# Global Healthcare Middleware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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**Report description:**

The Global Healthcare Middleware Market size is estimated at USD 3.15 billion in 2024, and is expected to reach USD 5.05 billion by 2029, growing at a CAGR of 9.87% during the forecast period (2024-2029).

The Healthcare middleware market is growing at a rapid pace owing to the factors such as the use of advanced devices and big data in the management of the healthcare systems coupled with the developing healthcare infrastructure across the globe. In addition, rising healthcare investments by the government and the adaptation of applications and cloud-based services by healthcare providers for better health management for patients are augmenting the demand for middleware systems in healthcare.

The COVID-19 pandemic increased the demand and deployment rate of the healthcare software solutions and tools used by healthcare providers and other users to streamline the procedures, and resource allocation and get the impactful result from the available data for the research and development of diagnostics tests and treatment of COVID-19 along with the vaccine development. The importance of data analysis has increased tremendously over years and the pandemic has also led to a significant impact on the growth of the market. The studies have revealed that there has been increasing usage of big data in healthcare to fight against the Covid-19 pandemic. For instance, a Sage Journal article titled 'Review of the role of big data and digital technologies in controlling COVID-19 in Asia: Public health interest vs. privacy' published in March 2021 concluded that during COVID-19, Singapore, Taiwan, South Korea, and Hong Kong have demonstrated the enormous potential that digital technologies and big data have in facilitating and strengthening traditional public health measures to combat the spread of SARS-CoV-2. The implementation of big data for controlling the pandemic is also propelling the growth of the healthcare middleware market.

Population health brings together an understanding of population needs (public health) through Big Data, patient engagement, and health and care delivery. It is the aggregation of patient data across multiple health technology resources, into a single actionable record that provides a comprehensive clinical picture of patients to the healthcare providers. The health systems have huge data at their disposal and utilizing this data effectively can lead to the development of population health management strategies effectively.

Hence, owing to the rising significance of technology in healthcare, the market studied is believed to witness healthy growth over the forecast period.

Healthcare Middleware Market Trends

Cloud Based Software is Believed to Witness Significant Growth Over the Forecast Period

Cloud-based solutions are comparatively newer approaches and are mostly used by organizations that lack the internal infrastructure to support them. The installation cost of this software is lower than the on-premise systems. Moreover, this software eradicates the need for in-house maintenance, which is likely to be the prime factor driving their increasing demand. The cloud-based delivery model makes the software extremely flexible regarding scalability (pay-as-you-go storage utilization). It simplifies and consolidates storage resources to reduce costs and enhance workflow by eliminating departmental silos of clinical information. Increasing adoption of these platforms by hospitals and other healthcare facilities is driving segment growth. Remote access to data, real-time data tracking, and a simpler complex physical ecosystem are notable benefits associated with cloud-based systems.

The factors such as recent product launches and other strategies such as mergers and acquisitions adopted by the key market players will boost the segment growth. For instance, in March 2022, Microsoft launched Azure Health Data Services. It is a platform-as-a-Service that allows organizations to upload, store, manage and analyze healthcare data in the open standards Fast Healthcare Interoperability Resources (FHIR)and Digital Imaging and Communications in Medicine (DICOM). Such launches are propelling the growth of the market. Additionally, the partnership among the market players is also augmenting the growth of the market segment. For Instance, in March 2022, Snowflake launched the Healthcare and Life Sciences Data Cloud. It will enable healthcare companies to have a single, integrated, and cross-cloud data platform that eliminates technical and institutional data silos. This will enable organizations to securely centralize, integrate, and exchange critical and sensitive data at scale. Snowflake ensures high levels of data security and governance, and its built-in capabilities and extended partner network allow companies to meet compliance requirements and satisfy industry regulations.

Thus, the above-mentioned factors are expected to contribute to the segment growth over the forecast period.

North America is Expected to have Significant Market Share in the Healthcare Middleware Market

North America is believed to witness a significant share in the healthcare middleware market whereas the United States is expected to dominate the region. The United States has a vast array of patient information. To easily analyze this data, pharmaceutical and biopharmaceutical companies have been accumulating years of research and development data into medical databases, while payers and providers have digitized their patient records over the last decade.

Recent advancements in technology and strategic collaborations among various companies are playing a key role in market growth. For instance, in February 2021, Fourteen leading healthcare providers partnered to form Truveta, a new company that will leverage healthcare analytics for enhanced care insights. The providers involved in the effort include AdventHealth, Advocate Aurora Health, Baptist Health of Northeast Florida, Bon Secours Mercy Health, CommonSpirit Health, Hawaii Pacific Health, Henry Ford Health System, Memorial Hermann Health System, Northwell Health, Novant Health, Providence health system, Sentara

Healthcare, Tenet Health, and Trinity Health. The company's platform by using the normalizing structured and unstructured data types from across those major health systems will help to drive approaches to diagnoses, geographies, and demographics.

Furthermore, the launch of new platforms is also boosting the growth of the market. For Instance, in April 2021, Mayo Clinic launched a new platform named the Remote Diagnostic and Management Platform (RDMP) for analyzing data from mHealth Devices used in remote patient monitoring and telehealth programs and applying AI tools for diagnosis and decision support.

Thus, owing to the abovementioned factors, the studied market in the United States is expected to show lucrative growth over the forecast period.

Healthcare Middleware Industry Overview

Global healthcare middleware market is moderately consolidated and competitive. Market players are focusing on product innovations, new product launches and regional expansions to increase their market share. The key market players operating in the market include Informatica, Epic Systems Corporation, Microsoft Corporation, Fujitsu Ltd., and Orion Health group among others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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