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Middle East & Africa Healthcare CRM Market Forecast to 2030 - Regional Analysis - by Deployment Mode (Cloud Based and On-Premise), Product Type (Operational CRM, Analytical CRM, and Collaborative CRM), Application (Relationship Management, Case Management, Case Coordination, Community Outreach, and Others), and End User (Providers, Payers, and Others)

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Abstracts

The Middle East & Africa healthcare CRM market was valued at US$ 167.94 million in 2022 and is expected to reach US$ 303.92 million by 2030; it is estimated to register a CAGR of 7.7% from 2022 to 2030.

Growing Emphasis on Patient-Cantered Healthcare Delivery Bolsters Middle East & Africa Healthcare CRM Market

A patient-centric approach in healthcare systems can establish a partnership among patients, their families, and healthcare practitioners to align decisions in accordance with patients' needs, preferences, and demands. It also includes the delivery of specific education and support to patients to make certain decisions and participate in their care.

Increased engagement with all stakeholders (providers, patients, and others) reduces overall expenses. Additionally, improved knowledge and understanding of health, well-being, and healthcare choices among patients lead to enhanced care and reduced levels of illness. This improved knowledge can facilitate care after discharge, hospital visits, reduced readmissions, and secondary consults. By engaging and collaborating

with patients in decision-making, health providers can make more suitable decisions regarding a patient's health. There is also an increased competitive advantage as more hospitals compete for patients based on both qualities of care and cost. Better quality of life for patients leads to an increase in the satisfaction of both doctor and patient.

Technological innovations and software development are crucial to the healthcare industry revolution. These technological developments support medical and administrative services that dramatically enhance and ease healthcare processes, communications, and workflow. Patient-centric healthcare boosts patient satisfaction levels, which benefits healthcare providers and practices. Thus, the rising adoption of a patient-centric approach by healthcare providers is driving the growth of the Middle East & Africa healthcare CRM market.

Middle East & Africa Healthcare CRM Market Overview

The Saudi Arabian healthcare system faces several challenges after the numerous initiatives by the Ministry of Health and relevant healthcare authorities. Most of the challenges are related to the underutilization of electronic health (e-Health) strategies and the development of a national system for health information. E-health systems have been started in some hospitals and other health institutions nationwide In recent years. However, due to a lack of proper health informatics systems and applications, the country faces major health sector challenges, as indicated by the Saudi government's Health Reform Committee.

In recent years, the use of digital technology for appointment scheduling has increased among the users. This can be attributed to the initiative of the Government of Saudi Arabia. In September 2022, the Saudi Ministry of Health launched a national e-platform for healthcare services, Sehhaty. The app centralizes and automates referrals across the health system by linking them electronically and streamlining the operations. The MOH announced while signing a cooperation agreement with the Digital Government Authority (DGA) to merge all health sector platforms and make the Sehhaty app the national e-platform for providing healthcare services to individuals. The factors mentioned above drive the growth of the Middle East & Africa healthcare CRM market in Saudi Arabia at a steady pace.

Middle East & Africa Healthcare CRM Market Revenue and Forecast to 2030 (US$ Million)

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Middle East & Africa Healthcare CRM Market Segmentation

The Middle East & Africa healthcare CRM market is categorized into deployment mode, product type, application, end user, and country.

Based on deployment mode, the Middle East & Africa healthcare CRM market is bifurcated cloud based and on-premise. The cloud based segment held a larger market share in 2022.

In terms of product type, the Middle East & Africa healthcare CRM market is categorized into operational CRM, analytical CRM, and collaborative CRM. The operational CRM segment held the largest market share in 2022.

By application, the Middle East & Africa healthcare CRM market is segmented into relationship management, case management, case coordination, community outreach, and others. The relationship management segment held the largest market share in 2022. The case management segment is further sub segmented into disease management and clinical trials relationship management. The case coordination segment is further sub segmented into patient information management and pre-authorizations / eligibility. The community outreach segment is further services outreach/promotion and community health education.

By end user, the Middle East & Africa healthcare CRM market is segmented into providers, payers, and others. The providers segment held the largest market share in 2022.

By country, the Middle East & Africa healthcare CRM market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa healthcare CRM market share in 2022.

Pegasystems Inc, Sage Group Plc, IQVIA Holdings Inc, SugarCRM Inc, SAP SE, Veeva Systems Inc, Oracle Corp, ScienceSoft USA Corp, Microsoft Corp, Salesforce Inc, and International Business Machines Corp are among the leading companies operating in the Middle East & Africa healthcare CRM market.

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13. APPENDIX

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