

# **Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market Forecast to 2031 - Regional Analysis - by Delivery Mode (Cloud Based and On-Premises), Application (Oncology, Respiratory, and Others), and End User [Contract Research Organizations (CROs), Pharmaceutical Companies, and Others]**

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## **Abstracts**

The Middle East & Africa electronic patient-reported outcomes (ePROS) market was valued at US\$ 23.79 million in 2023 and is expected to reach US\$ 60.23 million by 2031; it is estimated to register a CAGR of 12.3% from 2023 to 2031.

Integration of Artificial Intelligence and Machine Learning with ePROS Platforms Bolsters Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market

EPRO platforms integrate artificial intelligence (AI) and machine learning (ML) to improve data analysis and predictive analytics. Using these technologies, patterns in patient-reported data can be found, allowing for more individualized treatment plans and early detection of possible health problems. Deeper insights are also obtained by analyzing patient free-text responses using AI-driven natural language processing (NLP). For example, Medable, the digital health platform, and Clario integrate AI with their ePRO solutions to improve patient involvement, data accuracy, and real-time insights in clinical trials. These technological advancements are transforming ePRO systems, making them more efficient, accessible, and a major part of the digital health ecosystem. In August 2023, the next-generation, cutting-edge software platform from assisTek, a Pennsylvania-based Clinical Technology company, was intended to streamline their current eCOA (electronic Clinical Outcome Assessments) and ePRO

(electronic Patient-Reported Outcomes) solutions. This state-of-the-art platform incorporates new features and upgrades, such as a proprietary custom operating system, AI-powered configurator, remote device provisioning for improved reusability, and single sign-on (SSO). Thus, the integration of artificial intelligence and machine learning with ePROS platforms, which offers new capabilities to enhance patient data collection, analysis, and integration, is expected to bring new trends in the electronic patient-reported outcomes (ePROS) market in the coming years.

## Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market Overview

The Government of Saudi Arabia has been actively working to strengthen its healthcare sector and promote clinical research within the country. The government has implemented several initiatives to attract clinical trials and increase the participation of Saudi Arabian sites in international studies. In addition, the increasing focus on digital health technologies is owing to the various advantages offered by the technology that improves the quality of care in healthcare. The country is experiencing significant growth opportunities in digital health owing to the surging investments and collaboration between tech firms and healthcare providers in the healthcare sector in Saudi Arabia. These partnerships are crucial for developing innovative digital health solutions designed to meet the specific needs of the Saudi Arabian market. The government's strategic initiative, particularly through initiatives such as Saudi Vision 2030, is fostering a supportive environment for digital health technologies. This initiative is facilitating the use of mobile health apps, telemedicine services, and advanced wearable devices across the country. Under Saudi Vision 2030, more than US\$ 65 billion will be spent on the development of the healthcare system in Saudi Arabia. Therefore, increasing digitization in healthcare and surging clinical trials are anticipated to fuel the growth of the electronic related-patient outcomes (ePROS) market in the coming years.

## Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market Revenue and Forecast to 2031 (US\$ Million)

### Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market Segmentation

The Middle East & Africa electronic patient-reported outcomes (ePROS) market is categorized into delivery mode, application, end user, and country.

By delivery mode, the Middle East & Africa electronic patient-reported outcomes (ePROS) market is bifurcated into cloud based and on-premises. The cloud based

segment held a larger share of the Middle East & Africa electronic patient-reported outcomes (ePROS) market share in 2023.

In terms of application, the Middle East & Africa electronic patient-reported outcomes (ePROS) market is segmented into oncology, respiratory, and others. The oncology segment held the largest share of the Middle East & Africa electronic patient-reported outcomes (ePROS) market share in 2023.

By end user, the Middle East & Africa electronic patient-reported outcomes (ePROS) market is segmented into contract research organizations (CROs), pharmaceutical companies, and others. The pharmaceutical companies segment held the largest share of the Middle East & Africa electronic patient-reported outcomes (ePROS) market share in 2023.

Based on country, the Middle East & Africa electronic patient-reported outcomes (ePROS) market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. Saudi Arabia segment held the largest share of Middle East & Africa electronic patient-reported outcomes (ePROS) market in 2023.

Assistek, Buddy Healthcare Ltd Oy, Castor, Clinical Ink Inc, Crucial Data Solutions, Curebase, Medable Inc, Medidata Solutions, Medrio, OpenClinica LLC, PatientIQ, Signant Health, Veeva Systems Inc, and Y-Prime LLC are the among leading companies operating in the Middle East & Africa electronic patient-reported outcomes (ePROS) market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa electronic patient-reported outcomes (ePROS) market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa electronic patient-reported outcomes (ePROS) market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa electronic patient-reported outcomes (ePROS) market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

### The List of Companies - Middle East & Africa Electronic Patient-Reported Outcomes (ePROS) Market

Assistek

Buddy Healthcare Ltd Oy

Castor

Clinical Ink Inc

Crucial Data Solutions

Curebase

Medable Inc

Medidata Solutions

Medrio

OpenClinica LLC

PatientIQ

Signant Health

Veeva Systems Inc

Y-Prime LLC

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