

# 2015-2019 Future Horizons and Growth Strategies in the US PT and APTT Point-of-Care/POC Testing Market: 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 VPGMarketResearch's proprietary data files.

Contains 337 pages and 31 tables

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### INSTRUMENTATION: COAGULATION ANALYZERS MANUFACTURED BY:

Behnk Elektronik  
Bio/Data  
Cardiovascular Diagnostics  
Diagnostica Stago  
Helena Laboratories  
Instrumentation Laboratory  
ITC Hemochron  
Roche  
Siemens  
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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  
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