Behavioral/Mental Health Software Market by Delivery Mode, Functionality, End User - Forecasts to 2019

Description:

Behavioral/Mental Health Software Market by Delivery Mode (Ownership & Subscription), Functionality (EHR, CDS, Telehealth, Payroll, RCM, Ledger, BI, Workforce & Case Management), End User (Hospitals, Clinics, Health Plans, Residential) - Forecasts to 2019

The behavioral health software market is expected to reach $1,494.1 million by 2019 from $752.6 million in 2014, at a CAGR of 14.7%. The global behavioral health software market is categorized on the basis of component, delivery model, functionality, end user, and geography. The subscription model segment is expected to register the highest growth rate in the behavioral health software market, by delivery model, during the forecast period. This favorable growth is attributed to its data centralization capabilities, greater level of interoperability, automatic software up-gradations, and easy customization. Furthermore, subscription model offers cost-effectiveness due to the elimination of upfront cost of software and hardware.

Major factors contributing to growth of the behavioral health software market include the behavioral health reforms and the rising number of people seeking behavioral health support. Furthermore, government support in the form of funding is another major factor providing impetus for growth of this market. For instance, in November 2013, in November 2014, federal health officials granted $1.2 million under the Affordable Care Act (ACA) to Florida for expanding or initiating behavioral health services to 18,854 citizens. The relatively untapped markets of the Asian region and high adoption rate of subscription model have opened an array of opportunities for the behavioral health software market. However, the lower adoption rate of behavioral health EHRs, data privacy concerns, and dearth of psychiatrists and healthcare IT professionals are expected to restrain the growth of this market.

The Asian region, subscription model and integrated behavioral health software are expected to serve as new revenue pockets for the behavioral health software market in the coming five years.

Apart from the comprehensive geographical and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by the industry players over the last three years. In addition, the company profiles comprise the basic views on the key players in the behavioral health software market and the product portfolios, developments, and strategies adopted by market players to maintain and increase their market shares in the near future. The above mentioned market research data, current market size, and forecast of the future trends will help the key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, change 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 the firms garner a greater market share. Firms purchasing the report can 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 product portfolios of the top players in the behavioral health software market. The report analyzes the behavioral health software market by component, functionality, and delivery model and geography
- Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the behavioral health software market
- Competitive Assessment: In-depth assessment of the market strategies, geographical and business segments, and product portfolios of the leading players in the behavioral health software market
- Market Development: Comprehensive information about the lucrative emerging markets. The report
analyzes the market for various behavioral health software products across geographies.

- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the behavioral health software market

Contents:

1 Introduction
   1.1 Objectives Of The Study
   1.2 Market Definition
   1.3 Market Scope
   1.3.1 Years Considered For Study
   1.4 Limitations
   1.5 Market Stakeholders

2 Research Methodology
   2.1 Market Size Estimation
   2.2 Market Breakdown & Data Triangulation
   2.3 Key Data From Secondary Sources
   2.4 Key Data From Primary Sources
   2.5 Key Industry Insights
   2.6 Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Behavioral Health Software Market, By Delivery Mode
   4.2 Market, By End User
   4.3 Mental Health Software Clinical Functionality Market Share (2014)
   4.4 Geographic Snapshot
   4.5 Market, By Functionality
   4.6 Mental Health Software Administrative Functionality Market
   4.7 Market, By Software Type

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
   5.2.1 Behavioral Health Software Market, By Component
   5.2.2 Mental Health Software Market, By Delivery Model
   5.2.3 Behavioral Health Software Market, By End User
   5.2.4 Behavioral Health Software Market, By Functionality
   5.2.5 Mental Health Software Market, By Region
   5.3 Market Dynamics
   5.3.1 Drivers
      5.3.1.1 Increasing Adoption Of Bhs To Improve Workflow Efficiency, Minimize Healthcare Costs
      5.3.1.2 Government Funding Supporting Growth Of Behavioral Health Services
      5.3.1.3 Behavioral Health Reforms In The U.S. To Bolster Market Growth
      5.3.1.4 21% Increase In The Number Of Behavioral Health Services Users From 2010-2012 In The U.S.
   5.3.2 Restraints
      5.3.2.1 Low Adoption Rate Of Behavioral Health Ehrs
      5.3.2.2 Data Privacy Concerns
      5.3.2.3 Dearth Of Physiatrists And Skilled Healthcare It Staff
   5.3.3 Opportunities
      5.3.3.1 Emerging Markets Offers Huge Growth Opportunities
      5.3.3.2 Subscription Model Presents High Growth Potential
   5.3.4 Challenges
      5.3.4.1 Financial Constraints
      5.3.4.2 Difficulty In Integration

6 Industry Insights
   6.1 Porter's Five Forces Analysis
      6.1.1 Threat From New Entrants
      6.1.2 Bargaining Power Of Suppliers
      6.1.3 Bargaining Power Of Buyers
      6.1.4 Threat From Substitutes
6.1.5 Intensity Of Competitive Rivalry
6.2 Pest Analysis
6.2.1 Political Factors
6.2.2 Economic Factors
6.2.3 Social Factors
6.2.4 Technological Factors
6.3 Strategic Benchmarking

7 Behavioral Health Software Market, By Component
7.1 Introduction
7.2 Support Services
7.3 Software
7.3.1 Integrated Mental Health Software
7.3.2 Standalone Behavioral Health Software

8 Behavioral Health Software Market, By Delivery Model
8.1 Introduction
8.2 Subscription Models
8.3 Ownership Models

9 Behavioral Health Software Market, By End User
9.1 Introduction
9.2 Providers
9.2.1 Community Clinics
9.2.2 Hospitals
9.2.3 Private Practices
9.3 Payers
9.4 Residential

10 Behavioral Health Software Market, By Functionality
10.1 Introduction
10.2 Clinical Functionality
10.2.1 Electronic Health Records (Ehrs)
10.2.2 Clinical Decision Support (Cds)
10.2.3 Care Plans/Health Management
10.2.4 E-Prescribing
10.2.5 Telehealth
10.3 Administrative Functionality
10.3.1 Patient/Client Scheduling
10.3.2 Document Management/Imaging
10.3.3 Case Management
10.3.4 Business Intelligence (Bi)
10.3.5 Workforce Management
10.4 Financial Functionality
10.4.1 Revenue Cycle Management
10.4.2 Managed Care
10.4.3 Accounts Payable/General Ledger
10.4.4 Payroll

11 Geographic Analysis
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 U.K.
11.3.3 France
11.3.4 Rest Of Europe (Roe)
11.4 Asia
11.5 Rest Of The World (Row)

12 Competitive Landscape
12.1 Overview
12.2 Market Share Analysis
12.3 Competitive Situation And Trends
12.3.1 Agreements, Collaborations, Contracts, And Partnerships
12.3.2 New Product Launches
12.3.3 Acquisitions
12.3.4 Expansions

13 Company Profiles
13.1 Cerner Corporation
13.2 Netsmart Technologies, Inc.
13.3 Qualifacts Systems Inc.
13.4 Valant Medical Solutions
13.5 Mindlinc
13.6 Welligent, Inc.
13.7 Core Solutions, Inc.
13.8 The Echo Group
13.9 Credible Behavioral Health
13.11 Epic Systems Corporation

14 Appendix
14.1 Insights From Industry Experts
14.2 Discussion Guide
14.3 Introducing Rt: Real-Time Market Intelligence
14.4 Available Customization
14.5 Related Reports

List of Tables  (197 Tables)
Table 1 Government Funding, Behavioral Health Reforms Propelling The Growth Of The Behavioral Health Software Market
Table 2 Market Size, By Component, 2012–2019 ($Million)
Table 3 Mental Health Software Components Market Size, By Region, 2012–2019 ($Million)
Table 4 North America: Mental Health Software Components Market Size, By Country, 2012–2019 ($Million)
Table 5 Europe: Mental Health Software Components Market Size, By Country, 2012–2019 ($Million)
Table 6 Behavioral Health Software Market Size For Support Services, By Region, 2012–2019 ($Million)
Table 7 North America: Market Size For Support Services, By Country, 2012–2019 ($Million)
Table 8 Europe: Market Size For Support Services, By Country, 2012–2019 ($Million)
Table 9 Behavioral Health Software Market Size, By Type, 2012–2019 ($Million)
Table 10 Mental Health Software Market Size For Software Type, By Region, 2012–2019 ($Million)
Table 11 North America: Market Size For Software Type, By Country, 2012–2019 ($Million)
Table 12 Europe: Market Size For Software Type, By Country, 2012–2019 ($Million)
Table 13 Behavioral Health Software Market Size For Integrated Software, By Region, 2012–2019 ($Million)
Table 14 North America: Mental Health Software Market Size For Integrated Software, By Country, 2012–2019 ($Million)
Table 15 Europe: Market Size For Integrated Software, By Country, 2012–2019 ($Million)
Table 16 Behavioral Health Software Market Size For Standalone Software, By Region, 2012–2019 ($Million)
Table 17 North America: Mental Health Software Market Size For Standalone Software, By Country, 2012–2019 ($Million)
Table 18 Europe: Market Size For Standalone Software, By Country, 2012–2019 ($Million)
Table 19 Behavioral Health Software Market Size, By Delivery Model, 2012–2019 ($Million)
Table 20 Behavioral Health Software Market Size For Subscription Models, By Region, 2012–2019 ($Million)
Table 21 North America: Mental Health Software Market Size For Subscription Models, By Country, 2012–2019 ($Million)
Table 22 Europe: Behavioral Health Software Market Size For Subscription Models, By Country, 2012–2019 ($Million)
Table 23 Behavioral Health Software Market Size For Ownership Models, By Region, 2012–2019 ($Million)
Table 24 North America: Mental Health Software Market Size For Ownership Models, By Country, 2012–2019 ($Million)
Table 25 Europe: Market Size For Ownership Models, By Country, 2012–2019 ($Million)
Table 26 Behavioral Health Software Market Size, By End User, 2012–2019 ($Million)
Table 27 Mental Health Software End-Users Market Size, By Provider, 2012–2019 ($Million)
Table 28 Mental Health Software Market Size For Providers, By Region, 2012–2019 ($Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>North America: Mental Health Software Market Size For Providers, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>30</td>
<td>Europe: Market Size For Providers, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>31</td>
<td>Behavioral Health Software Market Size For Community Clinics, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>32</td>
<td>North America: Mental Health Software Market Size For Community Clinics, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>33</td>
<td>Europe: Behavioral Health Software Market Size For Community Clinics, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>34</td>
<td>Behavioral Health Software Market Size For Hospitals, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>35</td>
<td>North America: Market Size For Hospitals, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>36</td>
<td>Europe: Market Size For Hospitals, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>37</td>
<td>Behavioral Health Software Market Size For Private Practices, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>40</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>41</td>
<td>Mental Health Software Market Size, By Type Of Clinical Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>42</td>
<td>Mental Health Software Market Size For Clinical Functionality, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>43</td>
<td>North America: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>44</td>
<td>Europe: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>45</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>46</td>
<td>Mental Health Software Market Size, By Type Of Clinical Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>47</td>
<td>Mental Health Software Market Size For Clinical Functionality, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>48</td>
<td>North America: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>49</td>
<td>Europe: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>50</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>51</td>
<td>Mental Health Software Market Size, By Type Of Clinical Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>52</td>
<td>Mental Health Software Market Size For Clinical Functionality, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>53</td>
<td>North America: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>54</td>
<td>Europe: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>55</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>56</td>
<td>Mental Health Software Market Size, By Type Of Clinical Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>57</td>
<td>Mental Health Software Market Size For Clinical Functionality, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>58</td>
<td>North America: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>59</td>
<td>Europe: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>60</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>61</td>
<td>Mental Health Software Market Size, By Type Of Clinical Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>62</td>
<td>Mental Health Software Market Size For Clinical Functionality, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>63</td>
<td>North America: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>64</td>
<td>Europe: Mental Health Software Market Size For Clinical Functionality, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>65</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>66</td>
<td>Mental Health Software Market Size, By Type Of Administrative Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>67</td>
<td>Behavioral Health Software Administrative Functionality Market Size, By Region, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>68</td>
<td>North America: Mental Health Software Administrative Functionality Market Size, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>69</td>
<td>Europe: Mental Health Software Administrative Functionality Market Size, By Country, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>70</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>71</td>
<td>Mental Health Software Market Size, By Type Of Administrative Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>72</td>
<td>Behavioral Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>73</td>
<td>Mental Health Software Market Size, By Type Of Administrative Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>74</td>
<td>North America: Mental Health Software Market Size, By Functionality, 2012–2019 ($Million)</td>
</tr>
<tr>
<td>Table</td>
<td>Description</td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
</tr>
<tr>
<td>75</td>
<td>Europe: Market Size For Document Management/Imaging, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>76</td>
<td>Behavioral Health Software Market Size For Case Management, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>77</td>
<td>North America: Market Size For Case Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>78</td>
<td>Europe: Market Size For Case Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>79</td>
<td>Behavioral Health Software Market Size For Business Intelligence, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>80</td>
<td>North America: Mental Health Software Market Size For Business Intelligence, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>81</td>
<td>Europe: Market Size For Business Intelligence, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>82</td>
<td>Behavioral Health Software Market Size For Workforce Management, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>83</td>
<td>North America: Market Size For Workforce Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>84</td>
<td>Europe: Market Size For Workforce Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>85</td>
<td>Behavioral Health Software Market Size, By Type Of Financial Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>86</td>
<td>Behavioral Health Software Financial Functionality Market Size, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>87</td>
<td>North America: Mental Health Software Financial Functionality Market Size, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>88</td>
<td>Europe: Mental Health Software Financial Functionality Market Size, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>89</td>
<td>Behavioral Health Software Market Size For Revenue Cycle Management, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>90</td>
<td>North America: Market Size For Revenue Cycle Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>91</td>
<td>Europe: Market Size For Revenue Cycle Management, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>92</td>
<td>Behavioral Health Software Market Size For Managed Care, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>93</td>
<td>North America: Market Size For Managed Care, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>94</td>
<td>Europe: Market Size For Managed Care, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>95</td>
<td>Behavioral Health Software Market Size For Accounts Payable/General Ledger, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>96</td>
<td>North America: Market Size For Accounts Payable/General Ledger, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>97</td>
<td>Europe: Market Size For Accounts Payable/General Ledger, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>98</td>
<td>Behavioral Health Software Market Size For Payroll, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>99</td>
<td>North America: Market Size For Payroll, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>100</td>
<td>Europe: Market Size For Payroll, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>101</td>
<td>Behavioral Health Software Market, By Region, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>102</td>
<td>North America: Market, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>103</td>
<td>Europe: Market, By Country, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>104</td>
<td>North America: Market, By Component, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>105</td>
<td>North America: Market, By Software Type, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>106</td>
<td>North America: Market, By Delivery Model, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>107</td>
<td>North America: Market, By End User, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>108</td>
<td>North America: Market, By Providers, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>109</td>
<td>North America: Market, By Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>110</td>
<td>North America: Market, By Clinical Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>111</td>
<td>North America: Market, By Financial Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>112</td>
<td>North America: Market, By Administrative Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>113</td>
<td>U.S.: Market, By Component, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>114</td>
<td>U.S.: Market, By Software Type, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>115</td>
<td>U.S.: Market, By Delivery Model, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>116</td>
<td>U.S.: Market, By End User, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>117</td>
<td>U.S.: Market, By Providers, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>118</td>
<td>U.S.: Market, By Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>119</td>
<td>U.S.: Market, By Clinical Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>120</td>
<td>U.S.: Market, By Financial Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>121</td>
<td>U.S.: Market, By Administrative Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>122</td>
<td>Canada: Market, By Component, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>123</td>
<td>Canada: Market, By Software Type, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>124</td>
<td>Canada: Market, By Delivery Model, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>125</td>
<td>Canada: Market, By End User, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>126</td>
<td>Canada: Market, By Providers, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>127</td>
<td>Canada: Market, By Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>128</td>
<td>Canada: Market, By Clinical Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>129</td>
<td>Canada: Market, By Financial Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>130</td>
<td>Canada: Market, By Administrative Functionality, 2012-2019 ($Million)</td>
</tr>
<tr>
<td>131</td>
<td>Europe: Market, By Component, 2012-2019 ($Million)</td>
</tr>
</tbody>
</table>
Table 195 New Product Launches
Table 196 Acquisitions
Table 197 Expansions

List of Figures (53 Figures)

Figure 1 Research Methodology
Figure 2 Top-Down Approach
Figure 3 Bottom-Up Approach
Figure 4 Breakdown Of Primary Interviews: By Company Type, Designation, And Region
Figure 5 Market Snapshot, By Component (2014 Vs. 2019): Market For Support Services Expected To Double
Figure 6 Mental Health Software Market, By Delivery Model (2014 Vs. 2019)
Figure 7 Providers End-User Segment To Hold Largest Share Of Behavioral Health Software Market
Figure 8 Market Snapshot, By Functionality (2014-2019): Clinical Functionality Segment Gaining Traction
Figure 9 Global Behavioral Health Software Market, By Region: North America Holds Largest Share
Figure 10 Asian Bhs Market To Witness The Highest Growth
Figure 11 Attractive Market Opportunities Offered By Subscription Models
Figure 12 Residential Segment To Grow At The Highest Rate
Figure 13 Ehrs To Account For The Largest Share In The Mental Health Software Clinical Functionality Market
Figure 14 Asia To Witness The Highest Growth In The Forecast Period
Figure 15 Clinical Functionality Segment To Offer High Growth Opportunities
Figure 16 Patient Scheduling & Document Management Are The Most Widely Used Administrative Functionalties
Figure 17 Integrated Behavioral Health Software Has Promising Future In Emerging Asian Economies
Figure 18 Mental Health Software Market Segmentation, By Component
Figure 19 Market Segmentation, By Delivery Model
Figure 20 Market Segmentation, By End User
Figure 21 Market Segmentation, By Functionality
Figure 22 Market Segmentation, By Region
Figure 23 Behavioral Health Reforms Likely To Fuel Market Growth
Figure 24 Low Adoption Rate Of Behavioral Health Ehrs To Hinder Market Growth
Figure 25 Huge Growth Potential Of Subscription Model To Create New Growth Opportunities For Market
Figure 26 Financial Constraints And Difficulty In Integration, Major Challenges For The Market
Figure 27 Porter's Five Forces Analysis
Figure 28 Behavioral Health Support Services Market To Double By 2019
Figure 29 Subscription Models Offer Significant Growth Opportunities
Figure 30 Subscription Models Market In Asia To Grow At A Cagr Of Over 20% In The Forecast Period
Figure 31 Provider Segment To Account For Over 80% Of The Market In 2014
Figure 32 Clinical Functionality Market To Double By 2019
Figure 33 Telehealth Market To Witness Lucrative Growth In The Forecast Period
Figure 34 Patient/Client Scheduling Segment To Account For The Largest Share Of The Administrative Functionality Of Behavioral Health Software Market
Figure 35 Managed Care Functionality Segment Expected To Grow At Highest Cagr In Next Five Years
Figure 36 Geographic Snapshot (2014): Asian And Rest Of The World Countries Are New Hotspot
Figure 37 Geographic Benchmarking Of Behavioral Health Software End Users
Figure 38 North America: The Market Will Be Driven By Increasing Government Support For Behavioral Health Services
Figure 39 Europe: The Market Will Be Driven By Growing Number Of People Seeking Behavioral Health Support
Figure 40 Major Players Adopted Agreements/ Collaborations As Key Growth Strategy For Enhancing Market Positions
Figure 41 Behavioral Health Software Market Share, By Key Player, 2013
Figure 42 Battle For Market Share: Agreements, Collaborations, Contracts, And Partnerships Were The Key Strategy
Figure 43 Cerner Corporation: Company Snapshot
Figure 44 Netsmart Technologies: Company Snapshot
Figure 45 Qualifacts Systems Inc: Company Snapshot
Figure 46 Valant Medical Solutions: Company Snapshot
Figure 47 Mindlinc: Company Snapshot
Figure 48 Welligent, Inc.: Company Snapshot
Figure 49 Core Solutions, Inc.: Company Snapshot
Figure 50 The Echo Group: Company Snapshot
Figure 51 Credible Behavioral Health: Company Snapshot
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