

# THE COAGULATION MARKET MONITOR™



a marketing information development company

The Coagulation MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on the coagulation testing market.

Primary issues addressed in this report include:

1. The size of the market
2. The performance of manufacturers providing the products used to conduct these tests.

Published annually, the Coagulation MARKET MONITOR™ addresses testing for selected analytes in two primary market segments:

1. Hospitals
2. Commercial Laboratories

## Data Collection

Approximately one of every ten clinical laboratories in the domestic market currently participate in this tracking study. Over 600 laboratories return completed questionnaires via the mail each year. A mail survey technique is employed as this approach facilitates the need to look up test volume data or consult with colleagues regarding systems in use. The mail survey method also permits the study respondent to complete the questionnaire at a convenient time thus ensuring as thoughtful a response as possible.

A stabilized sample, with 90 percent of the same facilities reporting from cycle to cycle, provides a highly sensitive measure of change from year to year. It is possible to accurately estimate changes in demand for each test from year to year or shifts in market share between periods for manufacturers serving this market sector.



## Tests Included In The Study

- Routine High Volume Tests
- Specialized Low Volume Tests

\*\* Please see reverse side for individual analytes.

## Contents

### Market Size

Market Size:	Number of facilities performing each test in-house
Demand:	Number of results reported per year by analyte
Growth Rates:	Year to year comparison of result volume (subsequent cycle)
Segment Contribution:	Percent of annual result volume by market segment

### Competitive Performance

Client Base:	Number of accounts using each manufacturer's testing products
Volume Share:	Number of results reported using each manufacturer's testing products
Revenue Share:	Reagent revenue captured by each manufacturer

### Segmentation

Hospital:	Reported by five bed size categories
Commercial Lab:	Reported by three volume categories

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## Analytes Included in the Study

<b>Routine - High Volume</b>	PT • aPTT • Bleeding Time • Thrombin Time • D-Dimer (Automated) • D-Dimer (Manual) • Fibrinogen (Assayed) • Fibrinogen (Derived) • Protein C (Chromogenic) • Protein C (Clotting) • Protein S (Clotting) • Protein S (Free Antigenic) • Protein S (Total Antigenic) • PFA (Platelet Function Assay) • Heparin-Anti-Xa
<b>Specialized - Low Volume</b>	ACA (Anticardiolipin) • ACT (Main Lab Only) • Antiplasmin • Anti-Thrombin III • APC Resistance • Factor II • Factor V • Factor V Leiden Genetic • Factor VII • Factor VIII (Chromogenic) • Factor VIII (Clotting) • Factor IX (Chromogenic) • Factor IX (Clotting) • Factor X (Chromogenic) • Factor X (Clotting) • Factor XI • Factor XII • Factor XIII • Fibrin Degradation Products • Fibrinmonomer • Lupus Anticoagulant Anti-C • Lupus Anticoagulant Confirmation - DRVVT • Lupus Anticoagulant Screening - DRVVT • MTHFR • PAI (Plasminogen Activator Inhibitor) • Plasminogen • Prothrombin 20210a Mutation • Prothrombin Fragment 1.2 • Silica Clotting Time • tPA (Tissue Plasminogen Activator) • Von Willebrand Activity Assay (Ristocetin) • Von Willebrand Factor (VWF) Antigen

## Approximate Sample Composition

Market Segment	Number In Universe	Number In Sample	Sample As Percent Of Universe
Hospitals	5,209	533	10.2
Commercial Laboratories	575	95	16.5
<b>Total</b>	<b>5,779</b>	<b>628</b>	<b>10.9</b>

## 2012 Report Pricing (18<sup>th</sup> Cycle)

Total Report (All Sections Included)	\$40,200
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Data for the 2012 Coagulation MARKET MONITOR™ is collected in August, 2012 and will reflect the market as of the third quarter of 2012. The report is published in October, 2012.

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