additionally, the cost burden extends beyond the initial purchase, encompassing maintenance, potential replacement, and healthcare visits associated with the devices. Economic disparities across different regions and communities further exacerbate the issue, making these devices inaccessible to those in lower socioeconomic groups. While these devices undoubtedly offer potential life-saving benefits, the high cost poses a significant barrier to their widespread adoption. Therefore, it is crucial for manufacturers and healthcare providers to address this issue, perhaps by exploring cost reduction strategies, implementing flexible payment plans, or

advocating for more comprehensive insurance coverage for these devices.

## Key Market Trends

### Rising Demand for Minimally Invasive Procedures

The rising demand for minimally invasive procedures is anticipated to fuel an increased demand for Cardiac Monitoring & Cardiac Rhythm Management Devices within the United States. Minimally invasive procedures, with their hallmark of smaller incisions, reduced hospital stays, and a lower risk of complications, have revolutionized the field of cardiac care. As healthcare providers strive to ensure efficient patient outcomes and patient comfort, these procedures have become an increasingly popular choice. This shift is bolstering the demand for associated devices, crucial in the monitoring and management of cardiac rhythms in these procedures. Sophisticated devices such as Implantable Cardioverter Defibrillators (ICDs), Cardiac Resynchronization Therapy Devices (CRTs), and pacemakers are especially significant in monitoring the heart's electrical activity, regulating heart rhythms, and preventing heart failures. The American heart disease landscape, characterized by an aging population and a high prevalence of heart-related disorders, further contributes to this demand. Hence, the surge in minimally invasive cardiac procedures is expected to act as an impetus for growth in the Cardiac Monitoring & Cardiac Rhythm Management Devices market in the United States.

### Increasing Investments in R&D

Increasing investments in Research and Development (R&D) are expected to drive the demand for Cardiac Monitoring & Cardiac Rhythm Management Devices in the United States. The country's escalating healthcare expenditure coupled with a growing aging population prone to cardiac ailments necessitates such technological advancements in cardiac care. As R&D funding escalates, promising advancements are on the horizon, including devices with enhanced functionalities and precision, leading to improved patient outcomes. Innovations in wireless remote monitoring systems and wearable technologies also present significant growth opportunities. Furthermore, the rise in incidences of cardiac disorders and the growing awareness about early diagnosis and treatment are propelling demand for these devices. The robust regulatory environment that encourages R&D, paired with venture capital enthusiasm for health technology, also contributes to this upward trend. In addition, the proliferation of Artificial Intelligence (AI) and Machine Learning (ML) in healthcare sector is expected to revolutionize the capabilities of Cardiac Monitoring & Cardiac Rhythm Management Devices, delivering

precise and personalized patient care. Ultimately, these factors combined are poised to fuel an increased demand for such devices in the US, further strengthening its market position globally.

## Segmental Insights

### Product Type Insights

Based on the Product Type, the Cardiac Rhythm Management Devices (CRMD) are currently expected to dominate the market over Cardiac Monitoring Devices (CMD) due to several key factors. There has been a significant surge in the prevalence of cardiac disorders, leading to an increased demand for effective treatment options. The technological advancements in the field of CRMD, such as the development of leadless pacemakers and advanced ICDs (Implantable Cardioverter Defibrillators), have revolutionized the way cardiac conditions are managed. These innovations offer improved patient outcomes and enhanced quality of life for individuals with cardiac issues.

This shift towards remote monitoring has further catalyzed the growth of the CRMD sector, as these devices enable healthcare professionals to monitor and manage patients' cardiac health remotely, reducing the need for in-person visits and minimizing the risk of exposure to the virus. The dominance of CRMD in the market can be attributed to the rising prevalence of cardiac disorders, advancements in CRMD technology, and the increasing adoption of remote patient monitoring. These factors combined have created a favorable environment for the growth of the CRMD sector, ensuring that individuals with cardiac conditions receive the best possible care and management.

### End User Insights

Based on the End User, hospitals and clinics are expected to continue dominating the cardiac healthcare sector due to their well-established infrastructure, easy accessibility, and comprehensive range of advanced cardiac monitoring and rhythm management devices. These facilities cater to the needs of a vast majority of cardiac patients by offering a wide array of services. With a strong foothold in the market, hospitals and clinics provide not only accurate diagnosis but also continuous monitoring, effective treatment, and meticulous post-care management for various cardiac conditions. This holistic approach ensures that patients receive the best possible care throughout their entire cardiac healthcare journey, leading to improved outcomes and enhanced quality

of life.

Moreover, hospitals and clinics are equipped with highly skilled medical professionals who specialize in cardiology. These experts are at the forefront of cutting-edge research and innovation in the field, constantly striving to improve the diagnosis and treatment of cardiac diseases. In addition to their medical expertise, hospitals and clinics also prioritize patient comfort and convenience. They strive to create a welcoming and supportive environment, offering personalized care and guidance to patients and their families. The dominance of hospitals and clinics in the cardiac healthcare sector is driven by their comprehensive services, experienced medical professionals, and commitment to delivering the best possible care. This ensures that patients receive the highest standard of treatment and support, leading to improved outcomes and a better quality of life.

### Regional Insights

The Western region of the United States is expected to exert a significant influence over the Cardiac Monitoring and Cardiac Rhythm Management Devices Market. This dominance can be attributed to several factors. The region boasts a high prevalence of cardiac diseases, with a large population affected by various heart conditions. This creates a pressing need for a robust market that caters to the monitoring and management of cardiac conditions. Furthermore, the Western region is renowned for its advanced healthcare infrastructure, which ensures the availability of cutting-edge technologies and innovative treatments. This allows healthcare providers in the region to offer state-of-the-art cardiac monitoring and rhythm management devices to patients.

Moreover, the population in this region demonstrates a heightened awareness regarding the early detection and treatment of heart-related conditions. This proactive approach towards heart health drives the demand for advanced cardiac monitoring and rhythm management devices, as individuals strive to take control of their cardiovascular well-being. The combination of these factors positions the Western region as a pivotal player in capturing a substantial market share in the field of cardiac monitoring and rhythm management devices. With its high prevalence of cardiac diseases, advanced healthcare infrastructure, and an informed population, the Western region is poised to shape the future of cardiac healthcare in the United States.

### Key Market Players

Abbott Laboratories, Inc.

Medtronic USA, Inc.

Boston Scientific Corporation

GE Healthcare

Philips Healthcare (USA)

Hill-Rom Holdings, Inc.

BIOTRONIK, Inc.

Alivecor, Inc.

Report Scope:

In this report, the United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market, By Product Type:

Cardiac Monitoring Devices

Cardiac Rhythm Management Device

United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market, By End User:

Hospitals & Clinics

Cardiac Care Centers

Ambulatory Surgery Centers

Others



## United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market, By Region:

Northeast Region

Midwest Region

West Region

South Region

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market.

### Available Customizations:

United States Cardiac Monitoring & Cardiac Rhythm Management Devices Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

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