

THE HOSPITAL DECENTRALIZED TESTING MARKET MONITOR™



a marketing information development company

The Hospital Decentralized Testing MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on the decentralized testing market.

Primary issues addressed in this report include:

1. The number of facilities offering near patient testing.
2. The number of tests performed.
3. The types of products used to perform the tests.

Published in alternating years, the Hospital Decentralized Testing MARKET MONITOR™ addresses testing for selected analytes in the **hospital market segment**.

Data Collection

Approximately twenty percent of hospitals in the domestic market currently participate in this tracking study. Over 1,000 hospital laboratories return completed questionnaires via internet and mail. A combination of focus groups, mail and internet survey techniques is employed as this approach facilitates the need to look up test volume data or consult with colleagues regarding systems in use. These survey methods also permit 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. It is possible to accurately estimate changes in demand for each test or shifts in market share between periods for manufacturers serving this market sector.

2010 Report Pricing

Total Report (All Sections Included)	\$37,100
ACT	\$3,085
Blood Gas	\$3,085
Cardiac Enzymes	\$3,085
CBC	\$3,085
Chemistry Panel	\$3,085
Drugs Of Abuse (Urine)	\$3,085
Electrolytes	\$3,085
Glucose	\$3,085
Hemoglobin & Hematocrit	\$3,085
HIV/Retrovirus	\$3,085
Pregnancy	\$3,085
Prothrombin Time/INR	\$3,085
TDM - Therapeutic Drug Monitoring	\$3,085

Testing Areas Included In The Study

- Cardiac Catheterization
- Coronary Care Unit
- Emergency Department
- Intensive Care Unit
- Kidney Dialysis Unit
- Neonatal Intensive Care Unit
- Offsite Outpatient Clinic
- Onsite Outpatient Clinic
- Operating Room
- STAT Laboratory (Separate from Main Laboratory)

Test Groups Included In The Study

- Activated Clotting Time(ACT)
- Blood Gas
- CBC
- Electrolytes
- Hemoglobin/Hematocrit
- Pregnancy
- Prothrombin Time/INR
- HIV/Retrovirus
- Therapeutic Drug Monitoring (TDM)
- Cardiac Enzymes (Including BNP/NT-pro BNP)
- Drugs of Abuse (Urine Screen)
- Chemistry Panel Testing
- Glucose*

* Glucose is reported for the entire institution's point-of-care effort.

Data for the 2010 Hospital Decentralized Testing MARKET MONITOR™ was collected in April, 2010 and will reflect the market as of the first quarter of 2010. The report will be published in May, 2010.

