

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.

2012 Report Pricing

Total Report (All Sections Included)	\$40,900
ACT	\$3,400
Blood Gas	\$3,400
Cardiac Enzymes	\$3,400
CBC	\$3,400
Chemistry Panel	\$3,400
Drugs Of Abuse (Urine)	\$3,400
Electrolytes	\$3,400
Glucose	\$3,400
Hemoglobin & Hematocrit	\$3,400
HIV/Retrovirus	\$3,400
Pregnancy	\$3,400
Prothrombin Time/INR	\$3,400
TDM - Therapeutic Drug Monitoring	\$3,400

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 2012 Hospital Decentralized Testing MARKET MONITOR™ is collected in April, 2012 and will reflect the market as of the first quarter of 2012. The report is published in May, 2012.

