

Innovation in Healthcare IT and Advent of Mobile Health Technologies to Drive Market Growth in India Online Healthcare Services Market: Ken Research

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New Delhi, Ken Research announced its latest publication on E-Health Services Market in India will continue to grow at a considerable pace in the next few years with rise in competition in the market, thus easing the access to healthcare facilities especially in the rural & remote areas and realizing the potential benefits of deploying IT. According to Ken Research, the market is predicted to grow at a CAGR of 9.5% from FY'2016-FY'2020 and is expected to cross INR 850 crore by FY'2020. Spurring investments in new hospitals and telemedicine centers, internet penetration and regulatory push and manpower shortages will drive the growth of the industry in the future. The introduction of new health care models by IT companies aiming to explore the possibility of innovative technologies which are simple to use, cost-effective, portable and power-independent is expected to drive the market growth in the future. Furthermore, with new upcoming technologies such as m-health & e-prescriptions, online medical appointments, IT investments on software's would further rise with a focus on transforming offline medical services to online medical services including billing and online availability of doctors across the country. Interoperable products and mobile solutions are expected to gain popularity in the future with the advancement of M-Health in India. The number of mobile and Internet users in India have also been witnessing an increasing trend, hence new business models emerging in this space are expected to gain acceptance. With the proliferation of Smartphone in India and easy access of mobile internet services have provided a huge impetus to m-health services in India. It has been estimated that, in FY'2014, the mobile phone penetration stood at 72% with 13% Smartphone users in India. The four kinds of majorly downloaded m-health applications are health call centers, emergency toll free telephone services, control emergency and disasters and mobile telemedicine. The mobile phone have become a very significant part of our lives and m-health facilitates healthcare services at any point of time and at anywhere in the world. M-Health companies provide a platform to deliver a range of healthcare services to end users which includes patients, physicians and healthcare administrators by integrating IT with healthcare segment. The m-health market is majorly concentrated among a few players; however, the market has several small players which include Practo, Lybrate, Doctor Gratis, Ask a doctor, Doctor in 60 seconds and more. According to the research report, the India e-health services market will grow at a considerable rate in the future owing to the introduction of m-health, rise in number of competitors in the market, proliferation of mobile and broadband connectivity in rural areas and more awareness about the different services offered by e-health services market. The report titled "India E-Health Services Market Outlook to 2020" Kenresearch.com provides a comprehensive analysis of the telemedicine market, e-health marketplace, on-call home healthcare and healthcare IT market in India. The report covers various aspects such as market size of India e-health services market, segmentation on the basis of service areas in telemedicine, type of consultation, medium of consultations in e-health marketplace, patient profiles, tier-1, tier-2 and tier-3 cities, home healthcare medical devices & services market and EHR, LIS & PIS Softwares in Healthcare IT market. The report is useful for telemedicine services providers, companies which uses internet for providing medical consultations, home healthcare service providers, hospitals which want to provide telemedicine or online medical services to patients, EHR, LIS & PIS software vendors & buyers and new players venturing in the market.

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