

Patient Engagement Solutions Market Size, Trends, Analysis, and Outlook By Delivery Type (Web & Cloud based, On premise), By Component (Software & Hardware, Services), By Functionality (Health Tracking & Insights, Billing & Payments, Administrative, Patient Education, Others), By Therapeutic Area (Health & Wellness, Chronic Disease Management, Others), By Application (Population Health Management, Outpatient Health Management, In-Patient Health Management, Others), By End-user (Payers, Providers, Others), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Patient Engagement Solutions market size is poised to register 16.07% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Patient Engagement Solutions market across By Delivery Type (Web & Cloud based, On premise), By Component (Software & Hardware, Services), By Functionality (Health Tracking & Insights, Billing & Payments, Administrative, Patient Education, Others), By Therapeutic Area (Health & Wellness, Chronic Disease Management, Others), By Application (Population Health Management, Outpatient Health Management, In-Patient Health Management, Others), By End-user (Payers, Providers, Others).

The Patient Engagement Solutions market is experiencing rapid growth driven by the

increasing focus on patient-centered care, rising adoption of digital health technologies, and the growing emphasis on healthcare consumerism and shared decision-making. Patient engagement solutions encompass a range of technologies and strategies aimed at involving patients in their healthcare journey, promoting health literacy, and fostering collaboration between patients and healthcare providers. Factors such as the shift towards value-based care models, the expansion of telehealth and remote monitoring services, and the rising demand for patient portals and mobile health apps are driving market expansion. Additionally, advancements in health information technology, such as electronic health records (EHRs) and patient engagement platforms, along with the integration of artificial intelligence and machine learning algorithms into patient care, are fueling innovation in the market. Moreover, the increasing adoption of personalized medicine and precision health approaches, the expansion of chronic disease management programs, and the rising investments in patient engagement initiatives by healthcare organizations and payers are driving market growth. Furthermore, efforts to improve patient satisfaction, enhance health outcomes, and reduce healthcare costs through proactive patient engagement strategies are expected to further accelerate market growth in the coming years.

Patient Engagement Solutions Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Patient Engagement Solutions market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Patient Engagement Solutions survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Patient Engagement Solutions industry.

Key market trends defining the global Patient Engagement Solutions demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Patient Engagement Solutions Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Patient Engagement Solutions industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Patient Engagement Solutions companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Patient Engagement Solutions industry

Leading Patient Engagement Solutions companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Patient Engagement Solutions companies.

Patient Engagement Solutions Market Study- Strategic Analysis Review

The Patient Engagement Solutions market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Patient Engagement Solutions Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Patient Engagement Solutions industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Patient Engagement Solutions Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Patient Engagement Solutions Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Patient Engagement Solutions market segments. Similarly, Strong end-user demand is encouraging Canadian Patient Engagement Solutions companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Patient Engagement Solutions market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Patient Engagement Solutions Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Patient Engagement Solutions industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Patient Engagement Solutions market for an upward trajectory, fostering both domestic and

international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Patient Engagement Solutions Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Patient Engagement Solutions in Asia Pacific. In particular, China, India, and South East Asian Patient Engagement Solutions markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Patient Engagement Solutions Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Patient Engagement Solutions Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Patient Engagement Solutions market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Patient Engagement Solutions.

Patient Engagement Solutions Market Company Profiles

The global Patient Engagement Solutions market is characterized by intense

competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are McKesson Corporation (US), Veradigm (US), Oracle Corporation (US), Merative (US), Epic Systems Corporation (US), Orion Health (New Zealand), GetWellNetwork (US), athenahealth (US), Oneview Healthcare (Ireland), Get Real Health (US), Cognizant (US), Harris Healthcare (US), AdvancedMD (US), MEDISYSINC (US), Patient point LLC (US)

Recent Patient Engagement Solutions Market Developments

The global Patient Engagement Solutions market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Patient Engagement Solutions Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Delivery Type

Web & Cloud based

On premise

By Component

Software & Hardware

-Standalone

-Integrated

Services

-Consulting

-Implementation & Training

-Support & Maintenance

-Others

By Functionality

Health Tracking & Insights

Billing & Payments

Administrative

Patient Education

Others

By Therapeutic Area

Health & Wellness

Chronic Disease Management

Others

By Application

Population Health Management

Outpatient Health Management

In-Patient Health Management

Others

By End-user

Payers

Providers

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

McKesson Corporation (US)

Veradigm (US)

Oracle Corporation (US)

Merative (US)

Epic Systems Corporation (US)

Orion Health (New Zealand)

GetWellNetwork (US)

athenahealth (US)

Oneview Healthcare (Ireland)

Get Real Health (US)

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MEDISYSINC (US)

Patient point LLC (US)

Formats Available: Excel, PDF, and PPT

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On premise

By Component

Software & Hardware

-Standalone

-Integrated

Services

-Consulting

-Implementation & Training

-Support & Maintenance

-Others

By Functionality

Health Tracking & Insights

Billing & Payments

Administrative

Patient Education

Others

By Therapeutic Area

Health & Wellness

Chronic Disease Management

Others

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Outpatient Health Management

In-Patient Health Management

Others

By End-user

Payers

Providers

Others

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Veradigm (US)

Oracle Corporation (US)

Merative (US)

Epic Systems Corporation (US)

Orion Health (New Zealand)

GetWellNetwork (US)

athenahealth (US)

Oneview Healthcare (Ireland)

Get Real Health (US)

Cognizant (US)

Harris Healthcare (US)

AdvancedMD (US)

MEDISYSINC (US)

Patient point LLC (US)

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