

# 2014 Analysis of the POC Lipid Testing Market in the US: Physician Offices, Emergency Rooms, Ambulatory Care Centers

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## Abstracts

This new 305-page report from Venture Planning Group contains 22 tables, and provides a comprehensive analysis of the POC lipid 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 lipid testing 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 three POC market segments, including their dynamics, trends, structure, size, growth and major suppliers.

Five-year test volume and reagent sales forecasts for lipid tests by market segment:

Physician Offices/Group Practices

Emergency Rooms

## Ambulatory Care Centers

### **Competitive Assessments**

Assessments of major POC 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 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 Venture Planning Group's proprietary data files.

Contains 305 pages and 22 tables

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Bio/Data  
Biomerieux  
Bio-Rad  
Biosite/Inverness/Alere  
Cepheid  
Chrono-Log  
Corgenix  
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Diagnocure  
Diagnostica Stago/Trinity Biotech  
Diamedix  
Diasorin  
Eiken Chemical  
EKF Diagnostics  
Fujirebio/Innogenetics  
Helena Laboratories  
Hologic/Gen-Probe  
Horiba  
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International Technidyne/Nexus DX

Kreatech  
Kyowa Medex  
Life Technologies  
Lonza  
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Polartech  
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