

2016-2020 Physician Office/Group Practice Diagnostic Testing Market: Supplier Shares, Country Volume and Sales Segment Forecasts for 300 Tests, Emerging Technologies, Instrumentation Review, Competitive Strategies

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Abstracts

This 970-page report provides a comprehensive analysis of the physician office/group practice diagnostics market, including its dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic reagent and instrument 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 physician office/group practice diagnostics market, including its 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, including:

Routine and Special Chemistry

Microbiology/Infectious Diseases

Hematology

Flow Cytometry

Coagulation

Immunoproteins

Drgs 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 physician office/group practice diagnostic 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 VPGMarketResearchs proprietary data files.

Contains 970 pages and 152 tables

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