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Healthcare CRM Market Size Is Projected To Reach USD 31.5 billion By 2030, Growing At A CAGR Of 10.6% | MRFR

Healthcare CRM Market: Information by Type (Operational CRM), Component, Mode of Delivery, Application , End User and Region - Global Forecast till 2030

NEW YORK CITY, NEW YORK, USA, April 18, 2023 /EINPresswire.com/ -- The healthcare CRM (Customer Relationship Management) market refers to the use of technology and software systems to manage interactions and relationships with patients, customers, and stakeholders

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in the healthcare industry. The primary goal of healthcare CRM is to improve patient engagement, streamline communication, and enhance patient satisfaction and loyalty.

The healthcare CRM market was valued USD 12.7 billion in 2021 and is expected to reach USD 31.5 billion by 2030 at 10.6% CAGR during the forecast period 2022-2030.

The healthcare CRM market has experienced significant growth in recent years, driven by factors such as the increasing need for efficient healthcare systems, the rising demand for patient-centric care, and the growing adoption of digital technologies in healthcare.

Key Players

Some of the key players in the healthcare CRM market include Salesforce, Microsoft, SAP, Oracle, Accenture, IBM, and Cerner. These companies offer a wide range of healthcare CRM solutions, including patient engagement platforms, healthcare analytics tools, and healthcare customer service solutions.

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Market Segmentation

The healthcare CRM market can be segmented based on various factors, including:

Deployment Mode: Cloud-based and On-premises

Component: Software and Services

Application: Case Coordination & Management, Referral Management, Patient Management, and Others

End-User: Healthcare Providers, Payers, Life Sciences Companies, and Others

Region: North America, Europe, Asia Pacific, Latin America, and Middle East & Africa

Based on deployment mode, cloud-based solutions are expected to dominate the market owing to their benefits such as scalability, flexibility, and cost-effectiveness. Based on components, software solutions are expected to hold a larger market share due to their increasing adoption for patient engagement and relationship management.

In terms of applications, patient management is expected to hold the largest market share due to the increasing demand for patient-centric care and rising adoption of digital technologies. Healthcare providers are expected to hold the largest market share among end-users, owing to the increasing adoption of healthcare CRM solutions to improve patient engagement and satisfaction.

Geographically, North America is expected to hold the largest market share due to the presence of major players in the region and the increasing adoption of healthcare IT solutions. However, the Asia Pacific region is expected to witness the highest growth due to the increasing investments in healthcare IT infrastructure and the growing adoption of digital technologies in healthcare.

Regional Analysis

The healthcare CRM market is segmented into several regions, including North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa.

North America is the largest market for healthcare CRM, owing to the high adoption of advanced technologies in the healthcare industry and the presence of major players in the region. The US is the largest market in North America, followed by Canada.

Europe is the second-largest market for healthcare CRM, driven by the increasing demand for patient-centric care, the growing adoption of healthcare IT solutions, and the rising need for

cost-effective healthcare systems. The UK, Germany, France, and Italy are some of the major markets in Europe.

The Asia Pacific region is expected to witness the highest growth in the healthcare CRM market during the forecast period. This growth can be attributed to the increasing investments in healthcare IT infrastructure, the rising adoption of digital technologies in healthcare, and the growing demand for advanced healthcare solutions in countries such as China, India, and Japan.

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Latin America and the Middle East and Africa regions are also expected to witness significant growth in the healthcare CRM market due to the increasing adoption of healthcare IT solutions and the rising demand for advanced healthcare services in these regions.

Overall, the global healthcare CRM market is expected to witness significant growth in the coming years, driven by the increasing demand for patient-centric care, the rising need for cost-effective healthcare solutions, and the growing adoption of digital technologies in healthcare.

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Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: https://www.marketresearchfuture.com

Prateek Raonka
Market Research Future
+ +1 (855) 661-4441
email us here