

# Global Medical Talent Management IT Market Thrives as Demand for High-Quality Healthcare Drives

*The global medical talent management market size was USD 5.3 billion in 2022, and is expected to reach a value of USD 10.14 billion in 2032*

NEW YORK , NY, UNITED STATES, July 7, 2023 /EINPresswire.com/ -- The global [Medical Talent Management IT Market](#) is experiencing significant growth and

is expected to continue expanding in the forecast period. In 2022, the market size reached USD 5.3 billion, and it is projected to reach USD 10.14 billion by 2032, with a steady compound annual growth rate (CAGR) of 6%. The increasing demand for medical personnel, particularly in nursing, is a key driver behind the market's revenue growth. The aging population and rising healthcare needs necessitate a larger and more competent nursing workforce. To address this challenge, healthcare companies are seeking ways to optimize their workforce. Medical talent management software plays a crucial role in identifying areas where staffing can be improved and ensuring better alignment of employees with patient needs.

Another driving factor for the adoption of medical talent management software is the growing demand for high-quality healthcare. Patients are becoming more knowledgeable about their healthcare options and are demanding higher-quality care. In response, healthcare organizations are utilizing medical talent management software to attract, develop, and retain the best employees while ensuring that their staff delivers the finest possible treatment. By leveraging this software, healthcare providers can effectively match employee skills with patient requirements, leading to improved patient outcomes and overall service quality.

The global medical talent management market presents significant opportunities for healthcare organizations to address workforce challenges and enhance the quality of care provided. With the adoption of advanced software solutions, healthcare providers can better manage their talent pool, improve workforce efficiency, and ultimately meet the growing demand for high-quality healthcare services.



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## Segments Covered in the Report

The medical talent management market can be segmented based on various factors to gain a comprehensive understanding of its dynamics. The segments covered in this market analysis include:

### Product Type Outlook:

- Software
- Services

### Deployment Outlook:

- Cloud-based
- On-premises

### End-use Outlook:

- Hospitals
- Clinics
- Other Healthcare Facilities

### Regional Scope:

The market analysis extends to several regions across the globe, including:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

Country Scope:

The market analysis further delves into specific countries, including:

- United States
- Canada
- United Kingdom
- Germany
- France
- BENELUX (Belgium, Netherlands, Luxembourg)
- China
- India

Japan  
South Korea  
Brazil  
Saudi Arabia  
United Arab Emirates (UAE)  
Turkey

These segments and regions provide a comprehensive view of the medical talent management market, allowing for a detailed analysis of the product types, deployment methods, end-use sectors, and geographical reach within the industry.

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Strategic development:

In 2021, Oracle Corporation made an announcement regarding the acquisition of ClearTrial, a cloud-based platform specializing in clinical trial operations and analytics. This strategic move aimed to bolster Oracle's capabilities in the field of clinical trial management, improving the efficiency and effectiveness of the drug development process.

Also in 2020, Workday, Inc. revealed its acquisition of Peakon, a cloud-based platform focusing on employee engagement and performance management. By integrating Peakon into its operations, Workday aimed to strengthen its talent management offerings, providing a more comprehensive view of employee performance and engagement.

IBM Watson Health, in another strategic move in 2020, announced a partnership with Merge Healthcare, a provider of medical imaging management solutions. This collaboration aimed to integrate IBM's Watson Health technology with Merge's platform, enhancing the speed and accuracy of medical diagnosis and treatment through advanced imaging capabilities.

SAP SE, in 2020, disclosed its acquisition of Qualtrics, a cloud-based platform specializing in experience management. This acquisition aimed to enhance SAP's customer and employee experience capabilities, allowing for a more comprehensive approach to talent management.

Additionally, Mercer LLC, in 2020, completed the acquisition of Mettl, a cloud-based talent assessment platform. This strategic move aimed to strengthen Mercer's talent assessment and development capabilities, providing a more data-driven approach to talent management.

These strategic developments and acquisitions by leading companies in the industry signify the importance of enhancing capabilities in clinical trial management, talent assessment, employee engagement, and experience management. By leveraging advanced technologies and integrating complementary platforms, these companies aim to improve various aspects of talent management and drive overall organizational success.

## Competitive Landscape:

The competitive landscape of the talent management market is composed of several key players who play a significant role in shaping the industry. These companies offer a wide range of talent management solutions and services to cater to the diverse needs of organizations. Some of the prominent players in this market include:

**Mercer LLC:** Mercer LLC is a global consulting firm specializing in talent management and human resources. With its extensive expertise and solutions, Mercer provides comprehensive talent management services to help organizations attract, develop, and retain top talent.

**Towers Watson & Co.:** Towers Watson & Co. is a leading professional services firm that offers talent management solutions. The company focuses on providing organizations with insights and strategies to optimize their talent acquisition, development, and retention processes.

**IBM Watson Health:** IBM Watson Health is a division of IBM that specializes in healthcare technology and talent management solutions. Leveraging its advanced analytics and AI capabilities, IBM Watson Health provides innovative solutions to optimize talent management in the healthcare industry.

**Oracle Corporation:** Oracle Corporation offers a comprehensive suite of talent management solutions. With its cloud-based platforms, Oracle enables organizations to streamline their talent acquisition, performance management, and learning and development processes.

**Workday, Inc.:** Workday, Inc. is a leading provider of cloud-based human capital management solutions. The company offers a range of talent management modules, including recruitment, performance management, and succession planning, to help organizations effectively manage their workforce.

**SAP SE:** SAP SE is a multinational software corporation that provides talent management solutions to organizations across various industries. SAP's talent management offerings focus on aligning HR processes with business objectives to improve organizational performance.

**ADP, LLC:** ADP, LLC is a global provider of comprehensive talent management solutions, including payroll, benefits administration, and performance management. The company's solutions help organizations streamline their talent management processes and improve operational efficiency.

**Kronos Incorporated:** Kronos Incorporated specializes in workforce management solutions, including talent acquisition and retention. The company's offerings enable organizations to optimize workforce productivity and align talent strategies with business goals.

**Ceridian HCM, Inc.:** Ceridian HCM, Inc. provides cloud-based human capital management solutions, including talent management. The company's offerings focus on improving employee engagement, performance, and development through intuitive and integrated platforms.

**Automatic Data Processing, Inc. (ADP):** ADP is a leading provider of talent management solutions and services. The company offers a range of solutions, including payroll, benefits, and talent acquisition, to help organizations effectively manage their workforce.

These companies, along with other players in the market, compete in terms of product innovation, scalability, and customer service to establish their presence and gain a competitive

edge in the talent management market. They continue to invest in technology advancements and strategic partnerships to cater to the evolving needs of organizations in managing their talent effectively.

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In conclusion, the global Medical Talent Management IT Market is highly competitive, with a few major players dominating the market. These companies are actively involved in developing new technologies and products, investing in research and development, and engaging in strategic partnerships and collaborations to maintain their market share and drive revenue growth.

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