THE MIDDLEWARE MARKET MONITOR™

information dynamics

a marketing information development company

The Middleware MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on informatics in the laboratory testing market. Data for the 2011 Middleware MARKET MONITOR™ is collected in June, 2011. The report is published in August, 2011.

Issues Addressed

Selecting Middleware Targets
Current Users * Likely Adopters * Market Penetration * Likely Decision Makers

Building A Successful Middleware Package
Most Used Current Functions * Most Essential Current Functions * Future Desired Functions * Desired Level of Open Connectivity

Developing A Benefit Proposition
Anticipated Benefits * Benefits Derived from Actual Use * Primary Adoption Drivers * Promoting the Functionality

Identifying Competitive Position
Brand Share of Existing Placements * Competitive Brand Awareness

Other Issues Influencing Middleware Acceptance
Measuring Perceived Need
Diffusing the LIS vs. Middleware Debate
Introducing Middleware on an Incremental Basis
Level of Training Needed Based on Type of User
Educating Laboratorians on Middleware Features

Data Collection

When piloting the exploratory research for the first edition published in 2009, focus groups were conducted across the United States with Laboratory Managers and Information Technology Supervisors, as well as one-on-one interviews. Key middleware issues discussed included: (1) awareness, (2) lab sections deriving the most benefit, (3) personnel involved in acquisition, implementation and day to day use, (4) applications, benefits and limitations of current products, and (5) anticipated future use and expansion.

The quantitative data presented in this study is gathered via an online survey of Information Dynamics' e-panelists during June, 2011. The response base to this survey includes approximately 250 laboratory decision makers from a cross section of U.S. based, short-term acute care hospitals in which middleware is currently being used in the main laboratory of the institution. Respondents are a mix of Laboratory Directors, Managers, and Section Supervisors.

The questions incorporated in the data collection for this online survey are dynamic. They are updated each cycle based on input from both manufacturers and laboratorians to address the current issues at hand as well as generate ideas for the "next generation" of middleware and laboratory informatics.

2011 Report Pricing

Early Order Price (Available Until July 8, 2011)	**$32,560**
List Price (Reports Purchased After July 8, 2011)	**$35,300**

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A LOOK AT INFORMATION DYNAMICS

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Information Dynamics is a marketing information development company serving manufacturers within the healthcare device and diagnostic markets. We are recognized as the most reliable and accurate company for tracking data among the major diagnostic instrument manufacturers.

Information Dynamics has been the major source of tracking data for the clinical diagnostics industry for more than two decades regarding behaviors and attitudes of clinical laboratorians.

All reports prepared by Information Dynamics include in-depth knowledge of all areas of the US clinical laboratory marketplace. All reports include custom analysis of data provided free of charge by our expert staff. Customer service and data support from Information Dynamics is timely, accurate and second to none.

Information Dynamics Offers Market Monitors In These Areas:

Clinical Chemistry:
Designed to monitor (1) the growth rate of the clinical chemistry market by the number of tests performed per year and (2) the performance of those manufacturers providing clinical chemistry instruments and reagents to this market.

Laboratory Automation:
Created to aid those market planners interested in strengthening their firm's position while accelerating the growth of the automation segment of the clinical laboratory.

Sales Effort:
Developed to track the perceived sales effort of each of the leading manufacturers from the customers' point of view.

Large Group Practice Laboratory:
Focusing on physicians' office labs with six or more practicing physicians. Primary issues addressed in this report include (1) market size and (2) manufacturer performance.

Hematology:
Primary issues addressed in this report include (1) size of the market and (2) performance of manufacturers providing the products used for hematology testing.

Infectious Disease:
Focusing on the automated and manual kit segments of the infectious disease testing market. Primary issues addressed in this report include (1) the size of the market and (2) the performance of manufacturers providing the products used to perform these tests.

Hospital Decentralized Testing:
Focusing on hospital based testing performed outside the main laboratory at unit level such as in the Emergency Department or Operating Room.

Coagulation:
Primary issues addressed in this report include (1) size of the market and (2) performance of manufacturers providing the products used for coagulation testing.

For More Information, Please Contact Us!

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