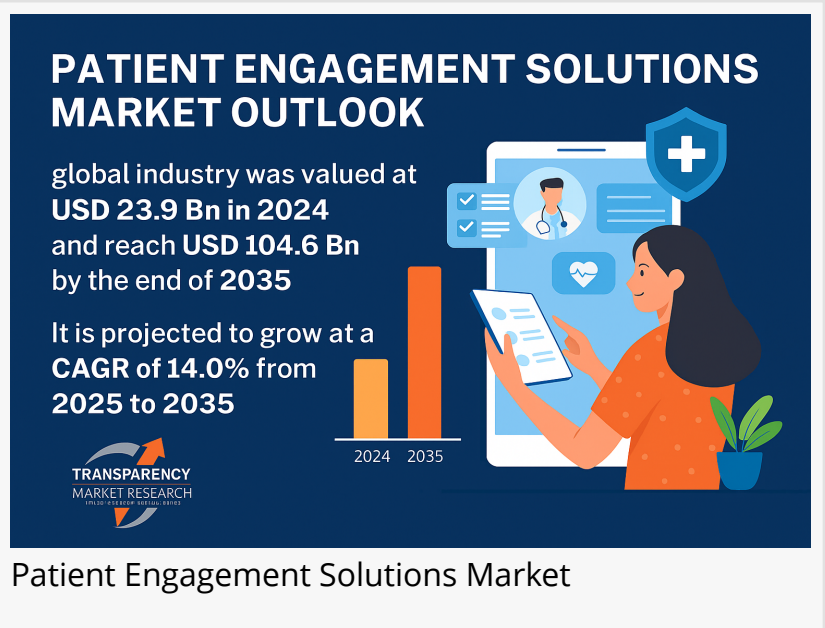# EINPRESSWIRE

Patient Engagement Solutions Market to Soar to USD 104.6 Billion by 2035 | Analysis Report by TMR

The shift toward value-based care models, which emphasize long-term results over episodic treatment, also drives the adoption of engagement technology.

WILMINGTON, DE, UNITED STATES, August 28, 2025 /EINPresswire.com/ -- The global Patient Engagement Solutions Market was valued at USD 23.9 billion in 2024 and is projected to reach USD 104.6 billion by 2035, growing at a strong CAGR of 14.0% from 2025 to 2035. This growth is driven by the rising adoption of digital health platforms, increasing demand for personalized care, and the growing focus on improving patient experience and healthcare outcomes.

PATIENT ENGAGEMENT SOLUTIONS MARKET OUTLOOK

global industry was valued at **USD 23.9 Bn in 2024** and reach **USD 104.6 Bn** by the end of **2035**

It is projected to grow at a **CAGR of 14.0%** from **2025 to 2035**

TRANSPARENCY MARKET RESEARCH

Patient Engagement Solutions Market

The patient engagement solutions market worldwide is growing at a high rate as healthcare systems across the globe are working on enhancing patient outcomes and patient care experience. Patient engagement solutions, including patient portals, mobile health apps, wearables, and remote monitoring solutions, empower patients to become more actively involved in their health. The solutions enable easy communication between patients and healthcare providers with real-time data sharing, customized care plans, and timely interventions.

> "
> Global Patient Engagement Solutions Industry Set for 14% CAGR Growth Through 2035"
>
> *Transparency Market Research Inc.*

𝗗𝗼𝘄𝗻 𝗹𝗼𝗮𝗱 𝗿𝗲𝗽𝗼𝗿𝘁 𝗣𝗗𝗙: 𝗚𝗲𝘁 𝗙𝗿𝗲𝗲 𝗣𝗗-𝗣𝗮𝗴𝗲𝘀 𝗦𝗮𝗺𝗽𝗹𝗲 𝗵𝗲𝗿𝗲!
https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep_id=4506

The global patient engagement solutions market is growing exponentially, and governments across the globe are providing incentives and subsidies to people to persuade them to play an active role in healthcare. Growing focus on active patient engagement in disease management is also driving the demand for patient engagement solutions. Increased focus on the active involvement of patients in disease care is likely to propel the market, as the active participation of patients and healthcare providers is necessary for better health outcomes.

□□□□□□ □□□□□□□□□□□□□

The patient engagement solutions market can be segmented across various dimensions, providing a comprehensive view of its diverse landscape.

□□ □□□□□□□□ □□□□:

Software: This segment includes solutions like patient portals, health management apps, and electronic health record (EHR) integration software. It is a dominant segment, accounting for a significant share of the market, as software forms the foundational technology of most patient engagement platforms.

Services: This includes implementation, training, and maintenance services, which are crucial for the effective deployment and operation of patient engagement solutions. This segment is expected to grow at the fastest rate as healthcare providers increasingly rely on expert support to integrate complex platforms and ensure compliance.

□□ □□□□□□□□□ □□□□ (□□□□□□□□□ □□□□):

Cloud-based: The cloud-based segment holds a dominant position due to its scalability, cost-effectiveness, and ease of deployment. Cloud solutions facilitate real-time data tracking and secure access to patient information from various locations.

On-premise: This segment is also growing, driven by healthcare organizations that prioritize complete control over data security and compliance, particularly for sensitive patient information.

□□ □□□□□□□□□□□□□□:

Health Management: This is a major application area, encompassing a wide range of tools for managing patient health and wellness.

Home Health Management: Solutions for remote patient monitoring and in-home care are becoming increasingly vital, especially for managing chronic diseases and supporting an aging population.

Social and Behavioral Management: These applications focus on patient education and behavioral change to promote healthier lifestyles.
Financial Health Management: This includes tools for billing, payments, and insurance information, streamlining administrative processes for patients.

□□ □□□□□□□□ □□□□□□□□□ (□□□-□□□□):

Healthcare Providers: Hospitals, clinics, and other healthcare facilities are the largest end-users of these solutions, utilizing them to improve patient-provider communication and streamline operations.

Payers: Insurance companies and other payers are increasingly adopting patient engagement solutions to manage patient care, improve outcomes, and reduce costs.

Patients: The direct-to-consumer segment is also growing as patients seek tools for self-management and personal health tracking.
By Region: The market is analyzed across key regions, including North America, Europe, Asia Pacific, and the Middle East & Africa.

□□□□□□□□ □□□□□□□□□

North America: North America is the largest market for patient engagement solutions, driven by a mature healthcare infrastructure, high technology adoption, and favorable government initiatives like the HITECH Act. The presence of key market players and a strong focus on value-based care further solidify its leading position.

Asia Pacific: The Asia Pacific region is projected to be the fastest-growing market. This is attributed to the increasing healthcare digitization, rising patient awareness, and growing government support for digital health initiatives in countries like China, India, and Japan.

Europe: The European market is also experiencing steady growth, with a focus on improving patient access to care and managing the rising burden of chronic diseases.

□□□□□□□ □□□□□□□ □□□ □□□□□□□□□□□□

□□□□□□□:

Rising Chronic Disease Prevalence: The growing global burden of chronic diseases necessitates continuous patient monitoring and management, which patient engagement solutions are uniquely positioned to provide.

Shift to Value-Based Care: The move from a volume-based to a value-based care model, which rewards positive health outcomes, is a key driver for the adoption of solutions that enhance

patient adherence and engagement.

Technological Advancements: The integration of AI, machine learning, and the Internet of Things (IoT) is creating more personalized and effective patient engagement solutions.

Increased Use of Digital Health: The widespread adoption of smartphones and mobile health applications has made it easier for patients to access and use digital health tools.

Government Initiatives: Favorable government policies and incentives aimed at promoting patient-centric care are fueling market growth.

□□□□□□□□□□□:

Data Security and Privacy Concerns: The handling of sensitive patient information raises concerns about data breaches and privacy, which can hinder adoption.

High Implementation and Maintenance Costs: The initial investment and ongoing costs of sophisticated platforms can be a barrier for some healthcare providers.

Lack of Health Literacy: In certain populations, a lack of digital and health literacy can limit the effective use of these solutions.

□□□□□□ □□□□□□

AI and Machine Learning Integration: AI-driven tools like chatbots and predictive analytics are being used to provide personalized care plans, medication reminders, and real-time support, enhancing the overall patient experience.

Telehealth and Remote Patient Monitoring (RPM): The post-pandemic acceleration of telehealth services and RPM has made these solutions integral to a holistic patient engagement strategy, allowing for remote communication and continuous health tracking.

Focus on Interoperability: There is a growing emphasis on integrating patient engagement platforms with existing electronic health records (EHRs) to create a seamless flow of information between patients and providers.

User-Centric Design: Solutions are being developed with a strong focus on user experience and ease of use to ensure high patient adoption and engagement rates.

□□□□□□ □□□□□□□

The future of the patient engagement solutions market is highly promising. The increasing focus on preventive care, personalized medicine, and population health management will continue to

drive innovation and adoption. The market is expected to become more integrated, with a greater emphasis on solutions that can provide a comprehensive, end-to-end patient journey. The use of advanced analytics to predict patient behaviour and identify at-risk populations will also become a key feature.

░░░░░░░ ░░░░ ░░░░░░░░ ░░░░░░░░! ░░░░░░░░░ ░░░ ░░░░░░ ░░░ ░░░░░░-░░░░░░ ░░░░░░░░: https://www.transparencymarketresearch.com/sample/sample.php?flag=S&rep_id=4506

░░░ ░░░░░░░ ░░░░░░ ░░░░░░░

Market size and growth projections from 2025 to 2035.

The impact of AI and digital technologies on patient engagement.

Detailed analysis of market segmentation by service, sourcing, application, and region.

An understanding of the key drivers and challenges shaping the market.

Insights into emerging trends and their influence on future market direction.

░░░░░░░░░░░░ ░░░░░░░░░░

The patient engagement solutions market is characterized by a mix of established healthcare IT companies and innovative new entrants. The competitive landscape is marked by a focus on technological innovation, strategic partnerships, and mergers and acquisitions. Key players in the market include:

Cerner Corporation (Oracle)
NextGen Healthcare, Inc.
Epic Systems Corporation
Allscripts Healthcare, LLC
McKesson Corporation
ResMed
Koninklijke Philips N.V.
Klara Technologies, Inc.
CPSI, Ltd.
Experian Information Solutions, Inc.
Athenahealth
Solutionreach, Inc.
IBM
MEDHOST
Nuance Communications, Inc.

These companies are actively developing advanced solutions that incorporate AI, telehealth, and interoperability to strengthen their market position.

□□□□□□ □□□□□□□□□□□□□

Integration of AI: Companies are increasingly embedding AI-powered chatbots and virtual assistants to automate tasks like appointment scheduling and provide 24/7 support.

Strategic Collaborations: Partnerships between healthcare providers and technology firms are becoming more common to create integrated, patient-centric platforms. For instance, companies like Athena health have partnered with healthcare organizations to implement their cloud-based solutions.

Focus on Specific Applications: Some companies are focusing on niche areas like chronic disease management and behavioural health, developing specialized solutions to cater to these specific needs.

Technological Acquisitions: Major technology and healthcare companies are acquiring smaller, innovative firms to expand their capabilities in areas like data analytics and digital engagement. For example, Francisco Partners acquired IBM's healthcare data and analytics assets, including Watson Health.

□□□□□□□ □□□□□ □□□□□□□□ □□□□□□□ □□ □□□□□□□□□□□□ □□□□□□ □□□□□□□□:

Electronic Health Records Market - https://www.transparencymarketresearch.com/electronic-health-records-market.html

Medical Education Market - https://www.transparencymarketresearch.com/medical-education-market-report.html

Operating Room Management Market - https://www.transparencymarketresearch.com/operating-room-management-market.html

Veterinary Telehealth Market - https://www.transparencymarketresearch.com/veterinary-telehealth-market-report.html

Revenue Cycle Management Market - https://www.transparencymarketresearch.com/revenue-cycle-management-market-report.html

Digital Pathology Market - https://www.transparencymarketresearch.com/digital-pathology-systems.html

Oncology Information System (OIS) Market -

https://www.transparencymarketresearch.com/oncology-information-system-market.html

Patient Engagement Solutions Market - https://www.transparencymarketresearch.com/patient-engagement-solutions-market.html

Peptide API Market - https://www.transparencymarketresearch.com/peptide-api-market.html

Prosthetic Disc Nucleus Market - https://www.transparencymarketresearch.com/prosthetic-disc-nucleus-pdn-market.html

Cystatin C Assay Market - https://www.transparencymarketresearch.com/cystatin-c-assay-market.html

Mesotherapy Market - https://www.transparencymarketresearch.com/mesotherapy-market.html

Ophthalmic Sutures Market - https://www.transparencymarketresearch.com/ophthalmic-sutures-market.html

Cochlear Implants Market - https://www.transparencymarketresearch.com/cochlear-implants-market.html

Ablation Devices Market - https://www.transparencymarketresearch.com/ablation-devices-market.html

Digital Thermometers Market - https://www.transparencymarketresearch.com/digital-thermometer-market.html

□□□□□ □□□□□□□□□□□□□ □□□□□□ □□□□□□□□

Transparency Market Research, a global market research company registered at Wilmington, Delaware, United States, provides custom research and consulting services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insights for thousands of decision makers. Our experienced team of Analysts, Researchers, and Consultants use proprietary data sources and various tools & techniques to gather and analyses information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

□□□□□□□□:

Transparency Market Research Inc.
CORPORATE HEADQUARTER DOWNTOWN,
1000 N. West Street,
Suite 1200, Wilmington, Delaware 19801 USA
Tel: +1-518-618-1030
USA – Canada Toll Free: 866-552-3453
Website: https://www.transparencymarketresearch.com
Email: sales@transparencymarketresearch.com
Follow Us: LinkedIn| Twitter| Blog | YouTube

Atil Chaudhari
Transparency Market Research Inc.
+1 518-618-1030
email us here
Visit us on social media:
LinkedIn
Instagram
YouTube
X