

In Vitro Diagnostics Industry 2021: Three Alternative Scenarios of the Future IVD Market--Business-as-Usual, Economic Austerity, Technological Breakthroughs

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Abstracts

This new report is designed to help executives develop effective contingency plans that best accommodate uncertainties ahead. The study objectives include:

To identify and evaluate emerging markets and technologies that may present unexpected threats or offer opportunities.

To identify key strategic decisions that will have to be made in the future.

To enhance corporate ability to develop realistic contingency plans.

To prepare executives to accommodate radically different operating climates and reduce surprises.

To challenge accepted perceptions of the future diagnostics market.

This report is an invaluable strategic planning resource for corporate, marketing and R&D executives. The strategic issues explored in the report include:

How will the future reimbursement changes affect individual market segments?

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

What will be the impact on purchasing influences, marketing strategies, joint ventures, mergers, licensing, import and export?

How will the future technological advances affect the major market segment?

Which companies will enter the market and which will not survive?

These and other key issues facing the decision-makers are explored in this thought-provoking and multi-faceted portrait of the three possible futures and their strategic implication. We would be glad to answer any questions you might have regarding this informative, comprehensive and insightful market research and technology assessment report, and look forward to your subscription.

Contains 255 pages and 32 tables

Contents

I. INTRODUCTION

II. EXECUTIVE SUMMARY

- A. BUSINESS-AS-USUAL SCENARIO
- B. ECONOMIC AUSTERITY SCENARIO
- C. TECHNOLOGICAL BREAKTHROUGHS SCENARIO

III. CONCLUSIONS AND RECOMMENDATIONS

IV. THE SCENARIOS

- A. BUSINESS-AS-USUAL SCENARIO
 - 1. BUSINESS ENVIRONMENT
 - a. Health Care Expenditures
 - b. Cost-Consciousness
 - c. Reimbursement
 - d. Industry Consolidation
 - e. Managed Care
 - PPOs
 - HMOs
 - f. Hospitals
 - g. Admissions
 - h. Length of Stay
 - i. Industry Diversification
 - j. Physician Demographics
 - k. Aging Population
 - Chronic Illnesses
 - Disease Incidence
 - Susceptibility to Iatrogenesis
 - Multiple Illness Cases
 - l. Laboratory Regulations
 - m. The FDA Reform
 - 2. OUTLOOK FOR THE IN VITRO DIAGNOSTICS MARKET
 - a. Government Regulations
 - b. Centralized Testing
 - Hospitals

- Commercial Laboratories
- Blood Banks
- Public Health Laboratories
- c. Decentralized Testing
 - Personal Testing
 - Physician Offices/Group Practices
 - Ancillary Hospital Locations
 - ERs
 - ORs
 - ICUs/CCUs
 - Cancer Clinics
 - Ambulatory Care Centers
 - Surgery Centers
 - Nursing Homes
 - Birth Centers

3. STRATEGIC IMPLICATIONS

- a. Testing Patterns
 - Test Utilization
 - Pre-Admission Testing
 - Inpatient Testing
 - Outpatient Testing

4. MARKET SEGMENTS

- a. Chemistry and Immunoassay
 - Introduction
 - Future Situation
- b. Microbiology and Serology
 - Introduction
 - Future Situation
- c. Hematology and Flow Cytometry
 - Introduction
 - Future Situation
- d. Histology and Cytology
 - Introduction
 - Future Situation
- e. Coagulation
 - Introduction
 - Future Situation
- f. Urinalysis
 - Introduction

- Future Situation
- g. Blood Banking
 - Introduction
 - Future Situation
- 5. TECHNOLOGIES
 - a. Genomics
 - Introduction
 - Future Situation
 - b. Proteomics
 - Introduction
 - Future Situation
 - c. DNA Probes
 - Introduction
 - Future Situation
 - d. Biochips/Microarrays
 - Introduction
 - Future Situation
 - e. Monoclonal Antibodies
 - Introduction
 - Future Situation
 - f. Solid Phase Chemistry
 - Introduction
 - Future Situation
 - g. Biosensors
 - Introduction
 - Future Situation
 - h. Automation and Robotics
 - Introduction
 - Future Situation
 - i. Computer-Aided Diagnosis
 - Introduction
 - Future Situation
- 6. THE NEW MARKETPLACE
 - a. Purchasing Influences
 - b. Marketing Strategies
 - c. Joint Ventures, Mergers and Licensing
 - d. Import-Export
 - e. Potential Market Entrants
 - f. Who May Not Survive?

B. ECONOMIC AUSTERITY SCENARIO

1. BUSINESS ENVIRONMENT

a. Socio-Political Climate

Cost-Consciousness

Government Actions

Three-Tier System

Health Rationing

Voucher System

Health IRA

b. Hospital Closures

c. Hospital Utilization

d. Hospital Reorganization

e. Physician Regulations

f. Wellness Programs

g. Corporate Responses

h. Academic Research

2. OUTLOOK FOR THE IN VITRO DIAGNOSTICS MARKET

a. Test Utilization

Ordering Practices

Documentation

Recertification

b. Technology Regulations

c. New Laboratory Ventures

d. Computers

e. Industrial Medicine

f. Insurance Companies

g. Test Volume and Market Size

3. STRATEGIC IMPLICATIONS

a. Testing Patterns

Pre-Admission Testing

Inpatient Testing

Outpatient Testing

b. Market Segments

Chemistry and Immunoassay

Microbiology and Serology

Hematology and Flow Cytometry

Histology and Cytology

Coagulation

Urinalysis

Blood Banking

c. Technologies

Genomics

Proteomics

DNA Probes

Biochips/Microarrays

Monoclonal Antibodies and Immunoassays

Automation and Robotics

Solid Phase Chemistry

Biosensors

Computer-Aided Diagnosis

d. The New Marketplace

Purchasing Influences

Marketing Strategies

Joint Ventures, Mergers and Licensing

Import-Export

Potential Market Entrants

Who May Not Survive?

C. Technological BREAKTHROUGHS SCENARIO

1. BUSINESS ENVIRONMENT

a. Political/Regulatory Climate

b. R & D Funding

c. Industry-Government Relationship

d. Industry-University Ventures

e. Technological Environment

f. Testing Decentralization

g. Health Care Expenditures

h. Physician Population

i. Hospital Indicators

2. OUTLOOK FOR THE IN VITRO DIAGNOSTICS MARKET

a. Overview

b. Genomics

c. Proteomics

d. DNA and RNA Probes

e. Biochips/Microarrays

f. Monoclonal Antibodies

g. Immunoassays

h. Information Technology

i. Laboratory Automation and Robotics

- j. Solid Phase Chemistry
 - k. Biosensors
 - l. Holography
 - m. Pharmaceuticals
- 3. 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
 - Histology and Cytology
 - Coagulation
 - Urinalysis
 - Blood Banking
 - c. The New Marketplace
 - Purchasing Influences
 - Marketing Strategies
 - Joint Ventures, Mergers and Licensing
 - Import-Export
 - Potential Market Entrants
 - Who May Not Survive?

V. APPENDICES: METHODOLOGY

- A. The Delphi
- B. Cross-Impact Analysis
- C. Substitution Modeling

TABLE OF CONTENTS

Executive Summary Table I: Business-As-Usual Scenario, Growth Areas in Clinical Laboratory Testing

Executive Summary Table II: Economic Austerity Scenario, Growth Areas in Clinical Laboratory Testing

Executive Summary Table III: Technological Breakthroughs Scenario, Growth Areas in

Clinical Laboratory Testing

Executive Summary Table IV: Market Size by Location

Executive Summary Table V: Market Size by Laboratory Discipline

Table-1: Business-As-Usual Scenario, Health Care Costs by Expenditure Type

Table-2: Business-As-Usual Scenario, HMO and PPO Enrollment

Table-3: Business-As-Usual Scenario, Selected Hospital Statistics

Table-4: Business-As-Usual Scenario, Total Population and Physician Demographics

Table-5: Business-As-Usual Scenario, Test Volume by Location

Table-6: Business-As-Usual Scenario, Test Distribution by Location

Table-7: Business-As-Usual Scenario, Market Size by Location

Table-8: Business-As-Usual Scenario, Typical Pre-Admission Tests

Table-9: Business-As-Usual Scenario, Test Volume by Laboratory Discipline

Table-10: Business-As-Usual Scenario, Market Size By Laboratory Discipline

Table-11: Economic Austerity Scenario, Selected Hospital Statistics

Table-12: Economic Austerity Scenario, HMO and PPO Enrollment

Table-13: Economic Austerity Scenario, Total Population and Physician Demographics

Table-14: Economic Austerity Scenario, Major Categories of Overutilized Tests

Table-15: Economic Austerity Scenario, Test Volume by Location

Table-16: Economic Austerity Scenario, Test Distribution by Location

Table-17: Economic Austerity Scenario, Market Size by Location

Table-18: Economic Austerity Scenario, Timing Requirements for Selected Laboratory Tests

Table-19: Economic Austerity Scenario, Test Volume by Laboratory Discipline

Table-20: Economic Austerity Scenario, Market Size by Laboratory Discipline

Table-21: Technological Breakthroughs Scenario, HMO and PPO Enrollment

Table-22: Technological Breakthroughs Scenario, Total Population and Physician Demographics

Table-23: Technological Breakthroughs Scenario, Selected Hospital Statistics

Table-24: Technological Breakthroughs Scenario, Test Volume by Location

Table-25: Technological Breakthroughs Scenario, Test Distribution by Location

Table-26: Technological Breakthroughs Scenario, Market Size by Location

Table-27: Technological Breakthroughs Scenario, Test Volume by Laboratory Discipline

Table-28: Technological Breakthroughs Scenario, Market Size by Laboratory Discipline

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