

# **2015 Emerging Point-of-Care Testing Markets: Cancer Clinics, Ambulatory Centers, Surgery Centers, Nursing Homes, Birth Centers**

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## **Abstracts**

This 1,007-page report provides comprehensive analysis of the emerging POC market segments, including their dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic instrument and reagent suppliers develop more effective business, R&D and marketing strategies.

## **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 the emerging POC market segments, including their dynamics, trends, structure, size, growth and major suppliers.- Five-year test volume and reagent sales forecasts for chemistry, immunodiagnostic, microbiology, hematology and coagulation procedures by market segment:- Cancer Clinics- Ambulatory Care Centers- Surgery Centers- Nursing Homes- Birth Centers and by test category:- Routine and Special Chemistry- Microbiology/Infectious Diseases- Hematology- Flow Cytometry- Coagulation- Immunoproteins- Drugs of Abuse- TDM- Endocrine Function- Tumor Markers

## **Sales and Market Share Analysis**

- Sales and market shares of major reagent and instrument suppliers.

### **Current and Emerging Products**

Analysis of over 130 diagnostic procedures.- Review of the leading POC chemistry, immunoassay, hematology and 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 POC diagnostic technologies and products, by test.

### **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 POC instruments and reagent systems with potentially significant market appeal during the next ten 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 recent technical and business publications, manufacturer product literature, industry analyst reports, and Venture Planning Group's proprietary data files.

Contains 1,007 pages and 180 tables

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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

#### A. Major Routine Chemistry Tests

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2. Alkaline Phosphatase
3. ALT/SGPT
4. Ammonia
5. Amylase
6. AST/SGOT
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10. Calcium
11. Cholesterol
12. Cholinesterase
13. Creatinine
14. Electrolytes
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  - b. Chloride
  - c. Potassium
  - d. Sodium
15. Ferritin
16. Folate/Folic Acid

17. Fructosamine
18. Gamma- Glutamyl Transpeptidase (GGT)
19. Glucose
20. High Density Lipoprotein (HDL)
21. Iron
22. Lactate Dehydrogenase (LDH)
23. Magnesium
24. Phosphorus
25. Protein
26. Triglycerides
27. Troponin
28. Uric Acid
29. Urinalysis
30. Vitamin B12

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3. Campylobacter
4. Candida
5. Chlamydia
6. Clostridium Difficile
7. Cytomegalovirus
8. Enteroviruses
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14. Human Herpes Virus-6 (HHV-6)
15. Influenza Viruses
16. Legionella
17. Lyme Disease
18. Measles (Rubeola)

19. Meningitis
20. Mononucleosis
21. Mumps
22. Mycoplasma
23. Papillomaviruses
24. Pneumonia
25. Respiratory Syncytial Virus (RSV)
26. Rheumatoid Arthritis
27. Rotavirus (Reovirus)
28. Rubella (German Measles)
29. Salmonellosis
30. Shigellosis
31. Staphylococcus Aureus
32. Streptococci
33. Syphilis

### **Tumor Markers**

1. Alpha- Fetoprotein (AFP)
2. Carcinoembryonic Antigen (CEA)
3. Occult Blood
4. Prostatic Acid Phosphatase (PAP)
5. Prostate- Specific Antigen (PSA)

### **Major Routine and Special Hematology Tests**

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  - b. Hematocrit Determination
  - c. Red Blood Cell Count
  - d. Platelets

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13. Thrombin Time

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### **1. Chemistry Analyzers Manufactured by:**

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

### **2. Hematology Analyzers Manufactured by:**

Abbott  
Becton Dickinson  
Beckman Coulter/Danaher  
Biocode  
Drew- Scientific  
Diesse Ves Matic  
Horiba  
Menarini  
Nihon Kohden  
Polymedco  
Sysmex

### 3. Coagulation Analyzers Manufactured by:

Behnk Elektronik  
Bio/Data  
Cardiovascular Diagnostics  
Diagnostica Stago  
Helena Laboratories  
Instrumentation Laboratory  
ITC Hemochron  
Roche  
Siemens  
Sysmex  
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- 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
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## **Company Profile**

Abbott

ADI/America Diagnostica

Agilent Technologies

AxisShield

Beckman Coulter/Danaher

Becton Dickinson

Bio/Data

Biomerieux  
BioRad  
Biosite/Inverness/Alere  
Cepheid  
ChronoLog  
Corgenix  
Decode  
Diadexus  
Diagnocure  
Diagnostica Stago/Trinity Biotech  
Diamedix  
Diasorin  
Eiken Chemical  
EKF Diagnostics  
Fujirebio/Innogenetics  
Helena Laboratories  
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Horiba  
Instrumentation Laboratory  
International Technidyne/Nexus DX  
Kreatech  
Kyowa Medex  
Life Technologies  
Lonza  
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Matritech  
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