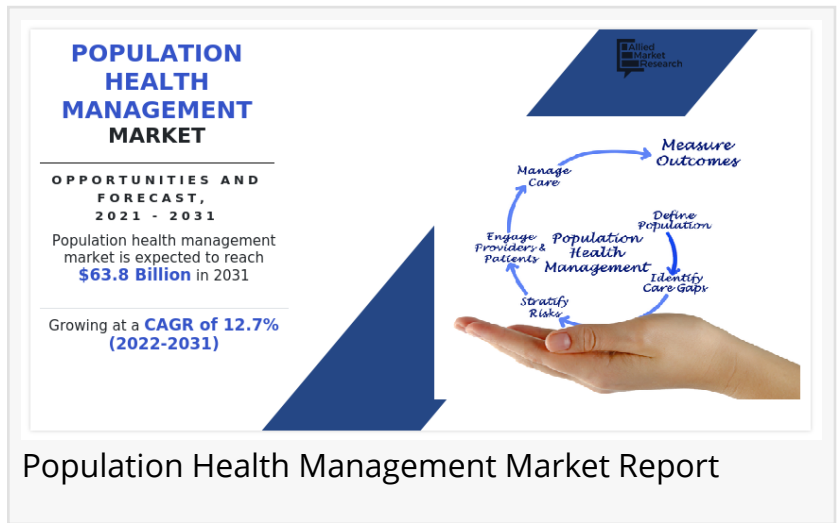


Population Health Management Market Forecast: \$63.8 Billion by 2031 with a 12.7% CAGR

PORTLAND, OREGON, UNITED STATES, June 5, 2024 /EINPresswire.com/ -- [Population health management market](https://www.alliedmarketresearch.com/population-health-management-market) was valued at \$19.2 billion in 2021, and is estimated to reach \$63.8 billion by 2031, growing at a CAGR of 12.7% from 2022 to 2031. Population health management is a method of providing primary health care that incorporates active outreach and community participation in healthcare delivery. Its primary purpose is to collect, and analyze clinical data from a patient's healthcare setting in order to identify possibilities to enhance the patient's health and the provider's financial outcomes. This strategy moves primary care service delivery from reactive to proactive management of a population group.



Key players in the market include:

Nextgen Healthcare, Inc, I2I Population Health, Oracle Corporation (Cerner Corporation), Health Care Service Corporation (Medecision), UnitedHealth Group (Optum, Inc), Arcadia, International Business Machines Corporation (IBM Watson Health), Health Catalyst, Inc, Cedar Gate Technologies, Llc (Enli Health Intelligence), Health EC, Llc, Cotiviti, Inc, Koninklijke Philips N.V (Philips Wellcentive), Epic Systems Corporation, Eclinicalworks, AthenaHealth, Inc., Allscripts Healthcare Solutions, Inc., Lightbeam

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Market growth may be hindered due to high implementation costs for healthcare organizations. These costs include software licensing, hardware

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infrastructure, customization, and continuous maintenance.

Smaller providers in the US, for instance, face significant financial constraints, making it challenging for them to adopt these advanced technologies. Consequently, a digital health technology adoption gap exists, potentially limiting market expansion during the forecast period.

The Population Health Management market faces several challenges in delivering effective care and improving patient outcomes. These include the need to decipher complex data and deliver personalized care to large populations (Data, Analytics, Patient, Outcomes). Costs and resources are also significant concerns (Costs, Resources).

Additionally, integrating care across various settings and coordinating efforts among multiple providers can be challenging (Coordination, Providers). Lastly, ensuring equity and access to care for all populations is a critical issue (Equity, Access). Addressing these challenges requires innovative solutions and a commitment to continuous improvement (Innovation, Improvement).

Depending on mode of delivery, the population health management industry is divided into on-premise and on-cloud. The on-premise segment dominated the market in 2021, owing to solution personalization, reduced risk of data breaches, and the opportunity to reuse existent servers. The cloud-based segment is expected to witness highest CAGR of 13.3% during the forecast period owing to higher efficiency, security and increased accessibility.

Depending on end user, the PHM market is divided into healthcare providers, healthcare payers and others. The healthcare providers segment dominated the market in 2021, owing to surge in the demand for population health management solutions as they improve clinical outcomes by assisting in disease management and lowering of healthcare cost. The healthcare payers segment is expected to witness highest CAGR of 13.8% during the forecast period owing to increase in demand for population health management solutions by the healthcare payers, owing to increase in need for no third party involvement in the process.

North America accounted for a majority of the global population health management market share in 2021, and is anticipated to remain dominant during the forecast period. This is attributed to technological advancements in population health management solutions, integration of advanced software & data analytics, and presence of key players in the region. However, Asia-Pacific is anticipated to witness notable PHM industry growth, owing to rise in geriatric population, development of healthcare infrastructure and increase in investments projects in the region.

The population health management market growth driving factors are the increasing global population especially the geriatric population, surge in the number of per capita healthcare expenditure, rise in utilization of Internet of things (IoT) for healthcare. In addition, surge in personalization of medicines, and rising investments in the healthcare industry are the leading population health management market trends. However, data breaches and high investment cost may hinder the growth of the market. Conversely, plethora of product development in the upcoming years and key developmental strategies aimed at increasing the awareness and its accessibility by the healthcare providers & players is opportunistic for investment purpose.

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David Correa

Wilmington, Delaware, United States

USA/Canada (Toll Free): +1-800-792-5285, +1-503-894-6022,

UK: +44-845-528-1300

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1(855)550-5975

help@alliedmarketresearch.com

Web: <https://www.alliedmarketresearch.com>

David Correa

Allied Market Research

+ 18007925285

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