
Description: The healthcare industry is going through a fundamental transformation globally—a shift from a volume-based business to a value-based business. Growing demands from consumers for improved healthcare quality and greater value are forcing healthcare providers and payers to deliver optimized outcomes. To overcome these challenges and meet consumer expectations, healthcare providers are increasingly adopting healthcare analytics and population health management tools that enable them to provide improved healthcare at reduced costs.

The implementation of the Affordable Care Act (ACA) in the U.S., government support for the prevention of diseases and adoption of HCIT, growth in geriatric population and the subsequent increase in the prevalence of chronic diseases, need for affordable treatment options due to the rising healthcare costs, and advancing IT and big data capabilities are expected to drive the growth of the population health management market.

In 2016, North America is expected to account for the largest share of the global population health management market, followed by Europe, Asia-Pacific, and the Rest of the World (RoW). In the U.S., the population health management market is driven by the rising healthcare costs, growth in geriatric population, the implementation of the Affordable Care Act (ACA), increasing funding for population health management, rising prevalence of chronic diseases, and increasing number of awareness campaigns. In Canada, the growth of the population health management market is driven by the rising healthcare spending, the implementation of the population health approach by the Canadian government, and rising prevalence of chronic diseases in the country.

In the coming years, the population health management market is expected to witness the highest growth in the Asia-Pacific region, with emphasis on India, China, and Japan. This can be attributed to factors such as the implementation of a number of PHM programs to improve population health in Australia, growing medical tourism in Asia, rapidly growing healthcare industry in India, efforts taken to digitalize the healthcare system in China, investments and reforms to modernize China's healthcare infrastructure, and new outline by Japan's information and communication technology fund.

The market witnesses high competitive intensity, as there are several big and many small firms with similar product offerings. These companies adopt various strategies [agreements, collaborations, partnerships, joint ventures, strategic alliances, and other strategies (including funding, expansions, product enhancements, certifications, product integrations, rebranding, contract extensions, event participations, memberships, accreditations, divestiture, and investment)] to increase their market shares and establish a strong foothold in the global market.

In-depth interviews were conducted with CEOs, sales and marketing directors, other innovation and technology directors, and executives from various key organizations operating in the population health management market:

- By Company Type: Tier 1: 50%, Tier 2: 42%, Tier 3: 8%
- By Designation: Director Level: 58%, C-level: 25%, Others: 17%
- By Region: North America: 46%, Europe: 31%, APAC: 15%, RoW: 8%

The report includes the study of key players offering population health management software and services such as:
Cerner Corporation (U.S.), McKesson Corporation (U.S.), Allscripts Healthcare Solutions, Inc. (U.S.), Healthagen, LLC. (U.S.), OptumHealth (U.S.), IBM Corporation (U.S.), Epic Corporation, Inc. (U.S.), Conifer Health Solutions, LLC (U.S.), Health Catalyst, LLC (U.S.), Wellcentive, Inc. (U.S.), i2i Population Health (U.S.), and Verscend Technologies, Inc. (U.S.).

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 helps firms to garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the products and services offered by top players in the population health management market. The report analyzes the population health management market by component, mode of delivery, and end user.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the population health management market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for population health management solutions across regions
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the population health management market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and distribution networks of the leading players in the population health management market

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