

# **Future Horizons and Growth Strategies in the US PT and APTT Point-of-Care/POC Testing Market 2015: Supplier Shares and Country Forecasts**

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## **Abstracts**

This new 337-page report from VPGMarketResearch contains 31 tables, and provides a comprehensive analysis of the PT and APTT testing in POC locations, 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 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 337 pages and 31 tables

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Kreatech  
Kyowa Medex  
Life Technologies  
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