

GLOBAL HEALTHCARE EDUCATION MARKET ANALYSIS AND FORECAST TO 2025



Table of content

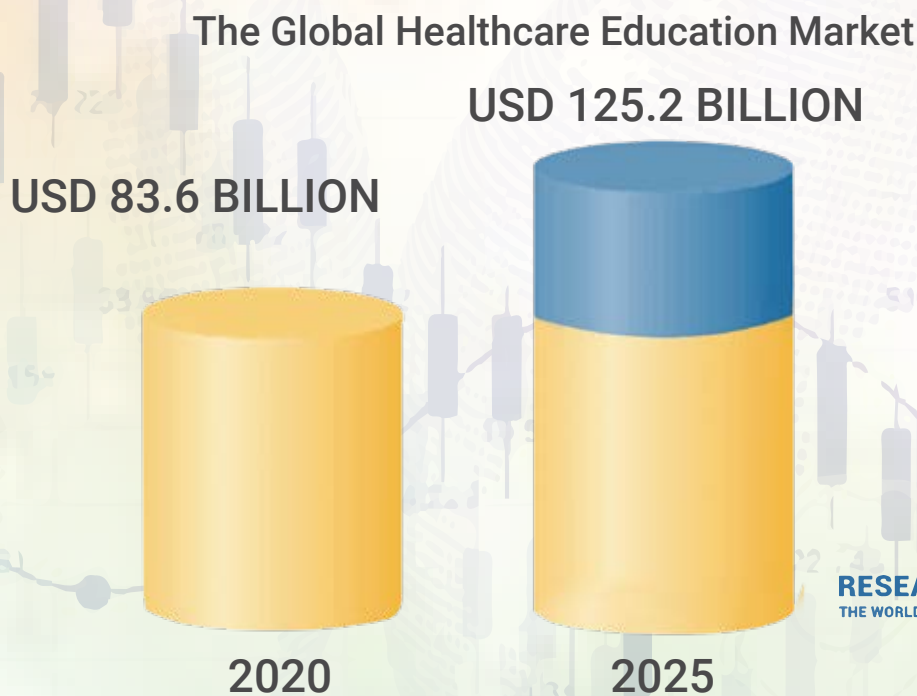
01	Global Healthcare Education Market Analysis and Forecast to 2025	01
02	The Abrupt Impact of COVID-19 on the Healthcare Education Solution Market	02
03	Who are Responsible for Launching New Educational Solutions?	04
04	Establishment of the e-Learning Solutions in the Healthcare Education Solution Market	05
05	The Growth of Global Healthcare Education Market in North America	06
06	Healthcare Education Solution Market Dynamics	08
07	Concluding Note About MedicoReach	09

GLOBAL HEALTHCARE EDUCATION MARKET ANALYSIS AND FORECAST TO 2025

The rapid growth in the global healthcare education market is predominantly driven by the technological advancements in the healthcare industry, swift growth in the e-learning and online education sectors, and the establishment and enforcement of regulatory mandates related to CME (Continuing Medical Education) programs.

“During the forecast period (2020 to 2025), the global healthcare education market is projected to reach 125.2 billion by 2025 from USD 83.6 billion in 2020, at a CAGR of 8.4 percent.”

THE GLOBAL HEALTHCARE EDUCATION MARKET



The healthcare education solutions market is anticipated to grow swiftly in the near future due to rapidly changing and evolving technologies in the healthcare industry which results in increased training exigency of the personnel. The above factors are anticipated to account for the market growth of the healthcare education solutions.

Influence and penetration of top-notch technologies in the healthcare sector has contributed in paving a way for the healthcare education solutions market.

Availability of the CME programs, both in online and classroom teaching facilitates the training process of the medical experts, as they can undertake training that is suitable for their everyday schedule. This is the prime factor which contributed and expanded the scope of growth of healthcare education solutions market.

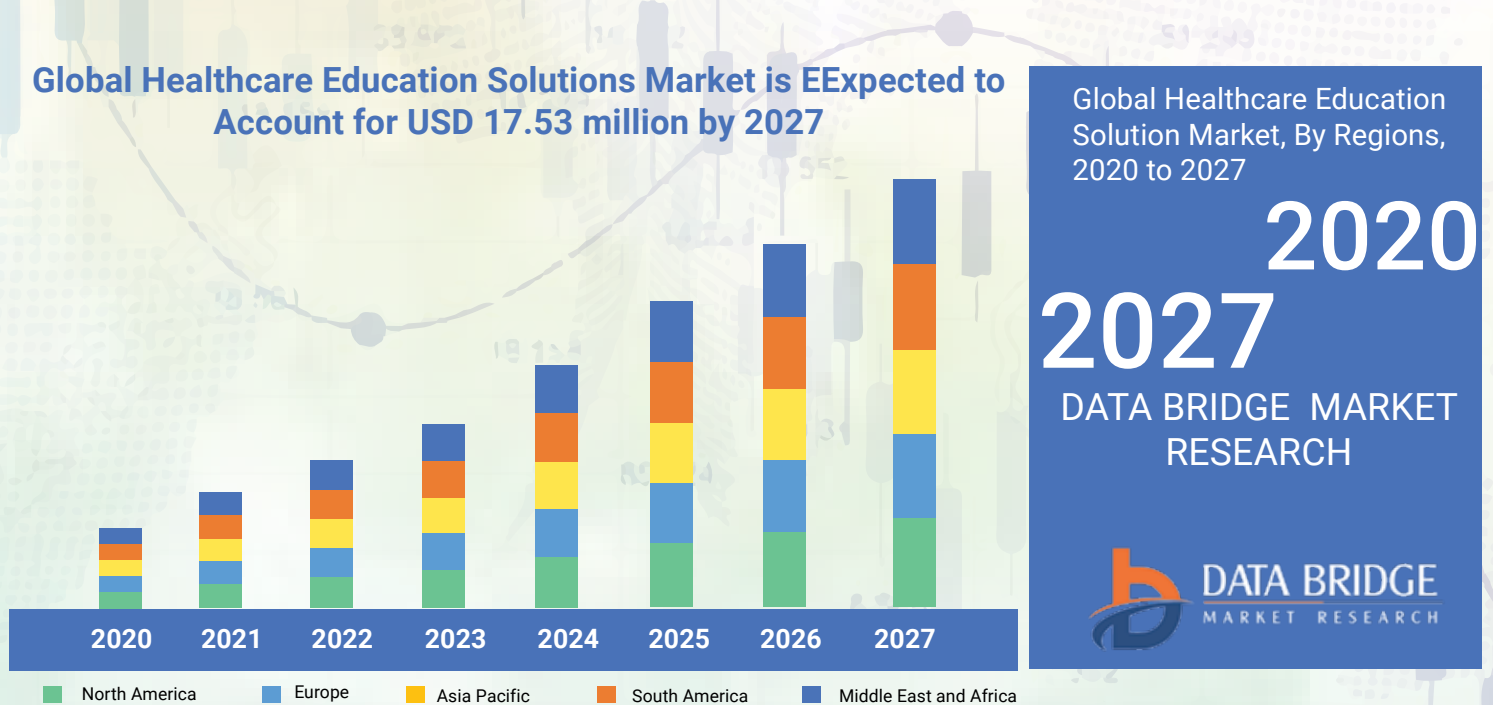
THE ABRUPT IMPACT OF COVID-19 ON THE HEALTHCARE EDUCATION SOLUTION MARKET

The normal lifestyle of the people is adversely impacted due to the COVID-19 pandemic. Governments across the globe have enforced social distancing and lockdown measures as a precautionary measure to safeguard their people. The COVID-19 pandemic has affected from the educational sector to the industrial sectors like IT industries.

Working professionals had abruptly shifted to the WFH (Work from Home) process. Many events and conferences were postponed and cancelled out of the blue. Consequently, the adoption of E-education (electronic education) platforms such as digital conferences, webinars, medical blogs and social media has been swiftly increased.

In the forecast period of the **below graph** which is valuated from 2020-2027, a significant enhancement in the growth of the healthcare education solutions market can be noticed. Stringent regulator mandates, adoption of advanced technologies to satisfy the training needs trigger the raise of the market growth due to the surging demand of online learning and the growing preferences of continuing medical education.

Global Healthcare Education Solutions Market is EExpected to Account for USD 17.53 million by 2027



Huge investments are made by the government of various countries to enhance the online education system and to offer the supreme learning tools to all the users.

Listed below are the various instances done by various governments.

- For the purpose of retrofitting with the computer technology, software or educational programs, the government of Czech Republic offered an additional CZK 1.3 billion to the public schools
- The Australian government launched the Higher Education Relief Package in 2020, which offers the below benefits.



Minimized the cost of taking up short online courses



Guaranteed funding for domestic students



Imparted exemptions for domestic students from the payment of loan fees for a period of six months

- The Law Equips school offer the below features.



Lend digital devices to less well-off students



Assist the school staff in educating the methodologies techniques for distant learning

Telemedicine or remote patient consulting, which is an evolving trend for physicians is now studied online due to the COVID-19 pandemic.

“According to the report by Pendo, there is a 63 percent increase in the usage of telemedicine in the year 2020”



WHO ARE RESPONSIBLE FOR LAUNCHING NEW EDUCATIONAL SOLUTIONS?

Guess who? The providers play a vital role in improvising the market scenario and the ones who are responsible for launching new educational solutions. The healthcare education market is segmented as listed below, based on the basis of provider.



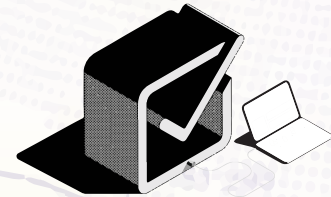
Universities and academic centers



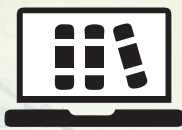
OEMs/pharmaceutical companies



CME providers



Learning management system providers



Educational platforms



Medical simulation providers

“The universities and educational centers segment reckoned for the largest share of 92.9 percent of the healthcare education solutions market in the year 2019”

Do you have an idea regarding the major factor that contributes to the larger share of the segment?

The scarcity of healthcare workers required to provide high-quality healthcare is the crucial factor contributing to the large share of the segment.

ESTABLISHMENT OF THE E-LEARNING SOLUTIONS IN THE HEALTHCARE EDUCATION SOLUTION MARKET

Based on the delivery mode, the healthcare education market is segregated into classroom-based courses and e-Learning solutions.

“In the healthcare education market, the classroom-based courses segment reckoned for the largest share of 88.2 percent in 2019”

However, in the forecast period, the e-Learning solutions segment is projected to register and acquire the highest growth. In the delivery mode segment of the healthcare education solution market, e-Learning solutions have established the highest CAGR. E-Learning solutions offer various advantages or benefits, due to which this segment has a highest chance of registering the highest growth.

Some of the benefits of e-Learning solutions are listed below.



Convenience



Ease of use



Flexibility



Cost effectiveness



Scalability

THE GROWTH OF GLOBAL HEALTHCARE EDUCATION MARKET IN NORTH AMERICA

The global healthcare education market has been categorized on the basis of four major regional segments, which are listed below.



North America



Europe



Asia-Pacific



Rest of the world

“The Asia-Pacific region is reckoned for the substantial share of 39.7% in the year 2019”

But the current trend has changed.

“In the forecast period (2020 to 2025), the North American market is projected to register the highest CAGR of 9.5 percent”



Curious to know why? Read further...

In North America, there is a significant increase advancement in the healthcare sector and in the number of medical schools. This is due to the initiatives taken by the industry players and regional governments.

NORTH AMERICA

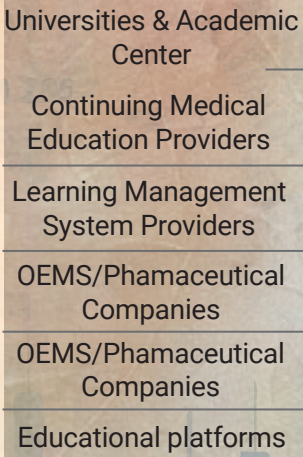


North America Accounted for a Share of XX% of the Global Healthcare Education Market in 2019

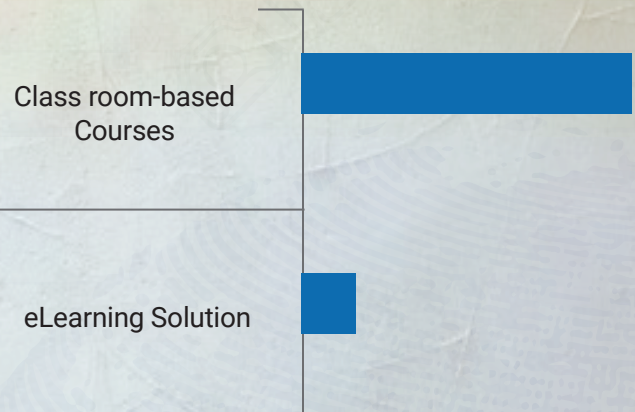
The North American Market is Projected to Register a CAGR of XX% from 2020 to 2025

The US Dominates the North American Healthcare Education Market with a Share of XX% in 2019

BY PROVIDER ,2020 (USD MILLION)



BY DELIVERY MODE,2020(USD MILLION)



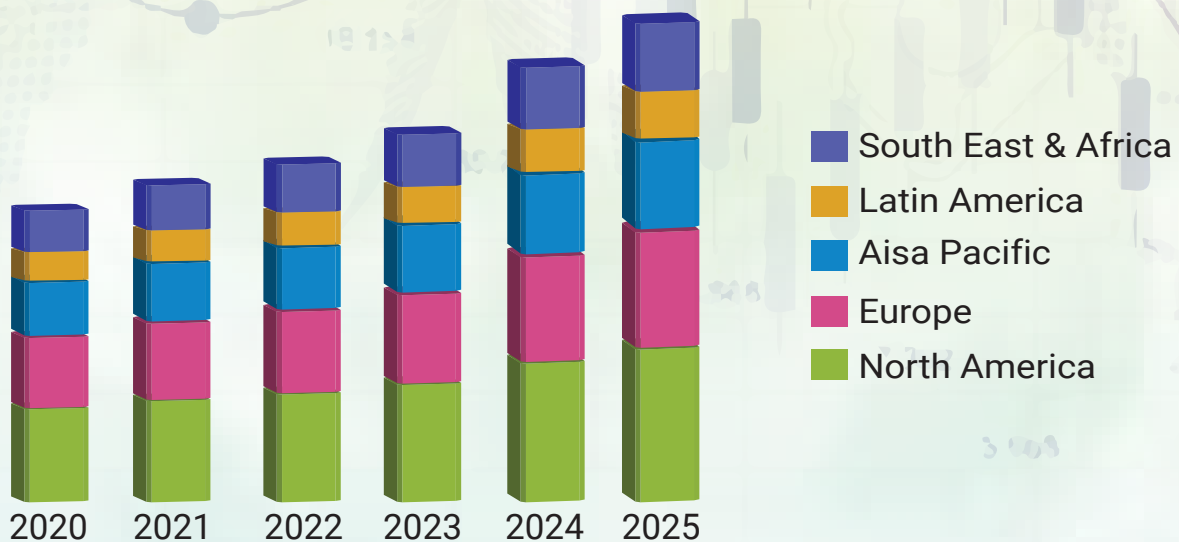
By COUNTRY

COUNTRY	MARKET SIZE (USD MILLION), 2020	CAGR (2020- 2025)
US	XX	XX%
CANADA	XX	XX%

FACTORS DRIVING MARKET GROWTH

- > Increasing number of CME programs
- > Increasing number of grants and investments by public and private players

Below is the graph of the global healthcare education solutions market, which depicts a detailed analysis of the different regions in the upcoming years.



HEALTHCARE EDUCATION SOLUTION MARKET DYNAMICS

Factors that Contribute in Increased Adoption of Digital Learning

Technical innovations in the educational field have succeeded in redefining and carving the learning process. The main objective of online education solutions are listed below.

- Manage the learning process
- Create an engaging learning environment
- Add more functionalities
- Work towards enhancing the learning capabilities

CME solutions are effective and widely accepted by the professionals who prefer to stay updated with the fast-changing technology. ELearning courses for healthcare professionals are offered and controlled by the government bodies in several countries. Some are listed below.

- Healthy People eLearning website which is handled by the US government
- IROHLA (Intervention Research on Health Literacy among Ageing Populations) which is handled by the European Union
- ENS4Care which is handled by the European Union

The swift growth of the healthcare education solutions market is ideally driven by the enlarging acceptance of digital learning across entities.

Curtailments in Adoption of Digital Learning

Some of the developing countries in the Asia Pacific, Middle East and Africa lack reliable internet connection and electricity supply. Unreliable internet and electricity connection limits the ability of the students in accessing the online education. ELearning lacks real-life understanding and practical knowledge and focuses on only theoretical knowledge which has hampered the medical courses. The above factors contribute as the prime curtailments of the healthcare education market.

Opportunities in Increasing Adoption of Adaptive Learning

Adaptive Learning is an educational system that utilizes the AI (Artificial Intelligence) to modify the content based on the performance of the user. Adaptive learning is extremely helpful in overcoming the difficulties of the traditional system with a more personalized and customized approach towards its customers. In the upcoming years, adaptive learning represents a significant opportunity for digital education providers.

CONCLUDING NOTE

Rapidly evolving technological advancements has enlarged the scope of the global healthcare education market. Despite of the hindering factors, the global healthcare education market will sustain and continue to evolve in the future. With the incessant efforts of the government bodies of various countries, there is no doubt that the global healthcare education market will foster in the upcoming years.

ABOUT MEDICOREACH

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations. With the super of highly-quality data, we help marketing and sales professionals reach out to targeted healthcare executives and professionals to increase brand awareness.

Our data solutions are designed with utmost perfections and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospect efficiently. we offer a wide range of healthcare email and mailing lists which include physicians email list, nurse email list, pharmacist email list, dentists email list and more.



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