

THE LABORATORY AUTOMATION MARKET MONITOR™



a marketing information development company

The Laboratory Automation MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on automation in the laboratory testing market. Published every other year, **primary issues addressed in this report include:**

1. The size of the potential target market.
2. Brand share in the current market
3. Customer satisfaction with current automation instrumentation.
4. Perceived customer benefits of automation.

Data Collection

The quantitative data presented in this study is gathered via an online survey of Information Dynamics' e-panelists during August, 2010. The response base to this survey includes approximately 350 laboratory decision makers representing a cross section of the short-term, acute care hospital market in the United States. Respondents are a mix of Laboratory Directors, Managers, and Chemistry Section Supervisors.

The questions incorporated in the data collection for this online survey are dynamic, in that they are updated each cycle based on input from both manufacturers and laboratorians. These modifications and revisions are made in an attempt to address the current issues at hand as well as generate ideas for the "next generation" of laboratory automation.

Automation Factors Considered

Pre-Analytical
Post Analytical
Autoverification
Automated Hematology
Financial Considerations

Analyzers Connected

Chemistry
Hematology
Immunoassay
Coagulation
Urinalysis

Automation Contents

Market Size

Account Potential • Demand • Growth Rate

Competitive Performance

Client Base • Volume Share

Segmentation

Hospital Bed Size • Acquisition Intention •
Test Volume and Menu Complexity

2010 Report Pricing

Total Report

\$39,400

Data for the 2010 Laboratory Automation MARKET MONITOR™ is collected in August, 2010 and reflects the market as of the second quarter of 2010. The report is published in September, 2010.

