

Publication abstract

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

Diagnostics Business Analysis Series: Personalised Medicine & Point-of-Care, POCT – ABA 310, March 2017

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

(163 pages). Price: GB £ 2,750.

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

This POCT report is part of a series of global reports on the fast growing and evolving areas in Human Healthcare Diagnostics, alongside separate reports for Molecular Diagnostics (ABA 298) and Cell Based Assays (ABA 413). Originally prepared in 2014 the POCT report is now fully updated to the end of 2016, with 2016 as the market base line. 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 POCT sector to understand the issues faced by companies in the sector and particularly the reasons that have prevented achievement of the full potential for the POCT sector.

A special individual approach for this report among the large number of market analyses of the POCT sector is the demonstration of strategic marketing tools for analysis of the sector. The tools not only show how the market position for areas of interest can be defined but also how they can be applied to improve business development for an individual company.

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

- Technologies.
- Manufacturing Considerations & Process Descriptions.
- Regulatory & Reimbursement Impact.
- Market Segments.
- Applications & Market Quantification.
- Non-Invasive Testing & Impact of Non-Clinical POCT Applications.
- Commercial Positions in POCT.
- Companion Diagnostics, Personalised Medicine & POCT.
- Strategic Market Implications for POCT & Analytical Tools.

The POCT market sector is strongly led by the impact of changed healthcare delivery economics, particularly in the USA which is the major market. The general political drive is to move chronic healthcare treatment and monitoring into the Primary Care segment leaving the Hospital segment to concentrate on acute care. POCT is seen to have an important role in such objectives with advances in Telehealth and Smart Phone development having synergy. 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 concerns of the end users and the management of QA/QC by Central Laboratory staff.

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.
