

2015-2019 Decentralized/POC Coagulation Testing Market: Physician Offices, Emergency Rooms, Operating Suites, ICUs/CCUs, Cancer Clinics, Ambulatory Care Centers, Surgery Centers, Nursing Homes, Birth Centers--Supplier Shares, Country Forecasts, Emerging Technologies, Competitive Strategies

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Abstracts

This new 450-page report from VPGMarketResearch contains 53 tables, and provides a comprehensive analysis of the POC coagulation testing market, including trends, dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic product suppliers develop effective business, R&D and marketing strategies for the global POC coagulation market. Rationale The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient. Market Segmentation Analysis- Review of nine POC market segments, including their dynamics, trends, structure, size, growth and major suppliers. - Five-year test volume and reagent sales forecasts for coagulation procedures by market segment:- Physician Offices/Group Practices- Emergency Rooms - Operating/Recovery Suites- ICUs/CCUs- Cancer Clinics- Ambulatory Care Centers- Surgery Centers- Nursing Homes- Birth Centers Sales and Market Share Analysis- Sales and market shares of major coagulation reagent and instrument suppliers. Current and Emerging Products- Analysis of coagulation procedures performed in POC testing locations. - Review of leading coagulation analyzers, both currently marketed and those in development, including their operating characteristics, features and selling

prices. Technology Review- Emerging technologies and their applications for POC testing. - Comprehensive listings of companies developing or marketing coagulation testing technologies and products, by assay. Competitive Assessments- Assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, joint ventures, and new products in R&D. Strategic Recommendations- Specific opportunities for new coagulation instruments and reagent systems with potentially significant market appeal during the next five years. - Design criteria for POC testing products. - Alternative business expansion strategies. - Potential market entry barriers and risks. MethodologyThis report is based on a combination of primary and secondary sources of information, including review of the latest technical and business publications, manufacturer product literature, industry analyst reports, and VPGMarketResearch's proprietary data files. Contains 450 pages and 53 tables

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