

# **2014 Analysis of the US Point-of-Care Coagulation Testing Market: Physician Offices, Emergency Rooms, Operating Suites, ICU/CCUs, Cancer Clinics, Ambulatory Care Centers, Surgery Centers, Nursing Homes, Birth Centers**

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## **Abstracts**

This new 418-page report from Venture Planning Group contains 42 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.

## **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 418 pages and 42 tables

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Diadexus  
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