

# 2015-2019 Future Horizons and Growth Strategies in the US Point-of-Care/POC Lipid Testing Market 2015: Supplier Shares and Country Forecasts

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## Abstracts

This new 305-page report from VPGMarketResearch 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 VPGMarketResearch's proprietary data files.

Contains 305 pages and 22 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

### **LIPID TEST: SIGNIFICANCE AND DIAGNOSTIC PROCEDURES**

1. Cholesterol
2. High-Density Lipoprotein (HDL)
3. Low-Density Lipoprotein (LDL)
4. Triglycerides

### **POC TESTING INSTRUMENTATION**

Abaxis  
Abbott  
Alfa Wassermann  
Awareness Technologies  
Beckman Coulter/Danaher  
bioMeriuex  
Carolina Chemistries  
Horiba  
Inverness  
Medica  
Nova Biomedical  
Ortho-Clinical Diagnostics

Polimedco  
Randox  
Roche

## **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

## **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. Emergency Departments
  - a. Market Summary
  - b. Test volume and Sales Forecasts
- 4. ICUs/CCUs
  - a. Market Summary
  - b. Test Volume and Sales Forecast
- D. Ambulatory Care Centers
  - 1. Introduction
  - 2. Market Summary
  - 3. Market Structure
  - 4. Test Volume and Sales Forecasts

## **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  
ADI/American Diagnostica  
Agilent Technologies  
Alere/Biosite/Inverness  
Axis-Shield  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio/Data  
Biomerieux  
Bio-Rad  
Cepheid  
Chrono-Log  
Corgenix  
Decode Genetics  
Diadexus  
Diagnocure  
Diagnostica Stago/Trinity Biotech  
Diamedix  
Diasorin  
Eiken Chemical

EKF Diagnostics  
Fujirebio  
Grifols  
Helena Laboratories  
Hologic/Gen-Probe  
Horiba  
Instrumentation Laboratory  
International Technidyne/Nexus DX  
Kreatech/Leica  
Kyowa Medex  
Lonza  
Mackay Life Sciences  
Matritech/Alere  
Nihon Kohden  
Ortho-Clinical Diagnostics  
Polartechnics  
Polymedco  
Qiagen  
Roche  
SDIX  
Sequenom  
Siemens  
Sienco  
Sysmex  
Takara Bio  
ThermoFisher  
Tosoh  
Wako  
Zycare/Alere

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Cholesterol Tests  
Major Companies Developing or Marketing HDL Tests  
Major Companies Developing or Marketing Triglycerides Tests  
U.S.A., Office-Based Physicians Forecast by Practice Type  
U.S.A., Physician Offices/Group Practices Forecast by Type  
U.S.A., Physician Office/Group Practice Laboratories Forecast by Practice Size  
U.S.A., Physician Offices/Group Practices Lipid Test Volume Forecast  
U.S.A., Physician Offices/Group Practices Lipid Tests Reagent Market Forecast  
U.S.A., Ancillary Hospital Locations Estimated Number  
U.S.A., Ancillary Hospital Locations Annual Utilization  
U.S.A., Hospital Emergency Departments Lipid Test Volume Forecast  
U.S.A., Hospital Emergency Departments Lipid Test 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 Lipid Test Volume Forecast  
U.S.A., Ambulatory Care Centers Lipid Test Reagent Market Forecast  
U.S.A., Major Suppliers of Clinical Chemistry Diagnostic Products, Estimated Market Shares  
U.S.A., Major Suppliers of Clinical Chemistry Reagents, Estimated Market Shares  
U.S.A., Major Suppliers of Clinical Chemistry Analyzers, Estimated Market Shares  
U.S.A., Major Suppliers of Immunodiagnostic Products, Estimated Market Shares  
U.S.A., Major Suppliers of Immunoassay Reagents, Estimated Market Shares  
U.S.A. Major Suppliers of Immunoassay Analyzers, Estimated Market Shares



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