

# **2016 Emerging Opportunities in the US Point-of-Care/POC Testing Market: Cancer Clinics, Ambulatory Centers, Surgery Centers, Nursing Homes, Birth Centers - Supplier Shares, Competitive Strategies, Segment Forecasts, Innovative Technologies, Instrumentation Review**

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## **Abstracts**

This new 107-page report from VPGMarketResearch.com contains 180 tables, provides a 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 VPGMarketResearch's proprietary data files.

Contains 1,007 pages and 180 tables

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Beckman Coulter/Danaher  
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Carolina Chemistries  
Horiba  
Inverness  
Medica  
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Ortho-Clinical Diagnostics  
Polimedco  
Randox  
Roche

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Biocode  
Drew-Scientific  
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Horiba  
Menarini  
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Polymedco  
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### 3. Coagulation Analyzers Manufactured by:

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Beckman Coulter/Danaher  
Becton Dickinson  
Bio/Data  
Biomerieux

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