

Market Analysis World Brain Congress 2021

J J Watson

Associate Professor, Kashan Institute of Medical Sciences, Iran E-mail: johnwilliwatson@gmail.com

Market Analysis

OMICS International is all set to focus its attention on the global public health concerns. OMICS Group scheduled 1000+ annual scientific conferences, 2000+ International workshops, seminars, exhibitions and symposia for 2017. OMICS Group Psychiatry Conferences would offer a powerful global forum to encourage dialogue on the advancements related to prevention, cure and rehabilitation of Psychiatry related diseases.

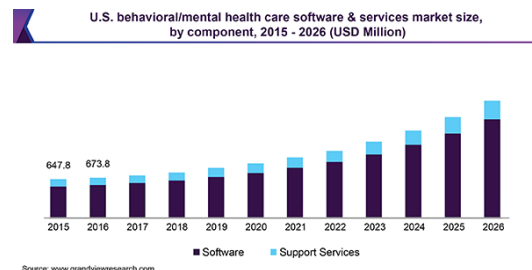
The global behavioral/mental health care software & services market size was valued at USD 1.9 billion in 2018 and is expected to expand at a CAGR of 13.1% over the forecast period. Adoption of the software by care providers is likely to improve treatment prospects and management of mental health issues. Behavioral health practices can adopt integrated Electronic Health Records (EHRs) for cost savings and effective practice management. Tele-mental health or tele-psychiatry involves video conferencing, which helps care providers to coordinate with patients from any location.

The real-time monitoring system simplifies communication between patients and care providers. Such improved technologies are capable of overcoming barriers such as confidentiality and information sharing, especially in the cases specific to substance use and mental health information.

Although around 74% of medical professionals in the U.S. have installed EHR systems, only 29% have the ability to share data with other care providers and payers. Around 31% of primary care providers completely lack the ability to share data. In addition, less than 15% of the behavioral and mental care organizations can actually share data in order to facilitate proper care coordination. This is due to low awareness about the benefits of implementing behavioral health software solutions. The delivery of these needs to shift toward patient-centric model rather than the clinic-centric model.

Component Insights

Software segment led behavioral health care market in 2018 and is also likely to witness the fastest CAGR over the forecast period. Increased adoption of technological solutions for the management of clinical, administrative, and financial functions of mental health care practices is responsible for the growth of the market.



Consumers can directly access the required services and information with the help of mobile EHRs. Patients and care providers can connect with each other through a secure and user-friendly portal. Claims and billing functionality is integrated into the EHR systems. Complex long term billing procedures can be managed with the help of EHRs. Revenue cycle management is used to streamline the claims process.

Delivery Model Insights

Behavioral healthcare software solutions are available for purchase as well as for subscription. The subscription services held a majority of the market share in 2018. Moreover, the subscription segment is likely to witness the fastest CAGR over the forecast period. With limited budgets, small-scale practices prefer subscription-based software solutions. Various options are available in the market that are affordable for mental health professionals and can provide optimal return on investment.

End Use Insights

On the basis of end use, the market has been divided into providers, payers, and patients. Providers led the end use segment in behavioral/mental health care software & Services market in 2018 in terms of revenue share. It is expected to retain the leading position throughout the forecast period. Payers segment is likely to register the highest CAGR over the forecast years due to rising reimbursement for mental disorders

