

# **2015-2019 US Decentralized/POC Hematology and Flow Cytometry Markets: 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 238-page report from VPGMarketResearch contains 38 tables, and provides a comprehensive analysis of the POC hematology and flow cytometry 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 hematology and flow cytometry 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 hematology and flow cytometry 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 hematology and flow cytometry reagent and instrument suppliers. Instrument Placements and Installed Base- The report provides estimates of annual placements and total installed base for major hematology and flow cytometry analyzers. Current and Emerging Products- Analysis of

hematology and flow cytometry procedures performed in POC testing locations.

- Review of leading hematology and flow cytometry 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 hematology and flow cytometry 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 hematology and flow cytometry 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.

**Methodology** This 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 238 pages and 38 tables

## Contents

### INTRODUCTION

### EXECUTIVE SUMMARY

#### Rationale for Testing Decentralization

1. Overview
2. Regulatory Trends
3. Economic Trends
4. Demographic Trends
5. Technological Trends
6. Social Trends
7. Quality of Care
8. Defensive Medicine
9. Quality Control Issues

#### Major Routine and Special Hematology Tests

1. CBC Analysis
  - a. Hemoglobin Concentration
  - b. Hematocrit Determination
  - c. Red Blood Cell Count
  - d. Platelets Instrumentation: Hematology Analyzers Manufactured by:

Abbott

Becton Dickinson

Beckman Coulter/Danaher

Biocode

Drew-Scientific

Diesse Ves Matic

Horiba

Menarini

Nihon Kohden

Polymedco

Sysmex

#### Current and Emerging Technologies

1. Monoclonal Antibodies
2. Immunoassays
  - a. Technological Principle
  - b. Enzyme Immunoassays (EIA)  
Overview

- ELISA
  - Dot Immunobinding Assays
  - Capillary Immunoassays
  - Particle-Membrane Capture Immunoassay
  - Enzyme Amplification
- c. Fluorescent Immunoassays
  - Fluorescent Polarization
  - Time-Resolved Pulse Fluorescence
- d. Luminescence
  - Chemiluminescence
  - Bioluminescence
- e. Latex Agglutination
- f. Immunoprecipitation
- 3. Dry Chemistry
- 4. Biosensors
- 5. IT and Automation
- 6. Molecular Diagnostics
  - a. Technology Overview
  - b. Amplification Methods
    - Polymerase Chain Reaction
    - Ligase Chain Reaction
    - Branched DNA
    - Q-Beta Replicase
    - Strand Displacement Activation
    - Self-Sustained Sequence Replicase

## **U.S.A.**

- A. Market Overview
  - 1. Business Environment
    - a. Health Care Expenditures
    - b. Cost Consciousness
    - c. Reimbursement
    - d. Industry Consolidation
    - e. Managed Care
      - PPO
      - HMO
    - f. Hospitals
    - g. Admissions

- h. Length of Stay
- i. Industry Diversification
- j. Physician Demographics
- k. Aging Population
  - More Chronic Illness
  - Disease Incidence
  - Susceptibility to Iatrogenesis
  - Multiple Illnesses Cases
- l. Laboratory Regulations
- 2. Market Structure
  - a. Hospitals
  - b. Commercial/Private Laboratories
- B. Physician Offices/Group Practices
  - 1. Market Summary
  - 2. Market Structure
  - 3. Test Volume and Sales Forecasts
- C. Ancillary Hospital Locations
  - 1. Introduction
    - a. Emergency Departments
    - b. Operating Suites
    - c. Intensive Care Units
  - 2. Emergency Departments
    - a. Market Summary
    - b. Test volume and Sales Forecasts
  - 3. Operating and Recovery Suites
    - a. Market Summary
    - b. Test Volume and Sales Forecasts
  - 4. ICUs/CCUs
    - a. Market Summary
    - b. Test Volume and Sales Forecasts
- D. Cancer Clinics
  - 1. Introduction
  - 2. Market Summary
  - 3. Test Volume and Sales Forecasts
- E. Ambulatory Care Centers
  - 1. Introduction
  - 2. Market Summary
  - 3. Market Structure
  - 4. Test Volume and Sales Forecasts

**F. Surgery Centers**

1. Introduction
2. Market Summary
3. Market Structure
4. Test Volume and Sales Forecasts

**G. Nursing Homes**

1. Introduction
2. Market Summary
3. Market Structure
4. Test Volume and Sales Forecasts

**H. Birth Centers**

1. Introduction
2. Market Summary
3. Market Structure
4. Test Volume and Sales Forecasts

**I. Major Suppliers' Instrument Placements, Installed Base, Instrument and Consumables Sales, and Market Shares****MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES****DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS****ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  1. Marketing Approaches
  2. Product complexity
  3. Customer Preference
  4. Established Suppliers
  5. Emerging Suppliers
  6. Major Types of Distributors
  7. Market Segmentation

**POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity

- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

## **COMPANY PROFILE**

Abbott  
Agilent Technologies  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio-Rad  
CellaVision  
Horiba  
Iris  
Nihon Kohden  
Ortho-Clinical Diagnostics  
Roche  
Siemens  
Sysmex

## List Of Tables

### LIST OF TABLES

U.S.A., Physician Office/Group Practice Laboratories Forecast by Practice Size  
U.S.A., Physician Offices/Group Practices Forecast by Type  
U.S.A., Office-Based Physicians Forecast by Practice Type  
U.S.A., Physician Offices/Group Practices Routine Hematology Test Volume Forecast  
U.S.A., Physician Offices Laboratories Flow Cytometry and Special Hematology Test Volume Forecast  
U.S.A., Physician Offices/Group Practices Hematology and Flow Cytometry Test Volume Forecast by Practice Type  
U.S.A., Physician Offices/Group Practices Hematology and Flow Cytometry Consumables Market Forecast  
U.S.A., Ancillary Hospital Locations Estimated Number  
U.S.A., Ancillary Hospital Locations Annual Utilization  
U.S.A., Hospital Emergency Departments Routine Hematology Test Volume Forecast  
U.S.A., Hospital Emergency Departments Hematology Reagent Market Forecast  
U.S.A., Hospital Operating and Recovery Suites Routine Hematology Test Volume Forecast  
U.S.A., Hospital Operating and Recovery Suites Hematology Reagent Market Forecast  
U.S.A., Hospital ICUs/CCUs Routine Hematology Test Volume Forecast  
U.S.A., Hospital ICUs/CCUs Hematology Reagent Market Forecast  
U.S.A., Cancer Clinics Routine Hematology/Flow Cytometry Test Volume Forecast  
U.S.A., Cancer Clinics Hematology and Flow Cytometry Reagent Market Forecast  
U.S.A., Ambulatory Care Centers Estimated Number of Facilities and Patient Visits  
U.S.A., Ambulatory Care Centers Most Frequent Diagnoses  
U.S.A., Ambulatory Care Centers Routine Hematology Test Volume Forecast  
U.S.A., Ambulatory Care Centers Hematology Reagent Market Forecast  
U.S.A., Surgery Centers Most Frequently Performed Procedures  
U.S.A., Surgery Centers Routine Hematology Test Volume Forecast  
U.S.A., Surgery Centers Hematology Consumable Market Forecast  
U.S.A., Nursing Homes Estimated Number of Facilities, Beds and Occupancy Rate  
U.S.A., Nursing Homes Routine Hematology Test Volume Forecast  
U.S.A., Nursing Homes Hematology Reagent Market Forecast  
U.S.A., Birth Centers Facilities, Patient Visits, and Births  
U.S.A., Birth Centers Routine Hematology Test Volume Forecast  
U.S.A., Birth Centers Hematology Reagent Market Forecast  
U.S.A., Hematology Analyzers Estimated Placements and Installed Base



U.S.A., Flow Cytometers Estimated Placements and Installed Base

U.S.A., Hematology Diagnostics Market Estimated Market Shares of Major Suppliers

U.S.A., Hematology Instrument Market Estimated Market Shares of Major Suppliers

U.S.A., Hematology Consumable Market Estimated Market Shares of Major Suppliers

U.S.A., Flow Cytometry Diagnostics Market Estimated Market Shares of Major Suppliers

U.S.A., Flow Cytometry Consumable Market Estimated Market Shares of Major Suppliers

U.S.A., Flow Cytometry Instruments Market Estimated Market Shares of Major Suppliers

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