European Healthcare EDI Market by Supplier (Distributors and Wholesalers, GPOS, Manufacturers), Purchasing Organization (Hospitals, GPOS), Transaction (Orders, Ordersp, Desadv, Recadv, Invoic), Transaction Types and Its Penetration

Description: "European Healthcare EDI Market, [By Supplier (Distributors and Wholesalers, GPOs, Manufacturers), By Purchasing Organization (Hospitals, GPOs), By Transaction (ORDERS, ORDERSP, DESADV, RECADV, INVOIC)] – Transaction Types and Its Penetration"

EDI provides fast, secure, and easy exchange of information between healthcare organizations. These advantages coupled with the growing competitiveness, rising adoption of mobile EDI, pricing pressure, and lower profit margins are driving greater uptake of EDI solutions among pharmaceutical companies and medical device manufacturers in Europe. However, high cost of EDI implementation, lack of infrastructure, and EDI management issues are restrict the overall growth of the market.

In this report, the European healthcare EDI market is segmented based on type of transaction, type of purchasing organization and country. ORDERS, ORDERSP, DESADV, RECADV, and INVOIC are the most popular healthcare EDI transactions in Europe. ORDERS is the most frequently used transaction type used by various healthcare users in the region. In 2015, the EDI penetration rate in Europe was the highest in the U.K., followed by France, Benelux, Denmark, and Germany. It is estimated that EDI adoption is growing at a high rate among hospitals in Europe, with the U.K. accounting for approximately 70% of all European activity.

In terms of users, the EDI adoption/penetration is maximum in the hospitals segment, with around 90% hospitals in the region using EDI to place orders with distributors and wholesalers. Among all European countries, the penetration rate of hospital EDI for ORDERS transactions with distributors is highest (97.3%) in the U.K. The penetration rate of orders placed via EDI among GPOs varied from 50%-60%; there has been a considerable rise in EDI adoption among GPOs in Europe over the last few years.

The increasing adoption of EDI solutions among hospitals, operational benefits and increased speed of transaction processing, and growing utilization of EDI solutions in supply chain management are the factors contributing to the growth of healthcare EDI market in Europe. Bayer AG, Pfizer Inc., GlaxoSmithKline PLC, and Abbott Laboratories are the EDI technology leaders in the European pharmaceutical and manufacturing sector.

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 would help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for reaping a greater market share.

This report provides insights on the following pointers:
- Market Penetration: Comprehensive information on players offering EDI solutions in the European healthcare market. The report analyzes the European healthcare EDI market on the basis of transaction types, purchasing organizations, and suppliers across European countries.
- Product Development/Innovation: Detailed insights on the upcoming trends, and hospitals, pharmaceutical and biotechnology companies using EDI solutions in Europe.
- Market Development: Comprehensive information on the lucrative emerging EDI transaction types (ORDERS, ORDERSP, DESADV, RECADV, and INVOIC).
- Market Diversification: Exhaustive information of transaction types, supplier types, and growing regions in the European healthcare EDI market.

Competitive Assessment: In-depth assessment of adoption strategies, penetration rate, distribution networks, and manufacturing capabilities of the suppliers and purchasing organizations as well as leading
players in the European healthcare EDI market

Contents:
1 Introduction
   1.1 Objectives of the Study
   1.2 Scope of the Study

2 Research Methodology
   2.1 Secondary Research
   2.2 Primary Research
   2.3 Analysis and Output
   2.4 Primary Respondent Profile
      2.4.1 By Organization (Healthcare It Providers, Hospitals, GPOS, Pharma Co.S)
      2.4.2 By Designation (EDI Consultants, Supply Chain Mgrs, Sales Directors, It Managers)

3 Executive Summary
   3.1 Overview
   3.2 Evolution of Healthcare EDI in Europe
   3.3 Hospital EDI Implementation Strategies in Europe
   3.4 Strategic Objectives of EDI Usage
   3.5 Pharma & Medical Device Co.S Using EDI Solutions
   3.6 Benefits of Healthcare EDI
   3.7 Healthcare EDI Penetration

4 Key Insights
   4.1 Strategic Objectives of EDI Usage in European Healthcare Industry
   4.2 Benefits of EDI Solutions
   4.3 Increased Speed of Transaction Processing
   4.4 Minimal/No Transaction Errors
   4.5 Reduced Transaction Processing Costs
   4.6 Integrated Purchase Order Changes
   4.7 Lower Inventory Carrying Costs

5 Evolution of Healthcare EDI in Europe

6 Pharmaceutical & Medical Device Companies Using EDI Solutions
   6.1 Key Players
   6.2 List of Pharmaceutical Companies and Their EDI Providers
   6.3 Company Profiles
      6.3.1 Merck
      6.3.2 Bayer AG
      6.3.3 F.Hoffmann-LA Roche AG
      6.3.4 Pfizer, Inc.
      6.3.5 Eli Lily & Co.
      6.3.6 Johnson & Johnson

7 Key Market Trends
   7.1 Growing Competitiveness, Pricing Pressure and Lower Profit Margins Driving Greater Uptake of EDI Solutions
   7.2 Budgetary Constraints and Cost Cutting Measures Driving Adoption in Hospitals
   7.3 Rising Adoption of Mobile EDI to Ensure Quicker Management of Supply Chain Operators
   7.4 Market Challenges
      7.4.1 EDI Management Among Healthcare Providers
      7.4.2 High Cost of EDI Implementation Limiting Adoption Among Small and Mid-Sized Hospitals

8 Healthcare EDI Penetration in Europe
   8.1 Hospitals
      8.1.1 Medication Procurement Practices Among Hospitals
      8.1.2 Adoption of EDI Solutions Among Hospitals
   8.2 GPOS
      8.2.1 Medication Procurement Practices Among GPOS
      8.2.2 Adoption of EDI Solutions Among GPOS
9 Appendix
9.1 Industry Speaks
9.2 Details of Primary Respondents
9.3 Knowledge Store
9.4 Related Reports

List of Tables

Table 1 Healthcare EDI Penetration in European Countries (% of Total Transactions, By Type of Supplier)
Table 2 Europe: Medication Procurement Practices in Hospitals, By Country (% of Total Medical Supplies)
Table 3 Europe: EDI Penetration in Hospitals, By Transaction(% of Total Transactions)
Table 4 Europe: EDI Usage in Hospitals, By Transaction (Number of Transactions in Million)
Table 5 Europe: Medication Procurement Practices in GPOS, By Country (% of Total Medical Supplies)
Table 6 Europe: EDI Penetration in GPOS, By Transaction (% of Total Transactions)
Table 7 Europe: EDI Usage in GPOS, By Transaction (Number of Transactions in Million)

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