

CRM In Healthcare Industry Reach US\$ 25.7 Billion by 2027, at a CAGR of 12.8%

The global healthcare CRM market reached a value of US\$ 12.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 25.7 Billion by 2027

SHERIDAN, WYOMING, UNITED STATES, October 4, 2022 /EINPresswire.com/ -- According to the latest report by IMARC Group "[Healthcare CRM Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027](#)", The global healthcare CRM market reached a value of US\$ 12.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 25.7 Billion by 2027, exhibiting a CAGR of 12.8% during 2022-2027.



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).

Key Highlights of the Report:

Market Performance (2016-2021)
Market Outlook (2022-2027)
Market Trends
Market Drivers and Success Factors
Impact of COVID-19
Value Chain Analysis
Comprehensive mapping of the competitive landscape

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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.

If you want latest primary and secondary data (2022-2027) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours of receiving full payment.

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Elena Anderson
IMARC Services Private Limited
+1 6317911145
[email us here](#)

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