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## Outlook for Medical Imaging Equipment and Informatics in the Asia-Pacific Region, 2023



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The Asia-Pacific medical imaging and informatics market is forecasted to encounter notable revenue growth, with an increase of 11.4% in 2023. This growth is driven by the high procurement of medical imaging equipment and radiology IT solutions in the informatics sector.

Large hospitals have widely embraced digital radiography and ultrasound systems due to their numerous advantages over traditional film-based methods. These modern imaging devices offer high image quality, less processing time, easier storage and retrieval of images.

The adoption of enterprise imaging IT solutions is driven by the need for a skilled workforce proficient in analysing medical images. Radiologists and other healthcare professionals with expertise in medical imaging play a significant role in analysing the images and making accurate diagnoses.

Furthermore, there is a growing trend towards the adoption of enterprise imaging IT solutions in developed and developing economies. This adoption is mainly driven by cloud-enabled AI capabilities, advanced analytics, and artificial intelligence/machine learning technologies. These advancements create new opportunities for enhancing patient outcomes and improving healthcare workflows.

Innovative business models, including managed services, hybrid cloud-based medical imaging informatics, and cloud-powered teleradiology solutions, present significant growth opportunities for vendors in the medical imaging and informatics market.

As the imaging and informatics market experiences an influx of startups, competition is expected to intensify. Additionally, it is likely to prompt established market leaders to explore strategic partnerships or acquisitions to expand their product/solution portfolios and maintain a competitive edge.

The implementation of these enterprise imaging IT solutions opens up new possibilities in healthcare that were previously unavailable. They have the potential to improve clinical decision-making, streamline workflows, reduce costs, and improve patient outcomes.

Source: [Reporter Link](#)

Published on : Fri, 14 Jul 2023