

# The Healthcare Financial Analytics Market Is The Strategic Choice For Non-Specialist Providers

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-- The segment of the healthcare data analytics market that focuses on the costs and revenues associated with healthcare has attracted such companies as Wipro, Accenture, and Oracle Corporation, a new report from [The Business Research Company, Healthcare Analytics Global Market Opportunities And Strategies To 2022](#),

has shown. In contrast, the leading players in the healthcare clinical data analytics market are mainly specialists such as Truven Health Analytics, McKesson Corporation, Athena Health and Cerner Corporation and those in the healthcare administrative and

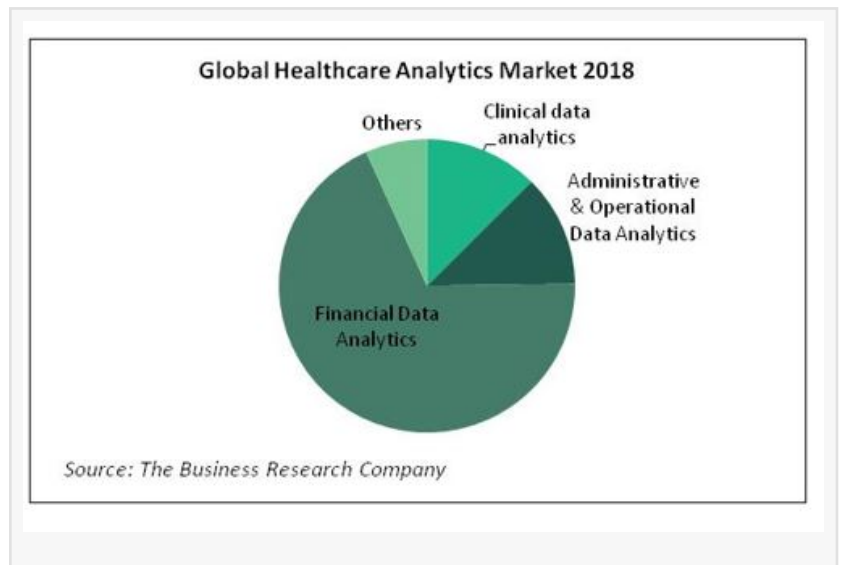
operational data analytics market, similarly, include Verisk Analytics, Mede Analytics, McKesson Corporation, and Truven Health Analytics. The healthcare financial analytics segment is worth over two-thirds of the entire global healthcare data analytics market at present, and although the healthcare clinical data analytics market is growing faster, it will be many years before it overtakes the financial segment. The same applies to the healthcare administrative and operational data analytics market.

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The healthcare financial data analytics industry focuses on the costs and revenues associated with providing healthcare. Key analytic areas include finance and accounting analytics, regulatory compliance analytics, revenue cycle analytics, and strategic positioning analytics. Given increasing demand from consumers for improved healthcare quality and enhanced value, healthcare providers and payers are challenged by to reduce costs, improve outcomes, provide more with less, and be more patient-centric. Market dynamics and competitive pressures require healthcare providers to enhance their understanding of underlying trends in order to differentiate their offering. These pressures make financial healthcare analytics an attractive market.

An alternative way of segmenting the healthcare analytics market is into the healthcare descriptive analytics market, the healthcare predictive analytics market and the healthcare prescriptive analytics market. The healthcare predictive analytics market is the fastest-growing of these segments, closely followed by the healthcare prescriptive analytics market; growth in the healthcare descriptive analytics market is a little slower.



Healthcare Analytics Global Market Opportunities And Strategies To 2022 is one of a series of new industry reports from The Business Research Company that identify opportunities and explain strategies in a range of industries, provide a market overview, analysis and forecasts of market size and industry statistics, market growth rates, market trends, market drivers, market restraints, market revenues, market shares and company profiles of the leading competitors in over 300 industry reports, covering over 2400 market segments and 60 geographies. The industry reports draw on 150,000 datasets. Extensive secondary research is augmented with exclusive insights and quotations from industry leaders obtained through interviews. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modellers.

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Where To Learn More

Read Healthcare Analytics Global Market Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Healthcare data analytics market, healthcare descriptive analytics market, healthcare predictive analytics market, healthcare prescriptive analytics market, healthcare financial data analytics market, healthcare administrative and operational data analytics market, healthcare clinical data analytics market, and others

Data Segmentations: Healthcare analytics global and regional total, and by technology and application segmentation – descriptive analytics, predictive analytics, prescriptive analytics, healthcare financial data analytics, administrative and operational data analytics, clinical data analytics, and others 2014-22 market size and growth rates.

Healthcare Analytics Organizations Covered: IBM (International Business Machines Corporation), Oracle Corporation, McKesson Corporation, Truven Health Analytics (Private Subsidiary), Cerner Corporation.

Regions: North America, Europe, Asia Pacific, ROW (Rest of world)

Time Series: 2014-16 actuals, 2017 estimates, 2018-22 forecasts.

Other Information And Analyses: Porters five forces analysis for healthcare analytics global market, value chain analysis, market drivers, market challenges, company overview, business strategy, financial overview, products and services, recent developments, key M&A and strategic partnerships

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes.

Number of Figures: 20

Number of Tables: 29

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