

# 2016 Emerging Strategies for the US Point-of-Care/POC Lipid Testing Market

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## Abstracts

This new 305-page report from VPGMarketResearch.com contains 22 tables, and provides a comprehensive analysis of the POC lipid 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 lipid testing 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 three POC market segments, including their dynamics, trends, structure, size, growth and major suppliers.

Five-year test volume and reagent sales forecasts for lipid tests by market segment:

Physician Offices/Group Practices

Emergency Rooms

Ambulatory Care Centers

## **Competitive Assessments**

Assessments of major POC 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 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 305 pages and 22 tables

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Abaxis  
Abbott  
Alfa Wassermann  
Awareness Technologies  
Beckman Coulter/Danaher  
bioMeriueX  
Carolina Chemistries  
Horiba  
Inverness  
Medica  
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Ortho-Clinical Diagnostics

Polimedco  
Randox  
Roche

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Agilent Technologies  
Alere/Biosite/Inverness  
Axis-Shield  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio/Data  
Biomerieux  
Bio-Rad  
Cepheid  
Chrono-Log  
Corgenix  
Decode Genetics  
Diadexus  
Diagnocure  
Diagnostica Stago/Trinity Biotech  
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