

# 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. 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

## 2012 Report Pricing

Total Report

\$43,400

Data for the 2012 Laboratory Automation MARKET MONITOR™ is collected in June, 2012 and reflects the market as of the third quarter of 2012. The report is published in August, 2012.