

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 2017 Laboratory Informatics MARKET MONITOR™ is collected in the fourth quarter of 2017.

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.

2017 Report Pricing

List Price \$42,460

*Formerly the Middleware MARKET MONITOR™

