CRM and ERP Technologies in Healthcare

France, Germany, the UK and the US

Use this report to...

Discover the key success factors for software vendors and systems integrators hoping to sell CRM or ERP in healthcare

Providing you with:

- Details of the markets for CRM application software and ERP application software in healthcare payers and providers
- Market characteristics for France, Germany, the UK and the US
- Market sizes and projections from 2004 to 2010
- Insights into the growth of individual ERP and CRM applications
Introduction

Healthcare has always been at the cutting edge of technology in general, so it is a surprise to see how little use healthcare has made of information technology. This is changing rapidly as the industry begins to realize the full potential of these technologies, including Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP).

Enterprise software solutions which handle the relationships between an enterprise and its customers, having been widely adopted in other industries, are now able to offer significant benefits to healthcare. Equally, hospitals and other providers have the opportunity to benefit from the human capital management and financial solutions that are an established feature of most enterprises.

Key findings and highlights

- Spending on healthcare is rising, but demand is rising faster. By helping to automate costly contacts with patient and purchasers offers, CRM is one under-exploited way for them to do this. For providers and, in particular, large hospital systems, ERP can offer the ability to produce cost savings of the type already realized in other industries.
- In France, Germany, the UK and the US combined, CRM software in healthcare will see a CAGR of 9%. This compares with only 3% for the CRM market in all verticals.
- ERP software in healthcare will see a CAGR of 7%. This compares with less than 2% for the ERP market in other verticals.

Reasons to buy

- Discover the key success factors for software vendors and systems integrators hoping to sell CRM or ERP in healthcare
- Understand how the individual market characteristics of each country dictate their demand for enterprise applications
- Learn which applications will be most important to healthcare

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Healthcare payers and providers in ERP compared

- Providers are the primary users of ERP technology in all the markets.

Providers

- France
- Germany
- UK

These graphs show the proportion of ERP spending by healthcare payers and providers.

- Providers are the primary users of ERP technology in all the markets.
- Higher technology overall technology spending by US insurers combined with the higher proportion of private insurance overall funding mean that US payers make up a higher proportion of ERP spend.

France

- 16% Payers
- 84% Providers

Germany

- 14% Payers
- 86% Providers

UK

- 3% Payers
- 97% Providers

- These graphs show the proportion of ERP spending by healthcare payers and providers.

Total European healthcare CRM

- Healthcare remains under-adopted in European healthcare, but will see strong growth over the medium term.

- CRM spending is set to grow rapidly in the short term with this growth tailing off towards a still healthy 4% in 2010.

- This rapid short-term growth will primarily be the result of a large growth in overall IT spending in the healthcare sector over the next few years.

- Germany will be the fastest growing market over the period, with a CAGR of 11.2%.

- The UK will grow most slowly, with a CAGR of 6.5%.

US healthcare overview

Key features

- Very high level of overall spending, with per capita spending more than double that in France, Germany or the UK.
- Larger health market, as a result of the size of the US and the high spending level.
- Large out-of-pocket sector.
- Large private insurance sector.
- No state owned providers.
- Highly fragmented market for applications.
- HIPAA regulatory compliance has absorbed IT budgets in recent times.
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FUTURE DECODED
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ACTION POINTS

CONCLUSIONS

“...Healthcare is a rapidly growing and potentially profitable niche for enterprise application vendors...”

James Adams, Datamonitor Technology Analyst
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