United States Patient Referral Management Software Market By Type (Inbound, Outbound), By Deployment Mode (Cloud & Web-based, On-premise), By End User (Providers, Payers, Patients, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-06-13 | 82 pages | TechSci Research

AVAILABLE LICENSES:

- Single User License $3500.00
- Multi-User License $4500.00
- Custom Research License $7000.00

Report description:

Market Overview
The United States Patient Referral Management Software Market was valued at USD 7.18 Billion in 2024 and is projected to reach USD 18.10 Billion by 2030, growing at a CAGR of 16.64%. The market is witnessing rapid expansion as healthcare organizations strive for greater efficiency, coordination, and patient-centric care. Fragmented and manual referral processes in traditional settings have led to inefficiencies, including delayed treatments and patient leakage. In response, hospitals, physician groups, and integrated care networks are adopting digital referral management platforms to streamline workflows, ensure timely specialist access, and improve clinical outcomes. These tools also help providers meet payer requirements, reduce administrative burdens, and increase referral completion rates, directly benefiting operational and financial performance. Technologies like artificial intelligence and analytics are increasingly embedded in referral software, enabling data-driven matching of patients with appropriate specialists based on clinical profiles and geographic proximity. Seamless integration with electronic health records (EHRs), improved interoperability, and secure communication tools are enhancing continuity of care, while innovation continues to focus on minimizing redundancies and elevating the patient experience.
Key Market Drivers
Rising Need for Coordinated and Integrated Healthcare Delivery
The rising demand for coordinated and integrated healthcare is a major factor driving the United States Patient Referral Management Software Market. Fragmented care delivery, involving numerous providers and specialties, increases the risk of miscommunication and treatment delays. Referral management software addresses these gaps by providing centralized workflows that streamline data sharing and enable accurate tracking and follow-ups across all stakeholders. Although over 80% of

U.S. hospitals had adopted EHR systems by 2017-spurred by the federal HITECH Act-many still lack full integration across care settings. Referral platforms help bridge this gap by enhancing provider collaboration, minimizing duplicate testing, and reducing manual data entry. Studies show that such tools improve clinical decision-making, reduce errors, and strengthen provider-provider and provider-patient communication, aligning well with the goals of value-based care delivery.

Key Market Challenges

Interoperability Issues Across Healthcare Systems

Interoperability remains a key challenge for the widespread adoption of patient referral management software. Healthcare organizations operate across a variety of EHRs, legacy systems, and practice management platforms that often lack the standardization necessary for seamless communication. This results in fragmented data ecosystems, making it difficult to access or share patient information efficiently. Delays in data exchange can cause missed or duplicated referrals and hinder treatment coordination. Integrating referral solutions with these disparate systems requires custom development and ongoing maintenance, increasing both cost and complexity. These hurdles are particularly pronounced for smaller healthcare providers with limited IT resources, slowing down digital transformation in those settings.

Key Market Trends

Shift Toward Cloud-Based and SaaS-Based Referral Solutions

A key trend reshaping the United States Patient Referral Management Software Market is the growing preference for cloud-based and SaaS-based platforms. These solutions offer scalability, cost efficiency, and operational flexibility that traditional on-premise systems lack. Cloud-based tools allow providers to access referral management systems remotely and collaborate across care teams at multiple locations. The model reduces the burden of infrastructure management, enabling facilities-especially small to mid-sized ones-to implement advanced solutions without significant upfront investment. These platforms also facilitate real-time updates, secure data exchange, and seamless integration with EHRs, diagnostic tools, and patient engagement systems. Their ability to support telehealth services and remote care coordination further positions them as critical components of modern healthcare infrastructure.

Key Market Players

- WellSky Corporation
- Veradigm Inc.
- Athena Health
- Cerner Corporation
- Eceptionist, Inc.
- eHealth Technologies
- Insync Healthcare
- BlockitNow, Inc.
- Novari Health
- Dock Health, Inc.

Report Scope:

In this report, the United States Patient Referral Management Software Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- United States Patient Referral Management Software Market, By Type:
o Inbound
o Outbound
- United States Patient Referral Management Software Market, By Deployment Mode:
o Cloud & Web-based
o On-premise
- United States Patient Referral Management Software Market, By End User:
o Providers
o Payers
o Patients

o Others
- United States Patient Referral Management Software Market, By Region:
o North-East
o Mid-West
o West
o South
Competitive Landscape
Company Profiles: Detailed analysis of the major companies present in the United States Patient Referral Management Software Market.
Available Customizations:
United States Patient Referral Management Software Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:
Company Information
- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Product Overview
1.1. Market Definition
1.2. Scope of the Market
1.2.1. Markets Covered
1.2.2. Years Considered for Study
1.2.3. Key Market Segmentations
2. Research Methodology
2.1. Objective of the Study
2.2. Baseline Methodology
2.3. Key Industry Partners
2.4. Major Association and Secondary Sources
2.5. Forecasting Methodology
2.6. Data Triangulation & Validation
2.7. Assumptions and Limitations
3. Executive Summary
3.1. Overview of the Market
3.2. Overview of Key Market Segmentations
3.3. Overview of Key Market Players
3.4. Overview of Key Regions/Countries
3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. United States Patient Referral Management Software Market Outlook
5.1. Market Size & Forecast
5.1.1. By Value
5.2. Market Share & Forecast
5.2.1. By Type (Inbound, Outbound)
5.2.2. By Deployment Mode (Cloud & Web-based, On-premise)
5.2.3. By End User (Providers, Payers, Patients, Others)
5.2.4. By Region
5.2.5. By Company (2024)

5.3. Market Map
6. North-East Patient Referral Management Software Market Outlook
6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Type
6.2.2. By Deployment Mode
6.2.3. By End User
7. Mid-West Patient Referral Management Software Market Outlook
7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Type
7.2.2. By Deployment Mode
7.2.3. By End User
8. West Patient Referral Management Software Market Outlook
8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Type
8.2.2. By Deployment Mode
8.2.3. By End User
9. South Patient Referral Management Software Market Outlook
9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Type
9.2.2. By Deployment Mode
9.2.3. By End User
10. Market Dynamics
10.1. Drivers
10.2. Challenges
11. Market Trends & Developments
11.1. Merger & Acquisition (If Any)
11.2. Product Launches (If Any)
11.3. Recent Developments
12. Disruptions: Conflicts, Pandemics and Trade Barriers
13. Policy & Regulatory Landscape
14. United States Economic Profile
15. United States Patient Referral Management Software Market: SWOT Analysis
16. Porter's Five Forces Analysis
16.1. Competition in the Industry
16.2. Potential of New Entrants
16.3. Power of Suppliers
16.4. Power of Customers
16.5. Threat of Substitute Products
17. Competitive Landscape

17.1. WellSky Corporation
17.1.1. Business Overview
17.1.2. Company Snapshot
17.1.3. Products & Services
17.1.4. Financials (As Reported)
17.1.5. Recent Developments
17.1.6. Key Personnel Details
17.1.7. SWOT Analysis
17.2. Veradigm Inc.
17.3. Athena Health
17.4. Cerner Corporation
17.5. Eceptionist, Inc.
17.6. eHealth Technologies
17.7. Insync Healthcare
17.8. BlockitNow, Inc.
17.9. Novari Health
17.10. Dock Health, Inc.
18. Strategic Recommendations
19. About Us & Disclaimer

United States Patient Referral Management Software Market By Type (Inbound, Outbound), By Deployment Mode (Cloud & Web-based, On-premise), By End User (Providers, Payers, Patients, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-06-13 | 82 pages | TechSci Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$3500.00
	Multi-User License	$4500.00
	Custom Research License	$7000.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	

Date	2026-03-16
Signature	