

# Innovative Technologies And Their Impact on the US Diagnostics Market

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## Abstracts

The next ten years will be marked by significant technological developments in health care and biotechnology, which will drastically change the assumptions and perceptions of life and death. This report is designed to assist diagnostics industry executives in exploring the impact of possible technological developments and commercialization of a number of new products, and formulating policy alternatives that will provide the best choice among possible courses of action.

This invaluable strategic planning resource is designed to help corporate, marketing and R&D executives develop effective business plans that best accommodate uncertainties ahead. The report:

- Evaluates emerging technologies that may present unexpected threats or offer opportunities

- Identifies key strategic decisions that will have to be made in the future

- Enhances corporate ability to develop realistic contingency plans.

The report explores the impact of the most significant technological developments of the next ten years and their impact on the U.S. in vitro diagnostics market, including major testing locations (hospitals, commercial labs, physician offices, blood centers, POC sites), and laboratory disciplines (blood banking, clinical chemistry, immunodiagnostics, coagulation, hematology, flow cytometry, histology, cytology, microbiology, serology, urinalysis).

Contains 85 pages and 8 tables

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. CONCLUSIONS AND RECOMMENDATIONS**

### **3. BUSINESS ENVIRONMENT**

- a. Political/Regulatory Climate
- b. R & D Funding
- c. Industry-Government Relationship
- d. Industry-University Ventures
- e. Technological Environment
- f. Decentralization
- g. Health Care Expenditures
- h. Physician Population
- i. Hospital Indicators

### **4. OUTLOOK FOR THE IN VITRO DIAGNOSTICS MARKET**

- a. Overview
- b. Molecular Diagnostics
- c. Monoclonal Antibodies
- d. Immunoassays
- e. Information Technology/Informatics
- f. Laboratory Automation and Robotics
- g. In Vitro-In Vivo Integration
- h. Solid Phase Chemistry
- i. Microarrays And Biochips
- k. Pharmacogenomics
- l. Pharmaceuticals

### **5. STRATEGIC IMPLICATIONS**

- a. Testing Patterns
  - Pre-Admission Testing
  - Inpatient Testing
  - Outpatient Testing
  - Test Volume and Market Size

b. Market Segments

- Chemistry and Immunoassay
- Microbiology and Serology
- Hematology and Flow Cytometry
- Blood Banking
- Histology and Cytology
- Coagulation
- Urinalysis

c. The New Marketplace

- Purchasing Influences
- Marketing Strategies
- Joint Venture, Merger, and Licensing Activity
- Import-Export
- Potential Market Entrants
- Who May Not Survive?

## List Of Tables

### LIST OF TABLES

Executive Summary Table: Growth Areas in Clinical Laboratory Testing

Table-1: Total Population And Physician Demographics

Table-2: Selected Hospital Statistics

Table-3: Test Volume By Location

Table-4: Test Distribution By Location

Table-5: Market Size By Location

Table-6: Test Volume By Laboratory Discipline

Table-7: Market Size By Laboratory Discipline

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