

# Diagnostic Testing in the US Physician Offices and Group Practices Supplier Shares and Sales Forecasts for Over 300 Tests

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## Abstracts

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 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 Venture Planning Group's proprietary data files.

Contains 970 pages and 152 tables

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

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Biocode  
Drew-Scientific  
Diesse Ves Matic  
Horiba  
Menarini  
Nihon Kohden  
Polymedco  
Sysmex

### 3. Coagulation Analyzers Manufactured by:

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Bio/Data  
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Bio-Rad  
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Instrumentation Laboratory  
International Technidyne/Nexus DX  
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Kyowa Medex

Life Technologies  
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