



Global Healthcare CRM Market 2018 Industry Analysis, Size, Share, Growth, Trends, Segmentation and Forecast till 2025

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Executive Summary

Global Healthcare CRM Market industry valued approximately USD 16.2 billion in 2016 is anticipated to grow with a healthy growth rate of more than 9.30% over the forecast period 2017-2025. The major factors driving the growth are rising need for digital signage worldwide, evolution of innovative products such as home monitoring systems, leak detector systems, and so on, along with complicated monetary products such as forex cards that need informative and succinct advertisement content.

The objective of the study is to define market sizes of different segments & countries in previous years and to forecast the values to the next eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry with respect to each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as drivers & restraining factors which will define the future growth of the market. Additionally, it will also incorporate the opportunities available in micro markets for stakeholders to invest, detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

Application:

- Case Coordination
- Community Outreach
- Case management
- Relationship management

Product:

- Individual
- Referral
- Individual and referral

End-use:

- Life Science Companies
- Providers
- Payers

Technology:

Mobile
Social
Cloud Based
Collaborative
Predictive

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Furthermore, the years considered for the study are as follows:

Historical year – 2015
Base year – 2016
Forecast period – 2017 to 2025

Some of the key manufacturers involved in the market are Accenture, salesforce.com, Siemens Healthineers, IBM, Oracle, AllScripts Healthcare Solutions Inc., Microsoft, SAP, Amdocs Ltd., NetSuite, Cerner, Anthelio Healthcare Solutions. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and focuses on continuous technology innovations are also strategies adopted by the major players. The companies are also trying to dominate the market by investing in research and development.

Target Audience of the Digital Signage Market Study

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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Continuous...

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