Global Healthcare CRM (Customer relationship management) Market Analysis & Trends - Industry Forecast to 2025

Description: The Global Healthcare CRM Market is poised to grow at a CAGR of around 10.2% over the next decade to reach approximately $17.4 billion by 2025. Some of the prominent trends that the market is witnessing include growing number of infrastructural transitions and restructuring of healthcare databases, increasing use of technology by healthcare facilities, proactive contribution of patients in care delivery models and growth opportunities/investment opportunities.

Based on Technology the market is categorized into predictive CRM, cloud based-CRM, mobile CRM, collaborative CRM and social CRM.

Based on Product the market is segmented into referral, individual and individual & referral.

Based on Application the market is segmented into case coordination, relationship management, case management, community outreach and other applications. Case Coordination is further sub segmented into Pre-Authorizations / Eligibility, Patient information Management and Referrals. Case Management is further sub segmented into chronic disease management and clinical trials relationship management. Community outreach is further sub segmented into financial donor management, community health education and services outreach/promotion.

As per End User the market is segmented into providers, life sciences companies, payers and other end users.

This industry report analyzes the market estimates and forecasts for all the given segments on global as well as regional levels presented in the research scope. The study provides historical market data for 2013, 2014 revenue estimations are presented for 2015 and forecasts from 2016 till 2025. The study focuses on market trends, leading players, supply chain trends, technological innovations, key developments, and future strategies. With comprehensive market assessment across the major geographies such as North America, Europe, Asia Pacific, Middle East, Latin America and Rest of the world the report is a valuable asset for the existing players, new entrants and the future investors.

The study presents detailed market analysis with inputs derived from industry professionals across the value chain. A special focus has been made on 23 countries such as U.S., Canada, Mexico, U.K., Germany, Spain, France, Italy, China, Brazil, Saudi Arabia, South Africa, etc. The market data is gathered from extensive primary interviews and secondary research. The market size is calculated based on the revenue generated through sales from all the given segments and sub segments in the research scope. The market sizing analysis includes both top-down and bottom-up approaches for data validation and accuracy measures.

This report provides data tables, includes charts and graphs for visual analysis.

Regional Analysis:

North America
- US
- Canada
- Mexico

Europe
- France
- Germany
- Italy
- Spain
- UK
- Rest of Europe

Asia Pacific
China
Japan
India
Australia
New Zealand
Rest of Asia

Middle East
- Saudi Arabia
- UAE
- Rest of Middle East

Latin America
- Argentina
- Brazil
- Rest of Latin America

Rest of the World
- Africa
- Caribbean

Report Highlights:

- The report provides a detailed analysis on current and future market trends to identify the investment opportunities
- Market forecasts till 2025, using estimated market values as the base numbers
- Key market trends across the business segments, Regions and Countries
- Key developments and strategies observed in the market
- Market Dynamics such as Drivers, Restraints, Opportunities and other trends
- In-depth company profiles of key players and upcoming prominent players
- Growth prospects among the emerging nations through 2025
- Market opportunities and recommendations for new investments

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