THE HEMATOLOGY MARKET MONITOR™

information dynamics
a marketing information development company

The Hematology MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on the hematology 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 Hematology MARKET MONITOR™ addresses testing for selected analytes in two **primary market segments:**

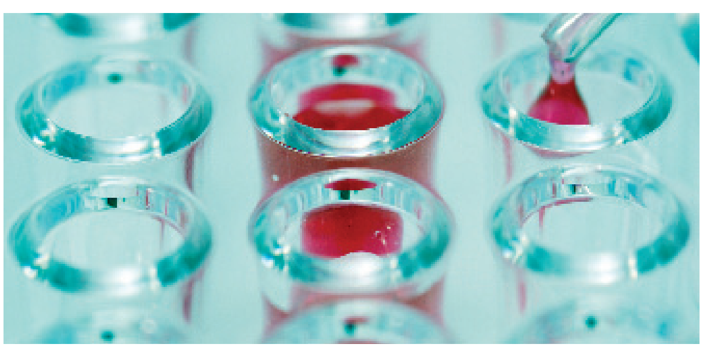
1. Hospitals

2. Commercial Laboratories

Data Collection

Approximately thirteen percent of the clinical laboratories in the domestic market currently participate in this tracking study. Nearly 750 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

CBC • HgB • HcT • RBC • WBC • Indices • Platelet Counts • Reticulocyte Counts • 3 Part Automated Differential • 5 Part Automated Differential • 6 Part Automated Differential • Manual Differential • Immature Reticulocyte Fraction • CHr

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

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Additional Issues Covered

Analyzer Configuration	Number of Analyzers Per Laboratory Type of Analyzer Deployment Per Laboratory
Intention to Acquire New Analyzer	Number in Market Brands Under Consideration For Acquisition
Service Issues	Contract Utilization • Source of Service • Type of Service Contract
Decentralized Testing	Offsite CBC Status • Number of Locations • Brands Used

Approximate Sample Composition

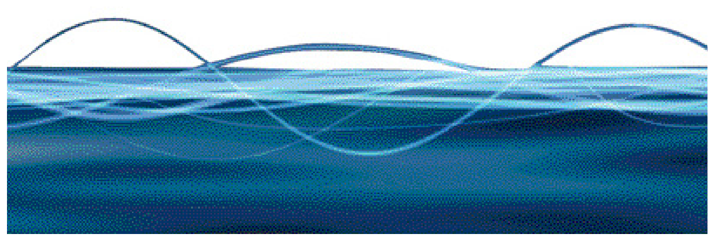
Market Segment	Number In Universe	Number In Sample	Sample As Percent Of Universe
Hospitals	5,096	622	12.2
Commercial Laboratories	670	126	18.8
Total	5,766	748	13.0

2010 Pricing Report (13th Cycle)

Total Report (All Sections Included)	$37,100

The Hematology MARKET MONITOR™
will be available July 2010.

Data for the 2010 Hematology MARKET MONITOR™
is collected in May 2010.



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