

THE URINALYSIS MARKET MONITOR™



The Urinalysis MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on urinalysis in the laboratory testing market. Data for the 2011 Urinalysis MARKET MONITOR™ is collected in November, 2011. The report is published in December, 2011.

Issues Addressed

In which laboratory departments is Urinalysis conducted?

What percentage of hospitals practice point-of-care Urinalysis?

What percentage of hospital Urinalysis is performed on inpatients vs. outpatients?

Is macroscopic Urinalysis performed manually or by automated or semi-automated systems?

What are those systems?

What is the market share of each system?

What is the average test volume conducted on each system?

What is the average instrument age of each UA systems?

What percentage of macroscopic Urinalysis are reflexed to microscopic readings?

Is microscopic Urinalysis performed manually or by automated systems?

What are those systems?

What is the market share of each system?

What is the average test volume conducted on each system?

What share of laboratorians are considering the acquisition of macroscopic or microscopic instrumentation in the near future?

Which products are being considered?

Data Collection

Exploratory research for this study was comprised initially of one-on-one interviews followed by focus groups across the United States with Laboratory Managers and Supervisors. Key urinalysis issues discussed included: (1) tests performed, (2) areas of laboratory performing testing, (3) personnel involved in screening, (4) instrumentation utilized in urinalysis, (5) brand awareness and (6) applications, benefits and limitations of current products.

The quantitative data presented in this study is gathered via an online survey of Information Dynamics' e-panelists during November, 2011. The response base to this survey includes 450 laboratory decision makers representing a cross section of the short-term, acute care hospital market in the United States as well as commercial laboratories. Respondents are a mix of Laboratory Directors, Managers, and Section Supervisors.

The questions incorporated in the data collection for this online survey are dynamic, in that they will be updated each cycle based on input from both manufacturers and laboratorians. These modifications and revisions will be made in an attempt to address the current issues at hand and updates to testing for Urinalysis.

2011 Report Pricing

Special Early Order Price **\$18,500**
(Available Until December 22, 2011)

Regular Introductory Price **\$20,000**
(Reports Purchased After December 22, 2011)

A LOOK AT INFORMATION DYNAMICS



a marketing information development company

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.

Middleware:

Developed to track the Middleware and Informatiks markets of the hospital laboratory, the Middleware report is as dynamic as its subject from report cycle to report cycle.

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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