

Product Innovation And Acquisitions Are Key Strategies For Telemedicine Technology's Leading Players

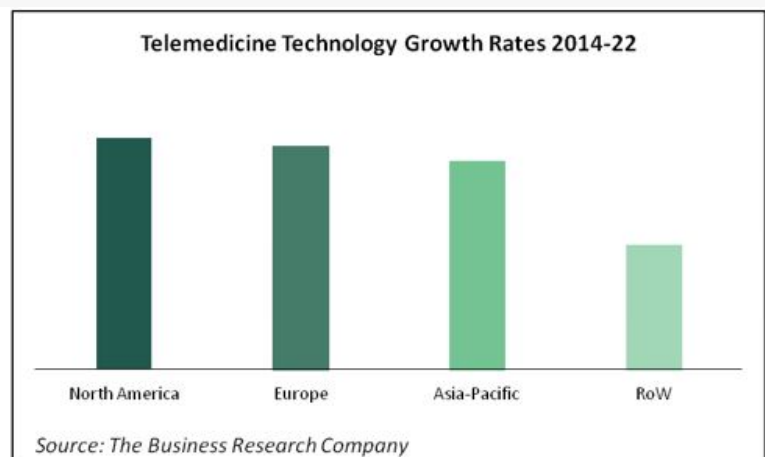
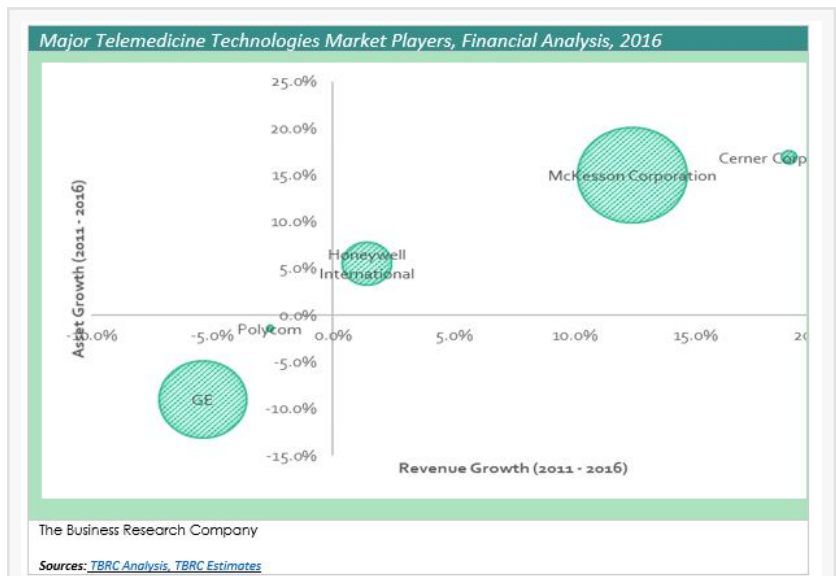
LONDON, GREATER LONDON, UK, September 27, 2018 / EINPresswire.com/ -- Aerotel Medical Systems, McKesson Corporation, Cerner Corporation, GE Healthcare, Polycom and Honeywell Life Care Solutions are leading manufacturers of telemedicine technology, Global Telemedicine Technology Strategies and Opportunities To 2022, a report from [The Business Research Company](#), shows.

Five of the six companies list acquisitions as key strategies, though while Aerotel's strategic acquisitions are aimed at diversifying its product portfolio and McKesson emphasises strategic acquisitions of small market players, for Cerner it is acquisition of key market players, for Honeywell expansion of its product portfolio and to strengthen its geographical reach, while for Polycom the aim is geographical expansion of business through strategic acquisitions.

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Aerotel, McKesson, Cerner, GE Healthcare, and Polycom (but not Honeywell Life Care) also focus on research and development. For Aerotel the aim is diversification of its product portfolio, for McKesson product innovation, for Cerner novel software solutions, for GE healthcare novel technologies, for Polycom research and development activities are 'core' and imply a focus on outsourcing their manufacturing activities to third party vendors.

Of these six companies, McKesson Corporation and Cerner Corporation achieved a strong financial performance both in terms of asset growth and revenue growth during the period 2011 to 2016, while GE and Polycom, in contrast, showed a negative financial performance during that period and Honeywell's performance was weakly positive.



The financials for GE Healthcare and Honeywell Life Care Solutions were not available. Instead, we have considered their parent companies GE and Honeywell International for the financial comparison. The size of the bubbles in the chart represents the 2016 revenues of the businesses.

The products these businesses supply consists of the technological hardware and software and associated services for use in telemedicine. Examples include universal collaboration servers, virtualization management, resource management, recording and streaming, open API's and remote access technologies, desktop video and voice products, software and infrastructure and virtual versions of infrastructure components, immersive studio systems, cameras delivering the highest video quality, surgical robots and software for audio endpoints.

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The global market for telemedicine technology is set to more than double between 2018 and 2022. Telemedicine is defined as the use of information technology and electronic communication to provide healthcare services when patients and healthcare professionals are at different locations. Telemedicine includes the transmission of health images, videoconferencing, e-health portals, and remote monitoring of vital signs.

North America dominates the telemedicine technology market and is growing slightly faster than the other two large regions, Europe and Asia Pacific. Most companies operating in this market, including McKesson, Cerner, Polycom and Honeywell, are headquartered in the United States, where a rising number of patients suffering with chronic diseases due to rapidly population aging, shortage of healthcare professionals, growing requirement of healthcare facilities in remote areas, changing life style habits of the population and lack of proper disease management are expected to increase the demand for remote patient monitoring and to boost the market for telemedicine applications. Early adoption of telemedicine applications in hospitals owing to the increasing cost of healthcare treatments helped the North American region to a leading position in the market and this is expected to continue to 2022. Again, a shortage of healthcare professionals in clinics and hospitals in this region is providing the technology companies with the opportunity of creating applications for healthcare treatment. Technological advances and favourable reimbursement policies are also favouring the growth of this market.

However, the fact that both Europe and the potentially huge market in Asia Pacific are growing at rates close to the North American, endorses the strategic pursuit of geographical expansion being pursued by some telemedical technology companies.

[Telemedicine Technologies Global Market Opportunities And Strategies To 2022](#) is a new series of industry report from The Business Research Company that 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.

Where To Learn More

Read Telemedicine Technologies Global Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Hardware and software, and associated service markets for telemedicine, tele-home, tele-hospital, tele-radiology, tele-consultation, tele-monitoring, tele-surgery and other telemedicine.

Data Segmentations: Telemedicine technology global and regional total market size and growth rates; tele-home, tele-hospital, tele-radiology, tele-consulting, tele-monitoring, tele-surgery and other telemedicine 2014-22.

Telemedicine Technologies Organizations Covered: Aerotel Medical Systems, Cerner Corporation, AMD Telemedicine, GE Healthcare (Subsidiary of GE), Polycom Inc., Honeywell Life Care Solutions.

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

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

Other Information And Analyses: Porter's Five Forces Model for the telemedicine technology market, market drivers, market challenges; company overviews, business strategies, financial overviews, products and services, recent developments, and key executives for six leading telemedicine technology manufacturers.

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

Number of Figures: 23

Number of Tables: 30

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