

Survey for Retinopathy Screening Devices Market

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Abstracts

Physicians and Hospital Administrators

100 Physicians, including 50 Group Practice Primary Care Physicians (PCPs), 25 Individual Practice PCPs and 25 Endocrinologists; 25 Hospital Administrators

Several different strategies to promote widespread screening for diabetic retinopathy are being implemented across the United States and around the world. In the U.S., the success of these strategies will depend on the extent to which they are able to provide much needed services in a way that is sustainable under evolving economic and legislative conditions. Successful strategies for bringing solutions to market will be informed by the preferences of physicians and other health care providers in the context of legislative incentives, economic constraints and the demands of a changing patient population.

This report, based on a combined market and end-user study, is designed to act as a guidebook for companies and policy makers attempting to navigate this complex economic and political landscape. The study addresses the following questions:

1. Are physicians and hospital administrators ready to take concrete steps toward managing widespread diabetes and diabetic retinopathy?
2. What financial and other motivations drive these groups to make purchasing decisions?
3. What pricing thresholds would be acceptable to different groups of purchasers?
4. What logistical issues have the potential to accelerate or stall implementation of new solutions?

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