

2015-2019 US Point-of-Care/POC Coagulation Testing Market: Physician Offices, Emergency Rooms, Operating Suites, ICU/CCUs, Cancer Clinics, Ambulatory Care Centers, Surgery Centers, Nursing Homes, Birth Centers - Emerging Opportunities for Instrument and Reagent Suppliers - Competitive Strategies, Supplier Shares, Country Segment Forecasts, Innovative Technologies, Instrumentation Review

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Abstracts

This new 418-page report from VPGMarketResearch.com 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 VPGMarketResearch's proprietary data files.

Contains 418 pages and 42 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

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

1. Introduction
2. Activated Partial Thromboplastin Time (APTT)
3. Alpha-2 Antiplasmin
4. Antithrombin III
5. Bleeding Time
6. D-Dimer
7. Factor VIII
8. Fibrin Degradation Products
9. Fibrinogen
10. Heparin
11. Proteins C and S
12. Prothrombin Time (PT)
13. Thrombin Time

INSTRUMENTATION: COAGULATION ANALYZERS MANUFACTURED BY:

Behnk Elektronik

Bio/Data

Cardiovascular Diagnostics

Diagnostica Stago
Helena Laboratories
Instrumentation Laboratory
ITC Hemochron
Roche
Siemens
Sysmex
Teco Medical Instruments
Trinity Biotech

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
6. Molecular Diagnostics
 - a. Technology Overview
 - b. Amplification Methods
 - Polymerase Chain Reaction
 - Ligase Chain Reaction
 - Branched DNA

Q-Beta Replicase
Strand Displacement Activation
Self-Sustained Sequence Replicase

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. Ancillary Hospital Locations

1. Introduction
 - a. Emergency Departments
 - b. Operating Suites
 - c. Intensive Care Units
2. Emergency Departments

- a. Market Summary
- b. Test volume and Sales Forecasts
- 3. Operating and Recovery Suites
 - a. Market Summary
 - b. Test Volume and Sales Forecasts
- 4. ICUs/CCUs
 - a. Market Summary
 - b. Test Volume and Sales Forecasts
- D. Cancer Clinics
 - 1. Introduction
 - 2. Market Summary
 - 3. Test Volume and Sales Forecasts
- E. Ambulatory Care Centers
 - 1. Introduction
 - 2. Market Summary
 - 3. Market Structure
 - 4. Test Volume and Sales Forecasts
- F. Surgery Centers
 - 1. Introduction
 - 2. Market Summary
 - 3. Market Structure
 - 4. Test Volume and Sales Forecasts
- G. Nursing Homes
 - 1. Introduction
 - 2. Market Summary
 - 3. Market Structure
 - 4. Test Volume and Sales Forecasts
- H. Birth Centers
 - 1. Introduction
 - 2. Market Summary
 - 3. Market Structure
 - 4. Test Volume and Sales Forecasts
- I. Major Suppliers' Instrument Placements, Installed Base, Consumables Sales and Market Shares

MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Routine and Special Chemistry
- B. Microbiology/Infectious Diseases

- C. Hematology and Flow Cytometry
- D. Coagulation

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
Alere/Biosite/Inverness
Axis-Shield
Beckman Coulter/Danaher
Becton Dickinson
Bio/Data Corporation
Chrono-Log

Corgenix Medical
Diagnostica Stago/Trinity Biotech
Grifols
Helena Laboratories
Hyphen BioMed
Instrumentation Laboratory
ITC/Nexus Dx
Roche
Siemens
Sienco
Sysmex
Thermo Fisher
ZyCare/Alere

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing APTT Tests
Major Companies Developing or Marketing Alpha-2 Antiplasmin Tests
Major Companies Developing or Marketing Antithrombin III Tests
Major Companies Developing or Marketing Bleeding Time Tests
Major Companies Developing or Marketing D-Dimer Tests
Major Companies Developing or Marketing Factor Assays Tests
Major Companies Developing or Marketing Fibrin Degradation Product Tests
Major Companies Developing or Marketing Fibrinogen Tests
Major Companies Developing or Marketing Heparin Tests
Major Companies Developing or Marketing Protein C Tests
Major Companies Developing or Marketing Protein S Tests
Major Companies Developing or Marketing PT Tests
Major Companies Developing or Marketing Thrombin Time Tests
U.S.A., Physician Office/Group Practice Laboratories Forecast by Practice Size
U.S.A., Physician Offices/Group Practices Forecast by Type
U.S.A., Office-Based Physicians Forecast by Practice Type
U.S.A., Physician Offices/Group Practices Coagulation Test Volume Forecast
U.S.A., Physician Offices/Group Practices Coagulation Reagent and Instrument Sales Forecast
U.S.A., Ancillary Hospital Locations Estimated Number
U.S.A., Ancillary Hospital Locations Annual Utilization
U.S.A., Hospital Emergency Departments Coagulation Test Volume Forecast
U.S.A., Hospital Emergency Departments Coagulation Reagent and Instrument Sales Forecast
U.S.A., Hospital Operating and Recovery Suites Coagulation Test Volume Forecast
U.S.A., Hospital Operating and Recovery Suites Coagulation Reagent and Instrument Sales Forecast
U.S.A., Hospital ICUs/CCUs Coagulation Test Volume Forecast
U.S.A., Hospital ICUs/CCUs Coagulation Reagent and Instrument Sales Forecast
U.S.A., Cancer Clinics Major Coagulation Test Volume Forecast
U.S.A., Cancer Clinics Coagulation Reagent and Instrument Sales 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 Coagulation Test Volume Forecast
U.S.A., Ambulatory Care Centers Coagulation Reagent and Instrument Sales Forecast

U.S.A., Surgery Centers Most Frequently Performed Procedures
U.S.A., Surgery Centers Coagulation Test Volume Forecast
U.S.A., Surgery Centers Coagulation Reagent and Instrument Sales Forecast
U.S.A., Nursing Homes Estimated Number of Facilities, Beds and Occupancy Rate
U.S.A., Nursing Homes Coagulation Test Volume Forecast
U.S.A., Nursing Homes Coagulation Reagent and Instrument Sales Forecast
U.S.A., Birth Centers Facilities, Patient Visits, and Births
U.S.A., Birth Centers Coagulation Test Volume Forecast
U.S.A., Birth Centers Coagulation Reagent and Instrument Sales Forecast
U.S.A., Major Suppliers of Coagulation Diagnostic Products Estimated Market Shares

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