

# **2021 Physician Office Diagnostics Market Assessment-Competitive Shares and SWOT Analysis, Volume and Sales Segment Forecasts for 350 Tests-Latest Technologies and Instrumentation Pipeline, Emerging Opportunities for Suppliers**

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## **Abstracts**

This unique report from LeadingMarketResearch.com provides information and analysis not available from any other published source.

The report is available by section, and can be customized to specific information needs and budget.

This 970-page report provides 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

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 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 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 970 pages and 152 tables

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