

# THE HOSPITAL DECENTRALIZED TESTING MARKET MONITOR™



a marketing information development company

The Hospital Decentralized Testing MARKET MONITOR™ is a tracking study designed to support the marketing decision maker focused on the decentralized testing market.

Primary issues addressed in this report include:

1. The number of facilities offering near patient testing.
2. The number of tests performed.
3. The types of products used to perform the tests.

Published in alternating years, the Hospital Decentralized Testing MARKET MONITOR™ addresses testing for selected analytes in the **hospital market segment**.

## Data Collection

Approximately twenty percent of hospitals in the domestic market currently participate in this tracking study. Over 1,000 hospital laboratories return completed questionnaires via internet and mail. A combination of focus groups, mail and internet survey techniques is employed as this approach facilitates the need to look up test volume data or consult with colleagues regarding systems in use. These survey methods also permit the study respondent to complete the questionnaire at a convenient time thus ensuring as thoughtful a response as possible.

A stabilized sample, with 90 percent of the same facilities reporting from cycle to cycle, provides a highly sensitive measure of change. It is possible to accurately estimate changes in demand for each test or shifts in market share between periods for manufacturers serving this market sector.

## 2016 Report Pricing

Total Report (All Sections Included)	\$41,925
ACT (Activated Clotting Time)	\$3,485
Blood Gas	\$3,485
Cardiac Enzymes	\$3,485
CBC	\$3,485
Chemistry Panel	\$3,485
D-Dimer	\$3,485
Drugs Of Abuse (Urine)	\$3,485
Electrolytes	\$3,485
Glucose	\$3,485
Hemoglobin & Hematocrit	\$3,485
HbA1c	\$3,485
Hepatitis/HIV/AIDS	\$3,485
Pregnancy	\$3,485
Prothrombin Time/INR	\$3,485
TDM - Therapeutic Drug Monitoring	\$3,485
Urinalysis	\$3,485

## Testing Areas Included In The Study

- Cardiac Catheterization
- Coronary Care Unit
- Emergency Department
- Intensive Care Unit
- Kidney Dialysis Unit
- Neonatal Intensive Care Unit
- Offsite Outpatient Clinic
- Onsite Outpatient Clinic
- Operating Room
- STAT Laboratory (Separate from Main Laboratory)

## Test Groups Included In The Study

- Activated Clotting Time (ACT)
- Blood Gas
- Cardiac Enzymes
- CBC
- Chemistry Panel Testing
- D-Dimer
- Drugs of Abuse (Urine Screen)
- Electrolytes
- Glucose\*
- Hemoglobin/Hematocrit
- HbA1c
- Hepatitis/HIV/AIDS
- Pregnancy
- Prothrombin Time/INR
- Therapeutic Drug Monitoring (TDM)
- Urinalysis

\* Data included for glucose represents testing ONLY in the departments/units listed above

Data for the 2016 Hospital Decentralized Testing MARKET MONITOR™ is collected in April, 2016 and will reflect the market as of the first quarter of 2016. The report is published in June, 2016.

