

THE LARGE GROUP PRACTICE LABORATORY MARKET MONITOR™



a marketing information development company

The Large Group Practice Laboratory MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on the physicians office laboratories in practices with six or more physicians.

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 every other year, the Large Group Practice Laboratory MARKET MONITOR™ defines a large group practice laboratory as a facility that employs either a general chemistry, immunoassay or hematology analyzer within their practice facility. It should be noted that practices performing manual tests only are not included in this sample.

Data Collection

The quantitative data presented in this study is gathered via an online survey of Information Dynamics' e-panelists during September, 2012. The response base to this survey includes approximately 250 laboratory decision makers from a universe of approximately 1,200 large group practices across the United States. A stabilized sample, with 90 percent of the same facilities reporting from cycle to cycle provides a highly sensitive measure of change. 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 laboratory representatives from physician offices.

Test Groups Included In The Study

General Chemistry
Immunoassay
Hematology
Automated Infectious Diseases
Coagulation
Quick Tests

Contents

Market Size

Account Potential:	Number of accounts performing tests
Testing Menu:	Number of accounts performing each analyte in-house
Demand:	Number of results reported per year by analyte
Growth Rates:	Report to report comparison of result volume (subsequent cycle)

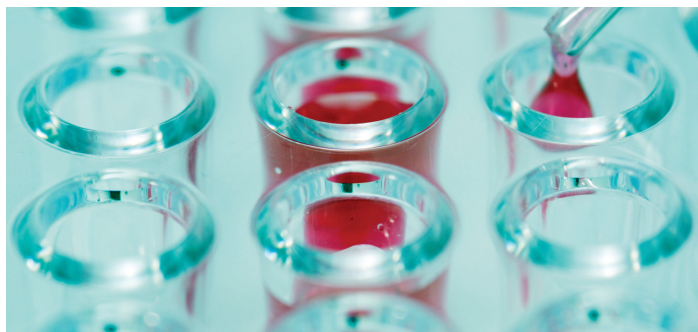
Competitive Performance

Client Base:	Number of accounts using each manufacturer's analyzers/reagents
Volume Share:	Number of test results reported using each manufacturer's testing products
Share Change:	Volume share position compared with previous report

Segmentation

Practice Size	Reported by number of physicians in each practice
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As with all MARKET MONITOR™ reports, custom analysis is available on request.



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Analytes Included In The Study

General Chemistry	Acid Phosphatase • Albumin • Alkaline Phosphatase • ALT • AST • Bicarbonate • Bilirubin • BUN • Calcium • Chloride • Cholesterol • Creatinine • GGT • Glucose • HDL • LDH • LDL • Magnesium • Phosphate • Potassium • Sodium • Total Protein Triglycerides • Uric Acid
Immunoassay	B12 • BhCG Quantitative • BNP/NT-pro BNP • Carbamazepine • CEA • Digoxin • Estradiol • Ferritin • Folate • FSH • FT4 • Hemoglobin A1c • High Sensitivity CRP • LH • Phenobarbital • Phenytoin • Prolactin • PSA • T3 • T4 • TU • Testosterone • Theophylline • TSH • Valproic Acid
Hematology	CBC No Differential • CBC With Differential • Hemoglobin Only • Hematocrit Only • Hematocrit And Hemoglobin
Automated Infectious Diseases	Hepatitis B Surface Antigen • Rubella • Strep B
Coagulation	aPTT • PT
Quick Tests	Bladder and Tumor Antigen • Drugs of Abuse Screen • Fecal Occult Blood • hCG Qualitative • Mononucleosis • Strep A Screen • Urine Glucose

Approximate Sample Composition

Practice Size	Number In Universe	Number In Sample	Sample As Percent Of Universe
6 to 9 Physicians	770	68	8.8
10 to 19 Physicians	346	75	21.7
20+ Physicians	155	71	45.8
Total	1,272	214	16.8

2012 Report Pricing (9th Cycle)

General Chemistry Section	\$10,310
Immunochemistry Section	\$10,310
Hematology Section	\$10,310
Coagulation Section	\$5,100
Infectious Disease Section	\$5,100
Quick Tests Section	\$5,100
Total Report (All Sections Included)	\$42,800

Data for the 2012 Large Group Practice MARKET MONITOR™ will be collected in September, 2012. The report will be available in November, 2012.

