

# LABORATORY INFORMATICS MARKET MONITOR™



a marketing information development company

**The Laboratory Informatics MARKET MONITOR™** is a tracking study designed to support the marketing decision maker focused on informatics in the laboratory testing market. Data for the 2015 Laboratory Informatics MARKET MONITOR™ was collected in January, 2016. The report is published in February, 2016.

## Issues Addressed

### Selecting Target Markets

Current Users \* Likely Adopters \* Market Penetration \*  
Likely Decision Makers

### Building A Successful Informatics 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 Installations \* Competitive  
Brand Awareness

### 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 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. In 2015 additional focus groups were conducted to explore Informatics and Laboratory Instrument Integration. And the survey was adapted to ask respondents which solution they use to integrate instrumentation into the laboratory.

The quantitative data presented in this study is gathered via online survey of e-panelists. The response base to this survey includes more than 300 laboratory decision makers from a cross section of U.S. based, short-term acute care hospitals.

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.

## 2015 Report Pricing

List Price \$38,030

\*Formerly the Middleware MARKET MONITOR™