

# **2015 POC/Point-of-Care Diagnostic Testing Markets: Ambulatory Care, Birth Centers, Cancer Clinics, ERs, Home Testing, ICUs, Nursing Homes, ORs, Physician Offices, Surgery Centers - Supplier Shares, Competitive Strategies, Country Volume and Sales Segment Forecasts for 300 Tests**

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## **Abstracts**

This new 1, 230-page report from VPGMarketResearch.com contains 343 tables, and provides a comprehensive analysis of the 10 major 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 product suppliers develop 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 10 major POC market segments, including their dynamics, trends, structure, size, growth and major suppliers.- Five-year test volume and reagent sales forecasts for over 300 chemistry, immunodiagnostic, microbiology, hematology and coagulation procedures by market segment:

Home/Personal Testing

## Physician Offices/Group Practices

Emergency Rooms

Operating/Recovery Suites

ICUs/CCUs

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 leading 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 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 recent technical and business publications, manufacturer product literature, industry analyst reports, and VPGMarketResearch's proprietary data files. Contains 1, 230 pages and 343 tables

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INSTRUMENTATION Laboratory

ITC Hemochron

Roche

Siemens

Sysmex

Teco Medical Instruments

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PPO

HMO

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