

Middle East and Africa Patient Engagement Technology Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Component (Services, Hardware, and Software), Therapeutic Area (Fitness, Chronic Diseases, Women's Health, and Others), Delivery Mode (Cloud-Based and On-Premises), Application (Health Management, Financial Health Management, Home Healthcare Management, and Others), and End User (Patients, Payers, Providers, and Others)

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AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The MEA patient engagement technology market is expected to grow from US\$ 1,362.41 million in 2022 to US\$ 3,605.10 million by 2028; it is estimated to grow at a CAGR of 17.6% from 2022 to 2028.

Technological advancements will have a significant impact on the healthcare industry. Smartphones are one of the fastest-growing segments in the technology sector. Hospitals are making significant investments in smartphone and secure mobile platforms to enable communications between clinicians and patients. For example, purpose-built devices can be integrated with in-hospital patient call systems, so nurses are paged when a patient hits the call button, further increasing responsiveness. The increasing penetration of smartphones and growing wireless network technology support improvements in digital healthcare systems with novel opportunities to address more challenges associated with accessibility, quality, effectiveness, efficiency, and healthcare costs. Smartphones are widely used by patients for accessing healthcare applications, such as medical reports. The increasing use of smartphones is expected to trigger the use of mobile-based applications by healthcare providers and patients to streamline workflow and avoid inconveniences, such as hospital waiting time, availability of admission beds, etc., which will provide significant opportunities for patient engagement technology market players across the region.

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With new features and technologies, vendors can attract new customers and expand their footprints in emerging markets. This factor is likely to drive the MEA patient engagement technology market at a notable CAGR during the forecast period.

MEA Patient Engagement Technology Market Revenue and Forecast to 2028 (US\$ Million)

MEA Patient Engagement Technology Market Segmentation

The MEA patient engagement technology market is segmented based on component, therapeutic area, delivery mode, application, end user, and country. Based on component, the MEA patient engagement technology market is segmented into services, hardware, and software. The software segment dominated the market in 2022. Based on therapeutic area, the MEA patient engagement technology market is segmented into fitness, chronic diseases, women's health, and others. The chronic diseases segment dominated the market in 2022. Based on delivery mode, the MEA patient engagement technology market is bifurcated into cloud-based and on-premises. The cloud-based segment dominated the market in 2022. Based on application, the MEA patient engagement technology market is segmented into health management, financial health management, home healthcare management, and others. The health management segment dominated the market in 2022. Based on end user, the MEA patient engagement technology market is segmented into patients, payers, providers, and others. The providers segment dominated the market in 2022. Based on country, the MEA patient engagement technology market is categorized into the UAE, Saudi Arabia, South Africa, and the Rest of MEA. Further, Saudi Arabia dominated the market in 2022.

AdvancedMD, Inc.; Allscripts Healthcare, LLC; Cerner Corporation; Epic Systems Corporation; McKesson Corporation; and Orion Health Group of Companies are among the leading companies in the MEA patient engagement technology market.

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