

# 2020 Germany Transfusion Medicine Market for Over 40 Immunohematology and NAT Tests: Supplier Shares, Segmentation Forecasts, Competitive Landscape, Innovative Technologies, Latest Instrumentation, Opportunities for Suppliers

https://marketpublishers.com/r/2FD208E01F81EN.html

Date: April 2020

Pages: 426

Price: US\$ 3,500.00 (Single User License)

ID: 2FD208E01F81EN

## **Abstracts**

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the German transfusion diagnostic market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Germany; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

**Blood Typing and Grouping Tests** 

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.



Sales and Market Share Analysis

Sales and market share estimates for leading suppliers of transfusion diagnostic products by individual product.

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

Market Segmentation Analysis

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.

Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT, by country and market segment:

**Blood Centers** 

Hospitals

Commercial/Private Laboratories

## **Current and Emerging Products**

Analysis of current and emerging blood typing, grouping and infectious disease screening tests.

Review of automated and semi-automated analyzers.

## **Technology Review**

Assessment of current and emerging technologies, and their potential applications for the transfusion diagnostics market.



Comprehensive lists of companies developing or marketing new technologies and products, by test.

# Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 426 pages and 42 table



## **Contents**

#### I. INTRODUCTION

#### II. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

\$nbsp;\$nbsp;1. Blood Typing and Grouping Tests

\$nbsp;\$nbsp;\$nbsp;a. ABO

\$nbsp;\$nbsp;\$nbsp;\$nbsp;b. Antibody Panels

\$nbsp;\$nbsp;\$nbsp;\$nbsp;c. Antibody Screening

\$nbsp;\$nbsp;\$nbsp;\$nbsp;d. Antigen Typing

\$nbsp;\$nbsp;\$nbsp;e. Antiglobulin Test

\$nbsp;\$nbsp;\$nbsp;f. Crossmatch

\$nbsp;\$nbsp;\$nbsp;\$nbsp;g. HLA Typing

\$nbsp;\$nbsp;\$nbsp;h. Rh

\$nbsp;\$nbsp;\$nbsp;i. Other Blood Groups

\$nbsp;\$nbsp;2. Blood Group Genotyping

\$nbsp;\$nbsp;\$nbsp;a. PCR

\$nbsp;\$nbsp;\$nbsp;b. PCR-RFLP

\$nbsp;\$nbsp;\$nbsp;\$nbsp;c. AS-PCR or PCR-SSP

\$nbsp;\$nbsp;\$nbsp;d. Multiplex PCR

\$nbsp;\$nbsp;\$nbsp;e. Real Time PCR

\$nbsp;\$nbsp;\$nbsp;\$nbsp;f. Sanger DNA Sequencing

\$nbsp;\$nbsp;\$nbsp;\$nbsp;g. Pyrosequencing

\$nbsp;\$nbsp;\$nbsp;b. Microarrays

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;BeadChip Array

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;BloodChip

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Genome Lab SNP Stream

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$luidic Microarray Systems

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;TaqMan OpenArray

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;MALDI-TOF-MS

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Mini-Sequencing

\$nbsp;\$nbsp;3. Infectious Disease Screening Tests

\$nbsp;\$nbsp;\$nbsp;a. AIDS

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$tructure and Composition

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Classification

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Origin of AIDS

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Animal Lentivirus Systems



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$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Virus Receptors
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;HIV Infections in Humans
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Pathogenesis & Pathology
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Overview of Course of HIV
Infection
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;CD4T Lymphocytes and Memory Cells
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Monocytes and Macrophages
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Lymphoid Organs
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Neural Cells
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Viral Coinfections
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Clinical Findings
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Plasma Viral Load
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Pediactric AIDS
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nb
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Opportunistic Infections
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Viruses
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Cancer
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Immunity
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Laboratory Diagnosis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Virus Isolation
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Detection of Viral Nucleic Acid or
Antigens
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Epidemiology
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nbsp;\u00e4nb
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;United States
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Prevention, Treatment, And Control
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Antiviral Drugs
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Vaccines Against HIV
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Transmission of HIV in Blood Products
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
Insemination Recipients
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnostic Tests
$nbsp:$nbsp:$nbsp:$nbsp:$nbsp:$nbsp:Enzyme Immunoassay Interpretation
```

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$pecificity, Sensitivity, and Predictive



```
Value of Enzyme Immunoassay
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Competition Assays
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Western Blot Technique
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Immuno-Fluorescence Assay (IFA)
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Radioimmunoprecipitation
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Methods of HIV-Antigen Detection
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Antigen Assays and Blood Screening
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Urine Tests
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;DNA Probes
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Overview
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Quantitative Polymerase Chain Reaction
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;In Situ PCR
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Needed Improvements
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Viral Load/Drug Resistance Testing
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Genotype and Phenotype Testing
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$lood Banking Considerations
$nbsp;$nbsp;$nbsp;b. Hepatitis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis A
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis B
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$tructure and Composition
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis C
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis D (Delta Hepatitis)
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis E
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis G
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis Virus Infections In Humans
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Clinical Findings
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Laboratory Features
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis A
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis B
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis C
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis D
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis E
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Virus-Host Immune Reactions
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Epidemiology
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis B
```



```
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis C
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Hepatitis D (Delta Agent)
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Vaccines and Drugs
$nbsp;$nbsp;$nbsp;c. Cytomegalovirus
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Background
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Chorioretinitis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Gastrointestinal
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Central Nervous System Disease
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnostic Tests
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Vaccines and Drugs
$nbsp;$nbsp;$nbsp;d. Syphilis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Background
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnostic Tests
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Vaccines and Drugs
$nbsp;$nbsp;$nbsp;e. West Nile Virus
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Background
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Clinical Syndromes
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnostic Tests
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Vaccines and Drugs
$nbsp;$nbsp;$nbsp;$nbsp;f. Parvovirus B19
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Microbiology
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Epidemiology
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Clinical Syndromes
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
(cheek)
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Adult Polyarthropathy
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Transient Aplastic Crisis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Transient Pancytopenia
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Red Cell Aplasia in the
Immunocompromised
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Perinatal Infections
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnosis
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Treatment
$nbsp;$nbsp;$nbsp;g. Creutzfeldt-Jakob's Disease
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Background
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Transmission
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Diagnostic Tests
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;Major Commercial and Academic Players
$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;$nbsp;
```



\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Disease Sciences/BioTec Global \$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Imperial College School of

Medicine

\$nbsp;\$nbsp;Ortho-Clinical Diagnostics

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;ProMetic Life Sciences

\$nbsp;\$nbsp;Proteome Sciences/Idexx

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;U.S. Agricultural Research

Service

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Drugs

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Vaccines

\$nbsp;\$nbsp;\$nbsp;h. Malaria

\$nbsp;\$nbsp;\$nbsp;i. Chagas Disease

\$nbsp;\$nbsp;\$nbsp;j. Babesiosis

\$nbsp;\$nbsp;4. Pathogen Reduction

\$nbsp;\$nbsp;5. Leukocyte Reduction

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Background

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

**Becton Dickinson** 

Bio-Rad

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;BioMerieux

Cepheid

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Curtis Unyvero

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Gen-Probe/Hologic

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;GenMark

Grifols

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;HTG

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Immucor

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Life Technologies

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Nanosphere

**Ortho-Clinical Diagnostics** 

Qiagen

Roche



\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$arstedt

Siemens

Tecan

C. Major in Vitro Diagnostic Technologies And Their Potential Applications

\$nbsp;\$nbsp;1. Molecular Diagnostics

\$nbsp;\$nbsp;\$nbsp;a. Overview

\$nbsp;\$nbsp;\$nbsp;b. NAT

\$nbsp;\$nbsp;2. Monoclonal and Polyclonal Antibodies

\$nbsp;\$nbsp;3. Immunoassays

\$nbsp;\$nbsp;\$nbsp;\$nbsp;a. Technological Principle

\$nbsp;\$nbsp;\$nbsp;\$nbsp;b. Chemiluminescence

\$nbsp;\$nbsp;\$nbsp;c. Enzyme Immunoassays (EIA)

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Overview

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;ELISA

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;EMIT

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Electrochemical

\$nbsp;\$nbsp;\$nbsp;\$nbsp;d. Radioimmunoassays (RIA)

\$nbsp;\$nbsp;\$nbsp;e. Immunoprecipitation

\$nbsp;\$nbsp;\$nbsp;\$nbsp;f. Affinity Chromatography

\$nbsp;\$nbsp;4. Microtitration Plates

\$nbsp;\$nbsp;5. IT and Automation

\$nbsp;\$nbsp;6. Lasers

\$nbsp;\$nbsp;7. Robotics

\$nbsp;\$nbsp;8. Synthetic Red Cell Substitutes

\$nbsp;\$nbsp;9. Genetically Engineered Blood Components

\$nbsp;\$nbsp;\$nbsp;a. Albumin

\$nbsp;\$nbsp;\$nbsp;b. Factor VIII

\$nbsp;\$nbsp;\$nbsp;\$nbsp;c. Alpha-2 Antiplasmin

\$nbsp;\$nbsp;\$nbsp;\$nbsp;d. Antithrombin III

\$nbsp;\$nbsp;\$nbsp;e. Factor IX

\$nbsp;\$nbsp;\$nbsp;\$nbsp;f. Von Willebrand's Factor

\$nbsp;\$nbsp;\$nbsp;g. Fibrinogen

\$nbsp;\$nbsp;\$nbsp;h. t-PA

\$nbsp;\$nbsp;10. Blood Preservation

\$nbsp;\$nbsp;11. Autologous Blood Transfusion/Freezing

#### III. GERMANY

## A. Executive Summary



- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

#### IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Molecular Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

#### V. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

#### VI. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

#### **VII. COMPETITIVE ASSESSMENTS**

Abbott

Beckman Coulter/Danaher

**Becton Dickinson** 

**Biokit** 

bioMerieux

Bio-Rad

Diagast

DiaSorin

Fujirebio

Grifols

Hologic

Immucor



LabCorp

Ortho-Clinical Diagnostics

**Proteome Sciences** 

**Quest Diagnostics** 

Quidel

Roche

Siemens Healthineers

Tecan

Thermo Fisher



## **List Of Tables**

#### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests

Major Companies Developing or Marketing HLA Typing Tests

Major Companies Developing or Marketing AIDS Tests

Major Companies Developing or Marketing Hepatitis Tests

Major Companies Developing or Marketing CMV Tests

Major Companies Developing or Marketing Syphilis Tests

Major Companies Developing or Marketing Blood Bank Analyzers

Executive Summary Table: Germany, Total Blood Bank Test Volume and Reagent

Sales Forecast by Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories

Performing Blood Bank Tests by Annual Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease

Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast

by Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood

Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test



### Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease

Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Germany, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier



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