

OB/GYN EHR Market Size, Share and Growth Outlook 2026: By Deployment Mode (Cloud-Based, Client-Server-Based), By Application, By Enterprise Size, By End-User, Companies to 2034.

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Abstracts

The global OB/GYN EHR Market size is forecast to increase from \$2.45 Billion in 2026 to \$5.03 Billion in 2034 at a CAGR of 9.41% between 2026 and 2034.

The OB/GYN EHR market report provides detailed analysis and outlook of OB/GYN EHR segments including By Deployment Mode (Cloud-Based, Client-Server-Based), By Application (Clinical Documentation, Billing, Scheduling, Workflow Management, Other Applications), By Enterprise Size (Large Enterprises, Small and Medium Enterprises (SMEs)), By End-User (Hospitals, Clinics and Physician Offices, Ambulatory Surgical Centers (ASCs), Maternity Centers) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

OB/GYN EHR Industry Overview

Maternal Health Digitization Is Driving the Evolution of OB/GYN Electronic Health Records

The global OB/GYN EHR industry is undergoing significant transformation as healthcare providers seek more specialized digital platforms to manage women's health, prenatal care, reproductive medicine, gynecology services, and maternal health outcomes. Unlike general-purpose electronic health records, OB/GYN-focused systems are increasingly designed to address the unique complexities of pregnancy tracking, fetal monitoring, longitudinal maternal care, and multidisciplinary coordination across

healthcare settings. Growing emphasis on value-based care, maternal mortality reduction initiatives, and population health management is accelerating investment in intelligent EHR platforms capable of integrating clinical, operational, and patient-generated health data. Healthcare organizations are increasingly adopting digital solutions that improve continuity of care while supporting evidence-based decision-making throughout the maternal health journey.

Artificial Intelligence and Care Coordination Tools Enhance Clinical Efficiency

One of the most important trends shaping the industry is the integration of artificial intelligence into OB/GYN workflows. Emerging AI-enabled interventions are being developed to automate administrative functions, improve patient navigation, and reduce physician burnout associated with increasingly complex care pathways. These capabilities are particularly valuable in maternal healthcare environments where patient information is often fragmented across multiple providers, facilities, and care stages. By automating documentation, scheduling, communication workflows, and care coordination activities, AI-enhanced EHR platforms can help clinicians devote more attention to direct patient care. As healthcare systems seek to improve workforce efficiency while maintaining quality outcomes, intelligent workflow automation is becoming a central feature of next-generation OB/GYN electronic health records.

Maternal Health Analytics and Telemedicine Integration Expand Platform Capabilities

The industry is also benefiting from advances in maternal health analytics and remote care delivery. New methodologies for visualizing the maternal health journey are helping healthcare organizations connect individual patient experiences with broader population-level health data. These capabilities enable EHR-supported learning health systems to generate deeper insights into maternal outcomes, healthcare disparities, and service design opportunities. At the same time, healthcare providers are increasingly evaluating telephone-based telemedicine and remote follow-up programs integrated directly into public health EHR infrastructures. Clinical evaluations indicate that appropriately selected follow-up encounters can reduce logistical barriers, improve access to care, and lower patient expenses. These developments are driving demand for user-friendly remote monitoring tools, integrated communication platforms, and advanced maternal health analytics that strengthen the role of OB/GYN EHR systems in modern women's healthcare delivery.

OB/GYN EHR Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global OB/GYN EHR market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Oracle Corporation (Cerner) , Epic Systems Corporation , Athenahealth, Inc. , NextGen Healthcare, Inc. , CureMD Healthcare , eClinicalWorks LLC , Greenway Health, LLC , Veradigm LLC (Allscripts) , Modernizing Medicine, Inc. , STI Computer Services. The OB/GYN EHR market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the OB/GYN EHR industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

Growth OB/GYN EHR Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

Market Trends, Drivers, Potential Opportunities, and Challenges faced by OB/GYN EHR companies

Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

Detailed SWOT Analysis of global and regional OB/GYN EHR markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

OB/GYN EHR Market Competitive Benchmarking and Company Analysis

OB/GYN EHR Market Size, Share and Growth Outlook 2026: By Deployment Mode (Cloud-Based, Client-Server-Based),...

Leading companies in OB/GYN EHR industry include- Oracle Corporation (Cerner) , Epic Systems Corporation , Athenahealth, Inc. , NextGen Healthcare, Inc. , CureMD Healthcare , eClinicalWorks LLC , Greenway Health, LLC , Veradigm LLC (Allscripts) , Modernizing Medicine, Inc. , STI Computer Services. The OB/GYN EHR market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US OB/GYN EHR Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the OB/GYN EHR market remains one of the strongest-performing segments in the country.

The US OB/GYN EHR Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US OB/GYN EHR market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across OB/GYN EHR industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian OB/GYN EHR markets

Canada's strong OB/GYN EHR sales performance is underpinned by an aging

population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian OB/GYN EHR market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany OB/GYN EHR Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest OB/GYN EHR market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of OB/GYN EHR population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany OB/GYN EHR industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the OB/GYN EHR market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support OB/GYN EHR sales through 2034

France OB/GYN EHR companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics.

INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK OB/GYN EHR Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of OB/GYN EHR distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or £280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was £49 billion (14.1%) and voluntary health insurance was £9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China OB/GYN EHR Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China OB/GYN EHR market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of OB/GYN EHR industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese OB/GYN EHR industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India OB/GYN EHR Market Landscape: Current Size and Long-Term Growth Outlook -

Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian OB/GYN EHR market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil OB/GYN EHR market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa OB/GYN EHR Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

OB/GYN EHR Market Segmentation

By Deployment Mode

Cloud-Based

Client-Server-Based

By Application

Clinical Documentation

Billing

Scheduling

Workflow Management

Other Applications

By Enterprise Size

Large Enterprises

Small and Medium Enterprises (SMEs)

By End-User

Hospitals

Clinics and Physician Offices

Ambulatory Surgical Centers (ASCs)

Maternity Centers

Leading Companies in OB/GYN EHR Industry (2026)

Oracle Corporation (Cerner)

Epic Systems Corporation

Athenahealth, Inc.

NextGen Healthcare, Inc.

CureMD Healthcare

eClinicalWorks LLC

Greenway Health, LLC

Veradigm LLC (Allscripts)

Modernizing Medicine, Inc.

STI Computer Services

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,
Other Africa

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