

# **2017 US POC Ancillary Hospital Locations (ER, OR, ICU/CCU) Diagnostic Testing Market: Future Horizons and Growth Strategies--Supplier Shares, Competitive Intelligence, Emerging Opportunities**

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## **Abstracts**

This 973-page report contains 153 tables and provides comprehensive analysis of the diagnostic testing markets outside the main hospital laboratory (ERs, ORs, and ICUs). The report includes analysis of the market dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. We trust, this report will help diagnostic products 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 closer to the patient.

## **Market Segmentation Analysis**

Review of the ER, OR and ICU market segments, including their dynamics, trends, structure, size, growth and major suppliers

Five-year test volume and sales forecasts for chemistry, immunodiagnostic, microbiology, hematology and coagulation procedures by market segment:

Emergency Rooms

## Operating/Recovery Suites

ICUs/CCUs and test category:

Routine and Special Chemistry

Microbiology/Infectious Diseases

Hematology

Flow Cytometry

Coagulation

Immunoproteins

Drugs of Abuse

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## 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 POC 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 POC 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 VPGMarketResearchs proprietary data files.

Contains 973 pages and 153 tables

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



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Abbott  
Becton Dickinson  
Beckman Coulter/Danaher  
Biocode  
Drew-Scientific  
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Nihon Kohden  
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