

Publication abstract

Subject class: [Diagnostics](#), [Molecular Diagnostics](#), [Point-of-Care](#), [Life Sciences](#), [Business Development](#).

Diagnostics Business Analysis Series: Technologies, Products & Services for Molecular Diagnostics, MDx – ABA 298

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Adams Business Associates: Global Library of Growth Areas in Diagnostics in depth Information and Business Analyses -

(211 pages, fully up to date as of March 2017).

Price: GB £ 2,750.

Target audience: Chief executives, marketing and sales managers, business development managers, R&D Managers, Investors and Analysts.

The Molecular Diagnostics report is part of the series of global reports on the fast growing and evolving areas in Human Healthcare Diagnostics, alongside Point-of-Care Testing (POCT) and Cell Based Assays. Originally compiled in 2015 the Molecular Diagnostics report has been completely rewritten and updated in 2017 so that 2016 is not only the market base line but also includes financial information for full year 2016 of companies that publish results. .

The reports take a total business view covering the Technologies, Manufacturing, Markets, Regulations & Reimbursement, together with the business environment that impacts commercial activity. All of the business elements are used to provide a unique analysis of the MDx sector to understand the issues faced by companies in the sector and particularly the fast developing technology platforms and their impact on usage. In addition to the use of MDx products and services for indirect human healthcare, such as Drug Discovery and Companion Diagnostics (CDx) the report includes analysis of non-human clinical applications in Agricultural Biotechnology and Food testing applications together with Research uses. .

Special individual approaches for this report among the large number of market analyses of the MDx sector are the coverage of the commercial players in their strategic development into the market and use of strategic marketing tools for analysis of the sector. The tools not only show the market position for the range of platforms and their applications but also how they demonstrate the marketing and business development strategies that are available to an individual company. These are complemented by the latest MDx revenues in 2016 for both the major players and many of the emerging businesses. Although there are eleven companies with revenues over \$ ½ billion for 2016 accounting for about 42% of the whole market there are a large number of companies active in the market, with several intent on securing a significant place in the market. These positions and the many emerging companies are presented to provide a unique commercial analysis of the sector.

The primary objective of the report is to review and analyse all the elements that impact the development of the MDx sector. The sections are:

- Technology Procedures for Molecular Diagnostics.
- Applications of DNA Analysis & Molecular Diagnostics.
- Regulatory, Reimbursement & Ethical Impact for Molecular Diagnostics.
- Market Segments & Quantification for Molecular Diagnostics.
- Company Profiles & Status for Molecular Diagnostics, 2016..
- Strategic Market Implications for Molecular Diagnostics.

The MDx market sector is strongly led by the impact of technology advances and the novel information that has followed. There are many areas where availability of more routine and fully integrated systems has opened up new market areas and increased knowledge that in turn has driven development of new applications and totally new markets. Alongside this drive the necessary changes in structure and reimbursement budgets are reviewed with the ways that have been found to satisfy the mix of ethical concerns in various countries. Special attention is given to use of MDx in Drug Discovery and drug therapy selection and dosage through Companion Diagnostics (CDx) and the closely related push toward Personalised Healthcare.

The latest report pulls together the range of applications with quantification of the global sales value in addition to the more specific IVD applications which are also analysed by region and technology.

All Diagnostic Business Analysis Series reports include market quantification with regional breakdown, segment analysis with commercial aspects and the critical business development features that support future direction of the sector analysed.
