

# **South & Central America 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)**

<https://marketpublishers.com/r/S4EA51ABFD7BEN.html>

Date: May 2024

Pages: 125

Price: US\$ 3,550.00 (Single User License)

ID: S4EA51ABFD7BEN

## **Abstracts**

The South & Central America healthcare CRM market was valued at US\$ 227.90 million in 2022 and is expected to reach US\$ 474.97 million by 2030; it is estimated to register a CAGR of 9.6% from 2022 to 2030.

### **Increasing Acceptance of Digital Health and Mobile CRM Solutions Fuels South & Central America Healthcare CRM Market**

The increasing trend of accepting digital health and mobile customer relationship management (CRM) solutions in the healthcare sector is reshaping the landscape of healthcare CRM, thereby driving the demand for innovative platforms that streamline patient engagement, virtual healthcare delivery, and mobile care coordination. Increasing acceptance of digital health further helps the healthcare industry leverage digital channels, mobile technology, and enhanced patient experiences to optimize care delivery and patient satisfaction.

The acceptance of digital health within healthcare infrastructure influences integrating care coordination tools, secure messaging platforms, and remote care coordination

capabilities to support multi-channel care interactions, facilitate clinician-patient communication, and enhance patient engagement across diverse touchpoints. Additionally, rapid advancements in mobile technologies and applications, new opportunities for integrating mobile health into existing eHealth services, and ongoing expansion of mobile cellular network coverage are among the major factors supporting the proliferation of mobile healthcare solutions such as mobile CRM. As per the International Telecommunication Union (ITU) estimates, there are over 5 billion wireless subscribers, with over 70% living in low- and middle-income countries in 2020. According to the GSM Association, commercial wireless transmissions have reached ~85% of the world's population, i.e., far beyond the reach of the electric grid. The proliferation of wireless communication would help enhance the quality of care and patient health and save huge unnecessary healthcare costs every year by simply assisting in addressing issues such as remote patient monitoring and medical scheduling. The applications of mHealth are likely to expand in the coming years. According to Salesforce, ~52% of hospitals use three or more connected health technologies, including 58% with mobile-optimized patient portals. Thus, the increasing applications of mobile health solutions and increasing acceptance of digital health globally will increase the demand for healthcare CRM in various healthcare infrastructures.

## South & Central America Healthcare CRM Market Overview

Brazil is among the largest countries in South & Central America. Brazil has made several positive approaches toward a digital transformation of primary healthcare, building on more than a decade of policies to digitalize healthcare and better use of health data, with key investments in networks, data, interoperability, and skills. According to the OECD, the government of Brazil has been propelling its use of digital tools and data to make its public institutions efficient, transparent, and responsive to citizen and business demands.

According to the Global Burden of Disease study published in October 2020, Brazil has an increasing prevalence of various chronic and infectious diseases such as stroke, cancer, chronic obstructive pulmonary disease (COPD), Alzheimer's disease, and diabetes. Thus, the use of healthcare CRM software will increase owing to the high patient flow due to the increasing burden of diseases. Furthermore, rising healthcare expenditures and growing geriatric population propel the development and application of healthcare CRM software to overcome the patient flow in healthcare facilities. According to the World Bank, Brazil's healthcare expenditure was 10.31% of the GDP in 2020, a significant increase from 8.91% in 2015. Additionally, the rising geriatric

population in the country is at high risk for various diseases and disabilities. The OECD reported that 21.9% of the population in Brazil is expected to be 65 years and above by 2050, a significant increase from 8.9% in 2017. Thus, the increasing geriatric population, rising prevalence of diseases such as Stroke and Alzheimer's disease, and increasing health expenditure propel the South & Central America healthcare CRM market growth in Brazil.

South & Central America Healthcare CRM Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Healthcare CRM Market Segmentation

The South & Central America healthcare CRM market is categorized into deployment mode, product type, application, end user, and country.

Based on deployment mode, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America healthcare CRM market is segmented into providers, payers, and others. The providers segment held the largest market share in 2022.

By country, the South & Central America healthcare CRM market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America healthcare CRM market share in 2022.

International Business Machines Corp, IQVIA Holdings Inc, Microsoft Corp, Oracle Corp, Pegasystems Inc, Sage Group Plc, Salesforce Inc, SAP SE, SugarCRM Inc, Veeva Systems Inc, and Zendesk Inc are among the leading companies operating in the South & Central America healthcare CRM market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET - KEY INDUSTRY DYNAMICS**

- 4.1 South & Central America Healthcare CRM Market - Key Industry Dynamics
- 4.2 Market Drivers
  - 4.2.1 Growing Emphasis on Patient-Centered Healthcare Delivery
  - 4.2.2 Increasing Demand for Data-Driven Insights, Analytics, and Population Health Management
- 4.3 Market Restraints
  - 4.3.1 Lack of Data Security and Concerns Related to Patient Information Privacy
- 4.4 Market Opportunities
  - 4.4.1 Increasing Knowledge About Internet of Things and Artificial Intelligence
- 4.5 Future Trends
  - 4.5.1 Increasing Acceptance of Digital Health and Mobile CRM Solutions
- 4.6 Impact of Drivers and Restraints:

### **5. HEALTHCARE CRM MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

- 5.1 South & Central America Healthcare CRM Market Revenue (US\$ Million), 2022 - 2030
- 5.2 South & Central America Healthcare CRM Market Forecast and Analysis

## **6. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET ANALYSIS - BY DEPLOYMENT MODE**

### 6.1 Cloud Based

#### 6.1.1 Overview

#### 6.1.2 Cloud Based Market, Revenue and Forecast to 2030 (US\$ Million)

### 6.2 On-premise

#### 6.2.1 Overview

#### 6.2.2 On-premise Market, Revenue and Forecast to 2030 (US\$ Million)

## **7. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET ANALYSIS - BY PRODUCT TYPE**

### 7.1 Operational CRM

#### 7.1.1 Overview

#### 7.1.2 Operational CRM Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Analytical CRM

#### 7.2.1 Overview

#### 7.2.2 Analytical CRM Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.3 Collaborative CRM

#### 7.3.1 Overview

#### 7.3.2 Collaborative CRM Market, Revenue and Forecast to 2030 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET ANALYSIS - BY APPLICATION**

### 8.1 Relationship Management

#### 8.1.1 Overview

#### 8.1.2 Relationship Management Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Case Management

#### 8.2.1 Overview

#### 8.2.2 Case Management Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.3 Case Coordination

#### 8.3.1 Overview

#### 8.3.2 Case Coordination Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.4 Community Outreach

#### 8.4.1 Overview

#### 8.4.2 Community Outreach Market, Revenue and Forecast to 2030 (US\$ Million)

## 8.5 Others

### 8.5.1 Overview

### 8.5.2 Others Market, Revenue and Forecast to 2030 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET ANALYSIS - BY END USER**

### 9.1 Providers

#### 9.1.1 Overview

#### 9.1.2 Providers Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.2 Payers

#### 9.2.1 Overview

#### 9.2.2 Payers Market, Revenue and Forecast to 2030 (US\$ Million)

### 9.3 Others

#### 9.3.1 Overview

#### 9.3.2 Others Market, Revenue and Forecast to 2030 (US\$ Million)

## **10. SOUTH & CENTRAL AMERICA HEALTHCARE CRM MARKET - COUNTRY ANALYSIS**

### 10.1 South & Central America Healthcare CRM Market Revenue and Forecast and Analysis - By Country

#### 10.1.1 South & Central America Healthcare CRM Market Revenue and Forecast and Analysis - By Country

##### 10.1.1.1 Brazil: South & Central America Healthcare CRM Market Revenue and Forecast to 2030 (US\$ Mn)

###### 10.1.1.1.1 Brazil: South & Central America Healthcare CRM Market Breakdown by Deployment Mode

###### 10.1.1.1.2 Brazil: South & Central America Healthcare CRM Market Breakdown by Product Type

###### 10.1.1.1.3 Brazil: South & Central America Healthcare CRM Market Breakdown by Application

###### 10.1.1.1.3.1 Brazil: South & Central America Healthcare CRM Market Breakdown by Case Management

###### 10.1.1.1.3.2 Brazil: South & Central America Healthcare CRM Market Breakdown by Community Outreach

###### 10.1.1.1.3.3 Brazil: South & Central America Healthcare CRM Market Breakdown by Case Coordination

###### 10.1.1.1.4 Brazil: South & Central America Healthcare CRM Market Breakdown by

## End User

10.1.1.2 Argentina: South & Central America Healthcare CRM Market Revenue and Forecast to 2030 (US\$ Mn)

10.1.1.2.1 Argentina: South & Central America Healthcare CRM Market Breakdown by Deployment Mode

10.1.1.2.2 Argentina: South & Central America Healthcare CRM Market Breakdown by Product Type

10.1.1.2.3 Argentina: South & Central America Healthcare CRM Market Breakdown by Application

10.1.1.2.3.1 Argentina: South & Central America Healthcare CRM Market Breakdown by Case Management

10.1.1.2.3.2 Argentina: South & Central America Healthcare CRM Market Breakdown by Community Outreach

10.1.1.2.3.3 Argentina: South & Central America Healthcare CRM Market Breakdown by Case Coordination

10.1.1.2.4 Argentina: South & Central America Healthcare CRM Market Breakdown by End User

10.1.1.3 Rest of South & Central America: South & Central America Healthcare CRM Market Revenue and Forecast to 2030 (US\$ Mn)

10.1.1.3.1 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Deployment Mode

10.1.1.3.2 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Product Type

10.1.1.3.3 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Application

10.1.1.3.3.1 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Case Management

10.1.1.3.3.2 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Community Outreach

10.1.1.3.3.3 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by Case Coordination

10.1.1.3.4 Rest of South & Central America: South & Central America Healthcare CRM Market Breakdown by End User

## 11. HEALTHCARE CRM MARKET INDUSTRY LANDSCAPE

### 11.1 Overview

## 12. COMPANY PROFILES



- 12.1 Pegasystems Inc
  - 12.1.1 Key Facts
  - 12.1.2 Business Description
  - 12.1.3 Products and Services
  - 12.1.4 Financial Overview
  - 12.1.5 SWOT Analysis
  - 12.1.6 Key Developments
- 12.2 Sage Group Plc
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 IQVIA Holdings Inc
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 Zendesk Inc
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 SugarCRM Inc
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 SAP SE
  - 12.6.1 Key Facts
  - 12.6.2 Business Description

- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 Veeva Systems Inc
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 Oracle Corp
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Microsoft Corp
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments
- 12.10 Salesforce Inc
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Products and Services
  - 12.10.4 Financial Overview
  - 12.10.5 SWOT Analysis
  - 12.10.6 Key Developments
- 12.11 International Business Machines Corp
  - 12.11.1 Key Facts
  - 12.11.2 Business Description
  - 12.11.3 Products and Services
  - 12.11.4 Financial Overview
  - 12.11.5 SWOT Analysis
  - 12.11.6 Key Developments

## **13. APPENDIX**

13.1 About The Insight Partners

13.2 Glossary of Terms

## I would like to order

Product name: South & Central America 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)

Product link: <https://marketpublishers.com/r/S4EA51ABFD7BEN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S4EA51ABFD7BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970