

What's Driving the In Vitro Diagnostics Industry?--The Road to 2020 and Beyond: Alternative Scenarios of the Future IVD Market--Business-as-Usual, Economic Austerity, Technological Breakthroughs 2017-2021

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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

1. INTRODUCTION

2. EXECUTIVE SUMMARY

A. BUSINESS AS USUAL SCENARIO

B. ECONOMIC AUSTERITY SCENARIO

C. TECHNOLOGICAL BREAKTHROUGHS SCENARIO

3. CONCLUSIONS AND RECOMMENDATIONS

4. 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 VITR 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 VITR 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?

5. APPENDICES: METHODOLOGY

- A. The Delphi
- B. Cross Impact Analysis
- C. Substitution Modeling
- Table of Contents
- Executive Summary Table I: Business - 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 - Usual Scenario, Health

Care Costs by Expenditure Type

Table 2: Business - Usual Scenario, HM and PPO

Enrollment

Table 3: Business - Usual Scenario, Selected

Hospital Statistics

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

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

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

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

Table 8: Business - Usual Scenario, Typical

Pre Admission Tests

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

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

Table 11: Economic Austerity Scenario, Selected

Hospital Statistics

Table 12: Economic Austerity Scenario, HM and PP 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, HM and PP 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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