

Healthcare CRM Market 2021-26: Industry Trends, Market Share, Demand and Future Scope

According to the latest report by IMARC Group, The global healthcare CRM market to grow at a CAGR of 13.8% during 2021-2026.

SHERIDAN, WYOMING, UNITED STATE, October 12, 2021 /EINPresswire.com/ -- According to the latest report by IMARC Group "[Healthcare CRM Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", The global healthcare CRM market exhibited strong growth during 2015-2020. Looking forward, IMARC Group expects the market to grow at a CAGR of 13.8% during 2021-2026.

Healthcare customer relationship management (HCRM) is a software solution that is designed for managing customer-related processes across the healthcare setting. It involves the usage of dashboard and reporting, comprehensive patient management, caregiver management and communication tools to record the patient's information for their profile and scheduling or tracking medical appointments. Apart from this, it is also utilized for providing customers with improved quality support.

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Note: We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Market Trends:

The global market is majorly driven by significant growth in the healthcare sector. With the rising requirement for effective solutions that aid in enhancing the overall healthcare experience for patients, there has been a considerable rise in the demand for efficient HCRM solutions for patient monitoring and streamlining healthcare processes. The market is further driven by widespread integration of these solutions with artificial intelligence (AI), the Internet of Things (IoT), machine learning (ML) and cloud-computing solutions to offer remote monitoring services to patients via chatbots and real-time interactions. Some of the other factors contributing to the market growth include extensive research and development (R&D) activities and the rapid

increase in the number of coronavirus disease (COVID-19) patients requiring hospitalization.

Breakup by Product:

Individual
Referral
Individual and Referral

Breakup by Application:

Community Outreach
Case Coordination
Case Management
Relationship Management

Breakup by Technology:

Cloud-based
Mobile
Social
Collaborative
Predictive

Breakup by End Use:

Payers
Providers
Life Science Companies

Market Breakup by Region:

North America (United States, Canada)
Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
Latin America (Brazil, Mexico, Others)
Middle East and Africa

Competitive Landscape with Key Player:

Accenture Plc
AllScripts Healthcare Solutions Inc
Amdocs
Aspect Software Inc

International Business Machines Corporation
Microsoft Corporation
Oracle Corporation
Salesforce.com inc
SAP SE
Siemens Healthineers AG (Siemens AG).

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As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

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