Healthcare Analytics/ Medical Analytics Market by Application, Type, Component, Delivery, End User - Forecasts to 2021

Description:

"Healthcare Analytics/ Medical Analytics Market by Application (Clinical, RCM, Claim, Fraud, Supply Chain, HR, PHM), Type (Prescriptive), Component (Service, Software), Delivery (On-premise, Cloud), End User (Hospital, Payer, ACO, TPA) - Forecasts to 2021"

The global healthcare analytics market is expected to reach USD 24.55 billion by 2021 from USD 7.39 billion in 2016, at a CAGR of 27.1% from 2016 to 2021.

Major factors contributing to the growth of the global healthcare analytics market include increasing government initiatives to enhance EHR adoption, rising pressure to curb healthcare spending and need for improved patient outcomes, availability of big data in healthcare, rise in venture capital investments, and technological advancements. Moreover, use of analytics in precision and personalized medicine, increasing focus on value-based medicine and cloud-based analytics, increasing number of patient registries, and emergence of social media and its impact on the healthcare industry provide significant growth opportunities in the market. However, lack of skilled professionals, high cost of analytics solutions, and operational gaps between payers and providers may hinder the growth of this market during the forecast period.

Various initiatives are being taken by governments across the globe to increase adoption of HCIT. In the U.S. various federal mandates such as the American Recovery and Reinvestment Act of 2009 (ARRA) and the implementation of EHRs and ICD-10 code sets are encouraging healthcare organizations to adopt EHRs, and enhance information exchange between various health systems. Moreover, government and private organizations in developed and emerging countries are providing funds to the startups in healthcare analytics market. Such initiatives boost the healthcare analytics market during the forecast period.

North America is poised to be fastest-growing region in the healthcare analytics market from 2016 to 2021. High growth in this market is attributed to factors such as growing federal healthcare mandates to curb rising healthcare costs and provide quality care; increasing regulatory requirements; growing EHRs adoption; and rising government initiatives to focus on personalized medicine, population health management, and value-based reimbursements.

Research Coverage:

This market is categorized on the basis of type, application, component, delivery model, end user, and region. Apart from comprehensive geographical analysis, product analysis, and market sizing, the report also provides a competitive landscape that covers growth strategies adopted by industry players in the last three years. In addition, the company profiles comprise basic views on the key players and their product portfolios, developments, and strategies adopted. The abovementioned market research data, current market sizes, and forecast of future trends will help key players and new entrants make informed decisions regarding product offerings, geographical focus, changes in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms garner greater market shares. Firms purchasing the report can use any one or a combination of the below-mentioned five strategies for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios of top players in the healthcare analytics market. The report analyzes this market by type, application, component, delivery model, end user, and region
- Product Development/Innovation: Detailed insights on upcoming technologies, R&D activities, and new product launches in the healthcare analytics market
- Competitive Assessment: In-depth assessment of market strategies, geographical and business segments, and product portfolios of the leading players in the healthcare analytics market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the market for healthcare analytics across regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the healthcare analytics market

Contents:

1 Introduction
  1.1 Objectives of the Study
  1.2 Market Definition
  1.3 Market Scope
  1.3.1 Markets Covered
  1.3.2 Years Considered for the Study
  1.4 Currency
  1.5 Limitations
  1.6 Stakeholders

2 Research Methodology
  2.1 Market Size Estimation
  2.2 Market Breakdown and Data Triangulation
  2.3 Key Industry Insights
  2.4 Assumptions for the Study

3 Executive Summary
  3.1 Introduction
  3.2 Conclusion

4 Premium Insights
  4.1 Healthcare Analytics Market, By Delivery Model
  4.2 Healthcare Analytics Market, By Type
  4.3 Healthcare Analytics Market, By Application
  4.4 Healthcare Analytics Market, By Component
  4.5 Healthcare Analytics Market, By End User
  4.6 Geographic Snapshot of the Healthcare Analytics Market

5 Market Overview
  5.1 Introduction
  5.2 Market Dynamics
  5.2.1 Drivers
  5.2.1.1 Increasing Government Initiatives to Increase EHR Adoption
  5.2.1.2 Rise in Venture Capital Investments
  5.2.1.3 Growing Pressure to Curb Healthcare Spending and the Need for Improved Patient Outcomes
  5.2.1.4 Availability of Big Data in Healthcare
  5.2.1.5 Technological Advancements
  5.2.2 Restraints
  5.2.2.1 Dearth of Skilled Personnel
  5.2.2.2 High Cost of Analytics Solutions
  5.2.2.3 Operational Gaps Between Payers and Providers
  5.2.3 Opportunities
  5.2.3.1 Increasing Focus on Value-Based Medicine
  5.2.3.2 Use of Analytics in Precision and Personalized Medicine
  5.2.3.3 Cloud-Based Analytics
  5.2.3.4 Increasing Number of Patient Registries
  5.2.3.5 Emergence of Social Media and Its Impact on the Healthcare Industry
  5.2.4 Challenges
  5.2.4.1 Patient Data Confidentiality
  5.2.4.2 Concerns Regarding Inaccurate and Inconsistent Data
  5.2.4.3 Reluctance to Adopt Healthcare Analytics in Emerging Countries

6 Healthcare Analytics Market, By Type
  6.1 Introduction
  6.2 Descriptive Analytics
6.3 Predictive Analytics
6.4 Prescriptive Analytics

7 Healthcare Analytics Market, By Application
7.1 Introduction
7.2 Financial Analytics
7.2.1 Claims Processing
7.2.2 Revenue Cycle Management (RCM)
7.2.3 Payment Integrity and Fraud Waste & Abuse (FWA)
7.2.4 Risk Adjustment and Risk Assessment
7.3 Clinical Analytics
7.3.1 Quality Improvement and Clinical Benchmarking
7.3.2 Clinical Decision Support
7.3.3 Regulatory Reporting and Compliance
7.3.4 Comparative Analytics/Comparative Effectiveness
7.3.5 Precision Health
7.4 Operational and Administrative Analytics
7.4.1 Supply Chain Analytics
7.4.2 Workforce Analytics
7.4.3 Strategic Analytics
7.5 Population Health Analytics
7.5.1 Overview of Applications
7.5.1.1 Population Risk Management
7.5.1.2 Population Care Management
7.5.1.3 Patient Engagement
7.5.1.4 Clinical Outcome Management
7.5.1.5 Activity-Based Costing
7.5.2 Market Drivers for Population Health Analytics
7.5.2.1 Rising Number of Accountable Care Organizations (ACOS)
7.5.2.2 Increasing Costs of Chronic Disease Treatment
7.5.2.3 Initiatives for Population Health Management
7.5.3 Market Restraints for Population Health Analytics
7.5.3.1 Lack of Data Management Capabilities and Skilled Analysts

8 Healthcare Analytics Market, By Component
8.1 Introduction
8.2 Services
8.2.1 Support Services
8.2.2 Business Analytics Services
8.3 Software
8.4 Hardware

9 Healthcare Analytics Market, By Delivery Model
9.1 Introduction
9.2 On-Premise Delivery Models
9.3 On-Demand Delivery Models

10 Healthcare Analytics Market, By End User
10.1 Introduction
10.2 Payers
10.2.1 Private Insurance Companies
10.2.2 Government Agencies
10.2.3 Employers & Private Exchanges
10.3 Providers
10.3.1 Hospitals, Physician Practices, and IDNS
10.3.2 Post-Acute Care Organizations
10.3.3 Ambulatory Settings
10.4 ACOS, HIES, MCOS, and TPAS

11 Healthcare Analytics Market, By Region
11.1 Introduction
11.2 North America
11.2.1 U.S.
11.2.2 Canada
11.3 Europe
11.3.1 Germany
11.3.2 France
11.3.3 U.K.
11.3.4 Rest of Europe
11.4 Asia
11.4.1 Japan
11.4.2 China
11.4.3 India
11.4.4 Rest of Asia
11.5 Rest of the World

12 Competitive Landscape
12.1 Overview
12.2 Market Analysis
12.3 Competitive Situation and Trends
12.3.1 Partnerships, Agreements, Collaborations, and Alliances
12.3.2 Product Launches, Service Launches, Product Upgrades, and Product Enhancements
12.3.3 Acquisitions
12.3.4 Expansions

13 Company Profiles
(Overview, Products and Services, Financials, Strategy & Development) -
13.1 Introduction
13.2 Allscripts Healthcare Solutions, Inc.
13.3 Cerner Corporation
13.4 Health Catalyst
13.5 IBM Corporation
13.6 Inovalon Holdings, Inc.
13.7 Mckesson Corporation
13.8 Medeanalytics, Inc.
13.9 Optum, Inc. (Part of Unitedhealth Group, Inc.)
13.10 Oracle Corporation
13.11 SAS Institute Inc.
13.12 Verisk Analytics, Inc.

- Details on Overview, Products and Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

14 Appendix
14.1 Insights From Industry Experts
14.2 Discussion Guide

List of Tables
Table 1 Global Healthcare Analytics Market Snapshot
Table 2 Increasing Government Initiatives and Venture Capital Investments are Major Drivers for Market Growth
Table 3 Dearth of Skilled Personnel, A Major Restraint for Market Growth
Table 4 Increasing Focus on Value-Based Medicine : A Major Opportunity for Market Growth
Table 5 Patient Data Confidentiality, A Major Challenge for Market Growth
Table 6 Market Size, By Type, 2014-2021 (USD Million)
Table 7 Descriptive Analytics Market Size, By Region, 2014-2021 (USD Million)
Table 8 North America: Descriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 9 Europe: Descriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 10 Asia: Descriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 11 Predictive Analytics Market Size, By Region, 2014-2021 (USD Million)
Table 12 North America: Predictive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 13 Europe: Predictive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 14 Asia: Predictive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 15 Prescriptive Analytics Market Size, By Region, 2014-2021 (USD Million)
Table 16 North America: Prescriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 17 Europe: Prescriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 18 Asia: Prescriptive Analytics Market Size, By Country, 2014-2021 (USD Million)
Table 19 Market Size, By Application, 2014–2021 (USD Million)
Table 20 Financial Analytics Market Size, By Region, 2014–2021 (USD Million)
Table 22 Europe: Financial Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 23 Asia: Financial Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 24 Financial Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 25 Claims Processing Market Size, By Region, 2014–2021 (USD Million)
Table 26 North America: Claims Processing Market Size, By Country, 2014–2021 (USD Million)
Table 27 Europe: Claims Processing Market Size, By Country, 2014–2021 (USD Million)
Table 28 Asia: Claims Processing Market Size, By Country, 2014–2021 (USD Million)
Table 29 Revenue Cycle Management Market Size, By Region, 2014–2021 (USD Million)
Table 30 North America: Revenue Cycle Management Market Size, By Country, 2014–2021 (USD Million)
Table 31 Europe: Revenue Cycle Management Market Size, By Country, 2014–2021 (USD Million)
Table 32 Asia: Revenue Cycle Management Market Size, By Country, 2014–2021 (USD Million)
Table 33 Payment Integrity & Fraud Waste and Abuse Market Size, By Region, 2014–2021 (USD Million)
Table 34 North America: Payment Integrity & Fraud Waste and Abuse Market Size, By Country, 2014–2021 (USD Million)
Table 35 Europe: Payment Integrity & Fraud Waste and Abuse Market Size, By Country, 2014–2021 (USD Million)
Table 36 Asia: Payment Integrity & Fraud Waste and Abuse Market Size, By Country, 2014–2021 (USD Million)
Table 37 Risk Adjustment and Risk Assessment Market Size, By Region, 2014–2021 (USD Million)
Table 38 North America: Risk Adjustment and Risk Assessment Market Size, By Country, 2014–2021 (USD Million)
Table 39 Europe: Risk Adjustment and Risk Assessment Market Size, By Country, 2014–2021 (USD Million)
Table 40 Asia: Risk Adjustment and Risk Assessment Market Size, By Country, 2014–2021 (USD Million)
Table 41 Clinical Analytics Market Size, By Region, 2014–2021 (USD Million)
Table 42 North America: Clinical Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 43 Europe: Clinical Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 44 Asia: Clinical Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 45 Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 46 Quality Improvement & Clinical Benchmarking Market Size, By Region, 2014–2021 (USD Million)
Table 47 North America: Quality Improvement & Clinical Benchmarking Market Size, By Country, 2014–2021 (USD Million)
Table 48 Europe: Quality Improvement & Clinical Benchmarking Market Size, By Country, 2014–2021 (USD Million)
Table 49 Asia: Quality Improvement & Clinical Benchmarking Market Size, By Country, 2014–2021 (USD Million)
Table 50 Clinical Decision Support Market Size, By Region, 2014–2021 (USD Million)
Table 51 North America: Clinical Decision Support Market Size, By Country, 2014–2021 (USD Million)
Table 52 Europe: Clinical Decision Support Market Size, By Country, 2014–2021 (USD Million)
Table 53 Asia: Clinical Decision Support Market Size, By Country, 2014–2021 (USD Million)
Table 54 Reporting & Compliance Market Size, By Region, 2014–2021 (USD Million)
Table 55 North America: Reporting & Compliance Market Size, By Country, 2014–2021 (USD Million)
Table 56 Europe: Reporting & Compliance Market Size, By Country, 2014–2021 (USD Million)
Table 57 Asia: Reporting & Compliance Market Size, By Country, 2014–2021 (USD Million)
Table 58 Comparative Analytics/Comparative Effectiveness Market Size, By Region, 2014–2021 (USD Million)
Table 59 North America: Comparative Analytics/Comparative Effectiveness Market Size, By Country, 2014–2021 (USD Million)
Table 60 Europe: Comparative Analytics/Comparative Effectiveness Market Size, By Country, 2014–2021 (USD Million)
Table 61 Asia: Comparative Analytics/Comparative Effectiveness Market Size, By Country, 2014–2021 (USD Million)
Table 62 Precision Health Market Size, By Region, 2014–2021 (USD Million)
Table 63 North America: Precision Health Market Size, By Country, 2014–2021 (USD Million)
Table 64 Europe: Precision Health Market Size, By Country, 2014–2021 (USD Million)
Table 65 Asia: Precision Health Market Size, By Country, 2014–2021 (USD Million)
Table 66 Operation and Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 67 Operational & Administrative Analytics Market Size, By Region, 2014–2021 (USD Million)
Table 68 North America: Operational & Administrative Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 69 Europe: Operational & Administrative Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 70 Asia: Operational & Administrative Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 71 Supply Chain Analytics Market Size, By Region, 2014–2021 (USD Million)
Table 130 Europe: Medical Analytics Market Size for Government Agencies, By Country, 2014-2021 (USD Million)
Table 131 Asia: Medical Analytics Market Size for Government Agencies, By Country, 2014-2021 (USD Million)
Table 132 Medical Analytics Market Size for Employers and Private Exchanges, By Region, 2014-2021 (USD Million)
Table 133 North America: Medical Analytics Market Size for Employers and Private Exchanges, By Country, 2014-2021 (USD Million)
Table 134 Europe: Medical Analytics Market Size for Employers and Private Exchanges, By Country, 2014-2021 (USD Million)
Table 135 Asia: Medical Analytics Market Size for Employers and Private Exchanges, By Country, 2014-2021 (USD Million)
Table 136 Healthcare Analytics Provider Market Size, By Type, 2014-2021 (USD Million)
Table 137 Medical Analytics Market Size for Providers, By Region, 2014-2021 (USD Million)
Table 138 North America: Market Size for Providers, By Country, 2014-2021 (USD Million)
Table 139 Europe: Market Size for Providers, By Country, 2014-2021 (USD Million)
Table 140 Asia: Market Size for Providers, By Country, 2014-2021 (USD Million)
Table 141 Market Size for Hospitals, Physician Practices, and IDNS, By Region, 2014-2021 (USD Million)
Table 142 North America: Market Size for Hospitals, Physician Practices, and IDNS, By Country, 2014-2021 (USD Million)
Table 143 Europe: Market Size for Hospitals, Physician Practices, and IDNS, By Country, 2014-2021 (USD Million)
Table 144 Asia: Market Size for Hospitals, Physician Practices, and IDNS, By Country, 2014-2021 (USD Million)
Table 145 Market Size for Post-Acute Care Organizations, By Region, 2014-2021 (USD Million)
Table 146 North America: Market Size for Post-Acute Care Organizations, By Country, 2014-2021 (USD Million)
Table 147 Europe: Market Size for Post-Acute Care Organizations, By Country, 2014-2021 (USD Million)
Table 148 Asia: Market Size for Post-Acute Care Organizations, By Country, 2014-2021 (USD Million)
Table 149 Market Size for Ambulatory Settings, By Region, 2014-2021 (USD Million)
Table 150 North America: Market Size for Ambulatory Settings, By Country, 2014-2021 (USD Million)
Table 151 Europe: Market Size for Ambulatory Settings, By Country, 2014-2021 (USD Million)
Table 152 Asia: Market Size for Ambulatory Settings, By Country, 2014-2021 (USD Million)
Table 153 Market Size for ACOS, HIES, MCOS, & TPAS, By Region, 2014-2021 (USD Million)
Table 154 North America: Market Size for ACOS, HIES, MCOS, & TPAS, By Country, 2014-2021 (USD Million)
Table 155 Europe: Market Size for ACOS, HIES, MCOS, & TPAS, By Country, 2014-2021 (USD Million)
Table 156 Asia: Market Size for ACOS, HIES, MCOS, & TPAS, By Country, 2014-2021 (USD Million)
Table 157 Market Size, By Region, 2014–2021 (USD Million)
Table 158 North America: Medical Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 159 North America: Medical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 160 North America: Medical Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 161 North America: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 162 North America: Financial Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 163 North America: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 164 North America: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 165 North America: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 166 North America: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 167 North America: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 168 North America: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 169 North America: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 170 U.S.: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 171 U.S.: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 172 U.S.: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 173 U.S.: Financial Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 174 U.S.: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 175 U.S.: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 176 U.S.: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 177 U.S.: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 178 U.S.: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 179 U.S.: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 180 U.S.: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 181 Canada: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 182 Canada: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 183 Canada: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 184 Canada: Financial Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 185 Canada: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 186 Canada: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 187 Canada: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 188 Canada: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 189 Canada: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 190 Canada: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 191 Canada: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 192 Europe: Healthcare Analytics Market Size, By Country, 2014–2021 (USD Million)
Table 193 Europe: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 194 Europe: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 195 Europe: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 196 Europe: Financial Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 197 Europe: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 198 Europe: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 199 Europe: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 200 Europe: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 201 Europe: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 202 Europe: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 203 Europe: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 204 Germany: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 205 Germany: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 206 Germany: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 207 Germany: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 208 Germany: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 209 Germany: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 210 Germany: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 211 Germany: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 212 Germany: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 213 Germany: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 214 Germany: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 215 France: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 216 France: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 217 France: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 218 France: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 219 France: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 220 France: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 221 France: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 222 France: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 223 France: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 224 France: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 225 France: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 226 U.K.: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 227 U.K.: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 228 U.K.: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 229 U.K.: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 230 U.K.: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 231 U.K.: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 233 U.K.: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 234 U.K.: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 236 U.K.: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 237 RoE: Healthcare Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 238 RoE: Healthcare Analytics Market Size, By Application, 2014–2021 (USD Million)
Table 239 RoE: Clinical Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 240 RoE: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 241 RoE: Operational & Administrative Analytics Market Size, By Type, 2014–2021 (USD Million)
Table 242 RoE: Healthcare Analytics Market Size, By Component, 2014–2021 (USD Million)
Table 243 RoE: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 244 RoE: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 245 RoE: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 246 RoE: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 310 RoW: Healthcare Analytics Market Size, By Service, 2014–2021 (USD Million)
Table 311 RoW: Healthcare Analytics Market Size, By Delivery Model, 2014–2021 (USD Million)
Table 312 RoW: Healthcare Analytics Market Size, By End User, 2014–2021 (USD Million)
Table 313 RoW: Healthcare Analytics Market Size, By Payer, 2014–2021 (USD Million)
Table 314 RoW: Healthcare Analytics Market Size, By Provider, 2014–2021 (USD Million)
Table 315 Healthcare Analytics Market Ranking, By Key Player, 2015
Table 316 Partnerships, Agreements, Collaborations, and Alliances (2013-2016)
Table 317 Product Launches, Service Launches, Product Upgrades, and Product Enhancements (2013-2016)
Table 318 Acquisitions (2013-2016)
Table 319 Expansions (2013-2016)
Table 320 Partnerships, Collaborations, Agreements, and Alliances (2013-2016)
Table 321 Product Launches, Service Launches, Product Upgrades, and Product Enhancements (2013-2016)
Table 322 Acquisitions (2013-2016)
Table 323 Expansions (2013-2016)

List of Figures

Figure 1 Research Design
Figure 2 Market Size Estimation: Bottom-Up Approach
Figure 3 Market Size Estimation: Top-Down Approach
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 5 Data Triangulation Methodology
Figure 6 Key Data From Secondary Sources
Figure 7 Key Data From Primary Sources
Figure 8 Descriptive Analytics Segment to Dominate the Market, By Type, in the Forecast Period
Figure 9 Clinical Analytics Segment to Grow at the Highest Rate (2016–2021)
Figure 10 Services Market to Offer Significant Growth Opportunities
Figure 11 On-Demand Delivery Model to Grow at the Highest Rate (2016–2021)
Figure 12 Healthcare Providers Segment to Grow at the Highest Rate in the Market, By End User (2016-2021)
Figure 13 North America to Hold the Largest Share in the Market During 2016-2021
Figure 14 On-Demand Delivery Model to Offer High Growth Opportunities
Figure 15 Descriptive and Predictive Analytics Hold Largest Shares in the Market
Figure 16 Claims Processing to Hold the Largest Share of the Financial Analytics Market in 2016
Figure 17 Services Segment to Grow at the Highest Rate (2016-2021)
Figure 18 Providers Segment to Witness Highest Growth in the Forecast Period
Figure 19 U.S. to Witness Highest Growth During the Forecast Period
Figure 20 Healthcare Analytics Market: Drivers, Restraints, Opportunities, and Challenges
Figure 21 Basic EHR Adoption Rate in U.S. Non-Federal Acute Care Hospitals (2013–2015)
Figure 22 Healthcare Spending, 2014 (% GDP)
Figure 23 Prescriptive Analytics to Grow at the Highest Rate During the Forecast Period
Figure 24 Descriptive Analytics Market, By Region: North America to Grow at the Highest CAGR During the Forecast Period
Figure 25 Clinical Analytics to Register the Highest CAGR During the Forecast Period
Figure 26 Payment Integrity & Fraud Analytics Segment to Register the Highest Growth During the Forecast Period
Figure 27 Quality Improvement & Clinical Benchmarking Segment to Dominate the Clinical Analytics Market
Figure 28 Supply Chain Analytics to Dominate the Market During the Forecast Period
Figure 29 Services Segment to Dominate the Healthcare Analytics Market From 2016 to 2021
Figure 30 North America to Account for the Largest Share of the Healthcare Analytics Services Market
Figure 31 On-Demand Delivery Model to Witness Highest Growth in the Forecast Period (2016–2021)
Figure 32 North America to Grow at the Highest CAGR in the On-Premise Delivery Models Market During the Forecast Period
Figure 33 Payers to Dominate the Healthcare Analytics Market in the Forecast Period
Figure 34 Private Insurance Companies to Dominate the Payers Market During the Forecast Period
Figure 35 Hospitals, Physician Practices, and IDNS to Witness High Growth During the Forecast Period
Figure 36 North America to Dominate the Healthcare Analytics Market During the Forecast Period
Figure 37 North America: Healthcare Analytics Market Snapshot
Figure 38 Europe: Healthcare Analytics Market Snapshot
Figure 39 Asia: Healthcare Analytics Market Snapshot
Figure 40 Rest of the World: Healthcare Analytics Market Snapshot
Figure 41 Key Players Adopted Inorganic Growth Strategies Between 2013 and 2016
Figure 42 Market Evolution Framework - Partnerships, Agreements, Collaborations, and Alliances Fuelled Market Growth
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