

Healthcare CRM Market Size Worth US\$ \$37.62 Billion by 2030 at 14.1 CAGR with Analysis of 5 Key Regions, 10+ Companies

PORTLAND, OREGON, UNITED STATES, October 7, 2022 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "healthcare CRM market by component, application, deployment model, end user, and region: Global Opportunity Analysis and Industry Forecast, 2021–2030," global [healthcare CRM market size](#) was valued at \$9.7 Billion in 2020, and is projected to reach \$36.7 Billion by 2030, growing at a CAGR of 14.1% from 2021 to 2030. In 2020, North America region dominated the global healthcare CRM market accounting for 43.5% share of the market.



Healthcare CRM Market Forecast

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The rising geriatric population worldwide is expected to increase the demand for healthcare CRM for online appointment scheduling and patient care services, driving the growth of the global healthcare CRM market. . The rise and adoption of new technologies in various industries and the growing need to innovate in the areas of customer engagement, support and health product marketing are driving the growth of the global healthcare CRM market. Using a CRM system can provide companies with clear insight into customer behavior. Project managers can review all information on one platform, allowing them to make decisions quickly for them. It provides a customized dashboard that can detail a customer's history with the organization, their status, and any outstanding customer service issues, which is driving the growth of the global healthcare CRM market.

The rising demand for more effective marketing communication solutions and the rising demand for improving the patient experience in the healthcare industry are fueling the growth of the global healthcare CRM market. In addition, the increase in government initiatives across the world to emphasize the importance of greater focus on improving the health industry and

quality of care is driving the growth of the global healthcare CRM market.

Global Healthcare CRM Market - COVID-19 Impact and Outlook
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The demand for healthcare CRM from patients to get easy access to treatment through virtual patient care, home care, mobile monitoring and disease counseling is driving the growth of the global healthcare CRM market. Major players such as IBM, Salesforce.Com Inc and SAP SE are embracing collaboration as a key development strategy to enhance the service portfolio of healthcare CRM products. For example, in 2018, IBM entered into a partnership with Salesforce. The partnership combines IBM's Cloud and Watson services with Salesforce Quip and Salesforce Einstein cloud services to help organizations better align with customers.

Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America. The market is expected to grow significantly over the forecast period 2020.

Key players in the market include IBM, Salesforce.Com Inc, Microsoft Corporation, Oracle Corporation, Pegasystems Inc, Sage Group Plc, SAP SE, SugarCRM, Zoho Corporation Pvt Ltd, Cerner Corporation, and Keona Health.

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Global Healthcare CRM Market - COVID-19 Impact and Outlook

By Component

Software

Services

By Application

Marketing & Analytics

Marketing

CRM Analytics

Others

By Deployment Model

Hybrid-Cloud

Hybrid

Cloud

By End User

Healthcare Providers

Hospitals

Ambulatory Care Centers
Diagnostics & Imaging Centers
Pharmacies
Others
Healthcare Payers
Private Payers
Public Payers

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North America
U.S.
Canada
Mexico
Europe
Germany
Spain
UK
France
Rest of Europe
Asia-Pacific
China
Japan
India
South Korea
Rest of Asia-Pacific
LAMEA
Latin America
Middle East
Africa

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David Correa

Allied Analytics LLP

800-792-5285

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