

# Drugs of Abuse: A 2013 Analysis of the US Point-of-Care Testing Market: Physician Offices, Emergency Rooms, Ambulatory Care Centers

<https://marketpublishers.com/r/DFFFE88748BEN.html>

Date: May 2013

Pages: 165

Price: US\$ 2,000.00 (Single User License)

ID: DFFFE88748BEN

## Abstracts

This new 165-page report from Venture Planning Group contains 14 tables, and provides a comprehensive analysis of the POC drugs of abuse 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 abused drugs 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 drugs of abuse procedures by market segment:

Physician Offices/Group Practices

Emergency Rooms

## Ambulatory Care Centers

### Analysis of drugs of abuse procedures

#### **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 Venture Planning Group's proprietary data files.

Contains 165 pages and 14 tables

## Contents

### INTRODUCTION

### EXECUTIVE SUMMARY

### RATIONALE FOR TESTING DECENTRALIZATION

1. Overview
2. Regulatory Trends
3. Economic Trends
4. Demographic Trends
5. Technological Trends
6. Social Trends
7. Quality of Care
8. Defensive Medicine
9. Quality Control Issues

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

1. Overview
2. Test Methodologies
3. Amphetamines
4. Barbiturates
5. Benzodiazepines
6. Cannabinoids/Marijuana
7. Cocaine
8. Lysergic Acid Diethylamide (LSD)
9. Methadone
10. Methaqualone
11. Opiates
12. Phencyclidine

### WORLDWIDE BUSINESS ENVIRONMENT

#### U.S.A.

##### A. Market Overview

1. Business Environment

- a. Health Care Expenditures
- b. Cost Consciousness
- c. Reimbursement
- d. Industry Consolidation
- e. Managed Care
  - PPO
  - HMO
- f. Hospitals
- g. Admissions
- h. Length of Stay
- i. Industry Diversification
- j. Physician Demographics
- k. Aging Population
  - More Chronic Illness
  - Disease Incidence
  - Susceptibility to Iatrogenesis
  - Multiple Illnesses Cases
- l. Laboratory Regulations
- 2. Market Structure
  - a. Hospitals
  - b. Commercial/Private Laboratories
- B. Physician Offices/Group Practices
  - 1. Market Summary
  - 2. Market Structure
  - 3. Drugs of Abuse Test Volume and Sales Forecasts
- C. Ancillary Hospital Locations
  - 1. Introduction
  - 2. Emergency Departments
    - a. Market Summary
    - b. Drugs of Abuse Test volume and Sales Forecasts
- D. Ambulatory Care Centers
  - 1. Introduction
  - 2. Market Summary
  - 3. Market Structure
  - 4. Drugs of Abuse Test Volume and Sales Forecasts
    - c. Reimbursement
    - d. Industry Consolidation
    - e. Managed Care
      - PPO

- HMO
- f. Hospitals
- g. Admissions
- h. Length of Stay
- i. Industry Diversification
- j. Physician Demographics
- k. Aging Population
  - More Chronic Illness
  - Disease Incidence
  - Susceptibility to Iatrogenesis
  - Multiple Illnesses Cases
- l. Laboratory Regulations
- 2. Market Structure
  - a. Hospitals
  - b. Commercial/Private Laboratories
- B. Physician Offices/Group Practices
  - 1. Market Summary
  - 2. Market Structure
  - 3. Drugs of Abuse Test Volume and Sales Forecasts
- C. Ancillary Hospital Locations
  - 1. Introduction
  - 2. Emergency Departments
    - a. Market Summary
    - b. Drugs of Abuse Test volume and Sales Forecasts
- D. Ambulatory Care Centers
  - 1. Introduction
  - 2. Market Summary
  - 3. Market Structure
  - 4. Drugs of Abuse Test Volume and Sales Forecasts

## **DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

## **ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  - 1. Marketing Approaches

2. Product complexity
3. Customer Preference
4. Established Suppliers
5. Emerging Suppliers
6. Major Types of Distributors
7. Market Segmentation

## **POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Drugs of Abuse Tests  
U.S.A., Physician Office/Group Practice Laboratories Forecast by Practice Size  
U.S.A., Physician Offices/Group Practices Forecast by Type  
U.S.A., Office-Based Physicians Forecast by Practice Type  
U.S.A., Physician Offices/Group Practices Drugs of Abuse Test Volume Forecasts  
U.S.A., Physician Offices/Group Practices Drugs of Abuse Reagent and Instrument Sales Forecast  
U.S.A., Ancillary Hospital Locations Estimated Number  
U.S.A., Ancillary Hospital Locations Annual Utilization  
U.S.A., Hospital Emergency Departments Drugs of Abuse Test Volume Forecast  
U.S.A., Hospital Emergency Departments Drugs of Abuse Reagent and Instrument Sales Forecast  
U.S.A., Ambulatory Care Centers Estimated Number of Facilities and Patient Visits  
U.S.A., Ambulatory Care Centers Most Frequent Diagnoses  
U.S.A., Ambulatory Care Centers Drugs of Abuse Test Volume Forecast  
U.S.A., Ambulatory Care Centers Drugs of Abuse Reagent and Instrument Sales Forecast

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