Healthcare CRM Market Analysis By Product, By End-Use, By Application (Community Outreach, Case Coordination & Management, Relationship Management), By Technology (Cloud Based, Predictive, Collaborative) And Segment Forecasts, 2014 - 2025

Description: The global healthcare CRM market is expected to reach USD 17.4 billion by 2025. Rising demand for workflow automation and single platform for tracking medical information provides coordination of patient care, service and timely delivery which is expected to drive the industry growth.

The healthcare payers, providers and life science companies also need better integration between their administration and patient queries which is further anticipated to increase the market growth. The healthcare payers, providers and life science companies also need better integration between their administration and patient queries which is further anticipated to increase the market growth.

Gathering information about target customers, marketing effectiveness, sales, feedback and market needs facilitates the workflow automation within the organization which is another vital factor leading towards the growth of the healthcare customer relationship management market. Moreover, technological advancements in cloud CRM, mobile CRM and social CRM provides effective communication medium which is expected to further accelerate healthcare customer relationship management industry growth.

Gathering information about target customers, marketing effectiveness, sales, feedback and market needs facilitates the workflow automation within the organization which is another vital factor leading towards the growth of the healthcare CRM market. Moreover, technological advancements in cloud CRM, mobile CRM and social CRM provides effective communication medium which is expected to further accelerate healthcare CRM industry growth.

Further key findings from the study suggest:

Cloud CRM is identified as the largest technology segment used as platform for the healthcare CRM industry owing to, rising need for accessing the software from different devices and locations.

Mobile customer relationship management segment is expected to be the fastest growing technology segment with a lucrative CAGR over the forecast period.

Hybrid of individual and referral CRM system is expected to be the largest product segment by 2025 owing to the advantages of both the models in getting access to sensitive patient information.

Referral healthcare CRM is expected to be the fastest growing product segment over the forecast period.


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