



Kalorama  
Information

# 2019 Business Intelligence Catalog



Science and Medicine Group supports companies seeking to commercialize the rapidly changing marketplace at the intersection of science, medicine, and technology. Comprised of industry leading brands, Science and Medicine Group serves analytical instrument, life science, imaging, and clinical diagnostic companies by helping them create strategies and products to win markets and provide platforms to digitally engage their markets through a variety of innovative solutions.



BioInformatics Inc., founded in 1994, is a research and advisory firm serving companies in the **life science**, analytical instrumentation and diagnostics industries for 20+ years. By leveraging our online professional network of nearly 100,000 scientists, The Science Advisory Board®, BioInformatics has supported 500+ companies by providing insights that lead to better business decisions.



Strategic Directions International (SDi), a trusted provider of market analyses in the **analytical and life sciences instrumentation industry**. Publishers of the industry-renowned *Global Assessment Report* and *Instrument Business Outlook* (IBO) publication.



IMV is a recognized leader in market research and online publishing for the **medical imaging and clinical diagnostics markets**. IMV also offers media properties including Aunt Minnie, the leader in online medical imaging news and radiology CME and Dr. Bicuspid the fastest growing dental news and CE digital property.



Kalorama Information is a leading publisher of market research in medical markets, including the **biotechnology, diagnostics, medical device, and pharmaceutical industries**. Our comprehensive, timely, research and innovative approach to analysis and presentation of market intelligence have made Kalorama Information a premier source of market information for top industry decision makers.

## Life Science Marketing Reports — BioInformatics Inc.

[2019 Reports](#)

## Analytical Instrumentation Reports — SDi

[2019 Global Assessment Report](#)

[2019 Reports](#)

## Clinical Diagnostic and Medical Imaging Reports —IMV Info

[2019 Reports](#)

## Healthcare Industry Reports — Kalorama Information

[2019 Reports](#)



Report #	Title	Publication Date	Price
19-014	<b>Digital Marketing</b> This report provides a tactical guide for harnessing the power of the Internet to reach out to customers in a meaningful way. The report identifies where (and how) scientists spend their time on social media platforms, their views on sponsored content and targeted ads, and how they rely on supplier email outreach to inform their buying decisions.	March 2019	\$6,500
19-015	<b>Customer Service and Tech Support</b> This primary research report outlines scientists' experiences in regards to complaint resolution, channels selected to communicate problems (e.g., telephone, website complaint forms, live chat, non-vendor online resources etc.) and degree of satisfaction with a variety of help-desk, call center and online service attributes.	April 2019	\$6,500
19-016	<b>Life science Customer Purchasing Journey</b> Scientists are surrounded by a vast amount of online product information that results in constantly changing product choices, decision criteria, and buying triggers. This report explores how scientists arrive at a purchase decision and how vendors can better inform and influence them.	May 2019	\$6,500
19-018	<b>The Life Science Customer Experience Benchmark Report (Interactive)</b> Providing an exceptional customer experience is essential in the competitive life science market. This annual report benchmarks the performance of 26 leading brands and how they compare to one another across 21 customer touchpoints.	July 2019	\$6,500 — \$8,000



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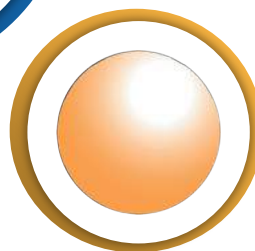
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Instrument  
Industry



Life Science  
Industry



Healthcare  
Industry



Clinical Diagnostics  
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# 2019 SDi Global Assessment Report

The Laboratory Analytical & Life Science Instrumentation Industry is the gold standard for market research reports in the analytical and life science instrument market.

## CHROMATOGRAPHY

Analytical HPLC  
Gas Chromatography  
Preparative HPLC  
Ion Chromatography  
Low Pressure Liquid Chromatography  
Clinical HPLC  
Flash Chromatography  
Supercritical Fluid Chromatography  
Thin-Layer Chromatography (TLC)

## MASS SPECTROMETRY

Quadrupole LC/MS  
GC/MS  
FT/MS And Ion Trap LC/MS  
Time Of Flight LC/MS  
MALDI-TOF  
Magnetic Sector Mass Spectrometry  
Portable And In-Field Mass Spectrometry

## ATOMIC SPECTROSCOPY

X-Ray Fluorescence Spectroscopy (XRF)  
X-Ray Diffraction (XRD)  
Atomic Absorption Spectroscopy (AA)  
Inductively Coupled Plasma (ICP) & Glow Discharge Spectroscopy  
Inductively Coupled Plasma MS (ICP-MS)  
Arc/Spark Optical Emission Spectroscopy  
Inorganic Elemental Analysis  
Total Organic Carbon (TOC)  
Organic Elemental Analysis

## MOLECULAR SPECTROSCOPY

UV/Vis Spectroscopy  
Infrared Spectroscopy  
Near-Infrared Spectroscopy  
Raman Spectroscopy  
Color Measurement  
Fluorescence & Luminescence  
Nuclear Magnetic Resonance (NMR) Spectroscopy  
Polarimetry & Refractometry  
Ellipsometry

## MATERIALS CHARACTERIZATION

Physical Testing  
Thermal Analysis  
Particle Characterization  
Rheometry And Viscometry  
Calorimetry  
Petroleum Analyzers

## LIFE SCIENCE INSTRUMENTATION

DNA Sequencing  
PCR  
Microarrays  
Nucleic Acid Sample Prep And Cell Separation  
Electrophoresis  
Capillary Electrophoresis  
In Vivo Animal Imaging  
Flow Cytometry  
Cell Counters  
Electrophysiology  
High Content Analysis/Cell Imaging  
SPR and Label-Free Detection  
Informatics  
Regional Demand  
Competitive Situation  
Recent Developments  
Future Prospects  
Automated Synthesizers

## LAB AUTOMATION & SOFTWARE

Liquid Handling  
Microplate Readers  
Multiplex/High-Throughput Elisa Robotics  
LIMS, ELN/LES, And SDMS Informatics

## GENERAL ANALYTICAL TECHNIQUES

Electrochemistry  
Laboratory Balances  
Radioactivity  
CFA And Discrete Analyzers  
Dissolution Testing

## LABORATORY EQUIPMENT

Laboratory Centrifuges  
Transfection  
Water Purification  
Extraction Techniques  
Laboratory Gas Generators  
Laboratory Concentrators And Evaporators  
Laboratory Fume Hoods  
Laboratory Incubators  
Biological Safety Cabinets  
Bioreactors/Fermenters  
Microwave Assisted Chemistry  
Lab Washers  
Laboratory Shakers, Rotators And Stirrers

## SURFACE SCIENCE

Optical Microscopy  
Confocal & Advanced Microscopy  
Electron Microscopy  
Surface Analyzers  
Scanning Probe Microscopy (SPM)

Report #	Title	Publication Date	Price
19-001	<b>2019 SDi Global Assessment Report</b> The “gold standard” of market research in the analytical and life science industries. This report features detailed market analysis and growth rates for over 80 instruments in ten technology categories. Each instrument technique includes data and discussion of market segmentation by product, industry, function, and region. This is the one report relied upon by every major analytical instrument manufacturer. *As an <b>add-on item</b> , the Quarterly Datastream provides data updates at the end of each financial quarter throughout the year, including real growth determine by major currency fluctuations.	Feb. 2019	\$17,500 *\$10,000
19-003	<b>End-Market: Oil &amp; Gas</b> The oil & gas industry represents one of the most important and complex industrial segments in the market for analytical instrumentation. In addition to background information to help make sense of this complicated industry, the report provides reliable market data on the size, growth, and character of specific analytical technologies, focusing specifically on oil & gas applications.	May 2019	\$9,500
19-004	<b>Region: Europe</b> With its large and diverse economy Europe remains a key market for analytical instrument manufacturers. This report examines economic and political developments affecting the market while providing detailed information on the size, share and growth of multiple individual categories of instruments. Important competitive activities are described and includes an end-user survey to identify effective sales strategies that can grow market share in this important region.	May 2019	\$8,000
19-005	<b>Technology: Portable Instrumentation</b> Portable analytical instruments are lightweight instruments designed to bring “the lab to the sample” and are finding more applications in agriculture, environmental testing, security and wherever analysis in the field is required. The increasing technological sophistication of portable instrumentation is opening new opportunities in areas as diverse as Near Infrared (NIR) spectrometers, X-Ray Fluorescence (XRF) Spectrometers X-Ray Diffractometers (XRD), Raman Spectrometers, Infrared (IR) Spectrometers and Mass Spectrometry (MS).	June 2019	\$9,500
19-006	<b>Technology: Lab Software</b> Many labs are challenged to collect, analyze, interpret and store the enormous volume enormous volume of data generated by analytical instruments and the increasing use of automation. Both instrumentation manufacturers and independent software vendors are competing to develop solutions to optimize experimental design, increase efficiency through integration with other systems, reduce errors and ensure regulatory compliance. Types of software included in the report are LIMS, ELN, SDMS, CDS, and MSS.	July 2019	\$9,500
19-008	<b>Region: Southeast Asia</b> Southeast Asia represents one of the most promising regions where analytical instrument manufacturers will find growth opportunities. With a fast growing population and rising economic levels, the region has become a beacon for a wide variety of industries that rely on analytical instrumentation including biopharmaceutical manufacturing, energy exploration and production, chemicals and food safety.	Aug. 2019	\$8,000

Report #	Title	Publication Date	Price
19-009	<b>Technology: Purification &amp; Filtration</b> The purification of air, liquids and solids in an important phase in virtually all manufacturing industries and is intrinsically linked to analytical testing. This report explores how and where various purification and filtration technologies are employed and their relationship to the analytical instruments that measure for impurities with the results segmented by application, market segment and region.	Sept. 2019	\$9,500
19-007	<b>Technology: Electron Microscopy</b> This report covers scanning electron microscopes (SEM), tabletop SEM, transmission electron microscopes (TEMs), focused ion beam and dual beam systems, energy dispersive (EDS) and wavelength dispersive (WDS) X-ray analyzers, aftermarket components and consumables. The report provides information on the market size in 2018, growth forecasts over the next five years and the results of an end-user survey.	Oct. 2019	\$9,500
19-012	<b>End-Market: Water Testing</b> Water quality is an issue not just for drinking water and agricultural uses. Many industries rely on water in their manufacturing processes and it must be continually tested for a variety of chemical, physical and microbial characteristics. The increased regulations surrounding water quality are driving demand for analytical instruments and this report highlights the growth by technology, market segment and region.	Nov. 2019	\$9,500
19-013	<b>Technology: Live Cell Imaging</b> Live cell imaging is the study of living cells using time-lapse microscopy and an increasingly popular technique for understanding cellular dynamics. Live cell imaging relies upon microscopes, cell analyzers, and image-capture devices and a wide variety of kits and consumables.	Nov. 2019	\$9,500



### Instrument Business Outlook

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Report #	Title	Publication Date	Price
19-020	<b>Marketing to the Dental Market</b> Dental practices need to make purchasing decision on a wide variety of products, and have many different options for purchasing - including direct from manufacturers or distributors. This report examines dental professional's receptivity to different types of marketing efforts, and sales channels, to give better insight on how to reach the dental professional market.	Q1 2019	\$6,500
19-060	<b>X-ray Market Outlook 2019</b> Sites continue to adopt DR as they work to improve departmental productivity and meet requirements for reimbursement by replacing older units with DR technology either with an upgrade or by purchasing a new system. This report describes hospital trends in general radiography procedures, DR and purchase plans and upgrades, capital equipment budgets, and site operations characteristics and the factors affecting the future outlook for x-ray at their facilities.	March 2019	\$13,000
19-017	<b>Clinical Diagnostics Customer Experience (Interactive)</b> This report spans the pre-purchase, product-usage and post-purchase experience with 12 leading clinical diagnostic manufacturers and will include trended data from 2018. The interactive Tableau component will allow for greater flexibility in data visualization	July 2019	\$7,900
19-019	<b>Imaging Customer Experience (Interactive)</b> This report will spans the pre-purchase, product-usage and post-purchase experience with 12 leading diagnostic imaging manufacturers and will include trended data from 2018. The interactive Tableau component will allow for greater flexibility in data visualization	Nov 2019	\$7,900



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- Sophisticated call center technology and data collection capability for in-depth interviews with healthcare professionals
- Long running industry benchmarks in multiple imaging modalities used by industry to track performance

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Report #	Title	Publication Date	Price
19-025	<b>Direct to Consumer Testing</b> From genetic testing to walk-in establishments, to online lab ordering services, the consumer is now in control. Is your organization ready? With detailed market impact projections, this report explains this trend and adjust business plans. This report completely covers this potentially disruptive trend and potential additional sales opportunities.	Jan. 2019	\$4,500
19-026	<b>IVD in Latin America</b> The in vitro diagnostic markets in Brazil, Columbia, Chile, Peru and Mexico are among the most attractive for growth-minded diagnostics companies. However, there are challenges in this marketplace and existing competitors and distributors. This report has reliable sizing and forecasts for the current situation in LATAM countries for all areas of IVD.	Jan. 2019	\$5,500
19-027	<b>Long Term Care Market</b> With the aging of the population, more adults will be in some aspect of long term care including nursing homes, assisted living, hospices. What should business planners know about these populations, and what is the market for each of these industries? This report has answers.	Feb. 2019	\$4,500
19-028	<b>Molecular Point of Care Systems</b> Decentralized PCR is a factor in respiratory disease testing and other areas. From novelty to crucial part of point of care infectious disease testing, this is Kalorama Information's fourth detailed look at the market for near-patient PCR systems.	Feb. 2019	\$4,500
19-029	<b>Clinical Lab Services</b> The market for the performance and servicing of lab tests including reference labs, hospitals and other labs and esoteric and routine test types is detailed in this report. Forecasts to 2023.	March 2019	\$5,000
19-030	<b>Infectious Disease Diagnostics: World Market Analysis</b> This large-scope report has markets for several infectious disease testing categories including Hep, HIV, TORCH, malaria, respiratory categories, rapid micro and traditional microbiology. Markets are included for more than 20 countries.	March 2019	5500
19-031	<b>Point of Care Testing Markets</b> The definitive report on the opportunity market in IVD. Glucose testing has the highest dollar volume of any test category and non-glucose testing grows nearly twice as fast in terms of revenues, than the overall IVD market itself. This report focuses on point of care in many segments including.	March 2019	\$4,500
19-032	<b>Out of Pocket Healthcare Spending</b> Not all payments for healthcare are made by insurance companies are governments. This report looks at the U.S. market for healthcare spending paid for directly by consumers and where their dollars are spent.	March 2019	\$3,995
19-033	<b>Sexually Transmitted Disease Testing</b> This report provides detailed market breakouts and forecast for several categories, including CT/NG, HIV, TV, BV and other categories for lab tests and point of care approaches.	Apr. 2019	\$4,500
19-034	<b>Gene Editing Markets</b> CRISPR testing has the potential to change healthcare therapeutics, testing and research. This report looks at the development of the market for CRISPR-based systems, and where the usage of technologies stand.	Apr. 2019	\$4,500

Report #	Title	Publication Date	Price
19-035	<b>Targeted Cancer Immunotherapies</b> This report details current and upcoming cancer drugs that are marketed based on test guidance. The report is essential for both pharmaceutical and diagnostics companies.	Apr. 2019	\$5,000
19-036	<b>EMR 2019 The Market for Electronic Medical Records</b> Kalorama's highly quoted and utilized market research study, with market share, market size and segment breakouts in EMR. The report is published every year. In 2019, a focus on cloud-based systems, integrated services, vendor switching, mobile and other trends.	Apr. 2019	\$4,800
19-037	<b>Next-Generation Sequencing Clinical and Research Markets (Sample Prep, Exome, Sanger, Library Prep, Instruments, Consumables)</b> Accurate and authoritative markets for sequencing systems for clinical and research markets, with a focus on current and potential clinical diagnostics usage. Exosome Sequencing, epigenetics, prep markets are a focus of this report.	Apr. 2019	\$4,800
19-038	<b>Liquid Biopsy</b> The current trends and market potential for liquid biopsy systems, including CTCs and ctDNA -based approaches. Discussion of current practice trends and limitations/challenges, as well as innovative approaches are included.	Apr. 2019	\$4,800
19-039	<b>IVD Trends</b> A survey of 2019 IVD trends, patterns in the industry noticed by Kalorama IVD analysts that IVD vendors should be aware of.	May 2019	\$995
19-040	<b>Remote Patient Monitoring</b> The market for patient monitors with remote capability and connected to EMRs, both in hospitals and in patient homes.	May 2019	\$4,500
19-041	<b>The World Market for Molecular Diagnostics</b> The market for PCR tests, non-PCR NAAT, sequencing and other testing. This report analyzes molecular assays used in cancer testing, infectious disease, inherited disease and blood testing.	May 2019	\$5,000
19-042	<b>Artificial Intelligence In Healthcare</b> AI is the one of the most widely-discussed trends across healthcare. Where is it now? Who is best utilizing new technologies and taking innovations from concept to markets? This report answers these questions and provides realistic market data and projections.	Jun. 2019	\$4,500
19-043	<b>IVD Mergers and Acquisitions</b> IVD is an industry with a highly active M&A space. This report details recent transactions and the opportunity for companies to partner and merge to reinforce capabilities and gain new technologies.	Jun. 2019	\$500
19-044	<b>Biomarkers Market</b> Specific tumor, cardiac and other biomarker markets are estimated for five years out in this market report.	Jun. 2019	\$5500
19-045	<b>Next-Generation Sequencing Survey</b> Kalorama surveys 75-100 laboratories using sequencing technologies about their current installed base, needs, bottlenecks, and where they see clinical testing.	Jul. 2019	\$5,500
19-046	<b>Molecular Diagnostics for Infectious Disease</b> PCR is the gold standard for several important disease categories. This report estimates market for molecular technologies used to test for microorganism threats.	Jul. 2019	\$4,500

Report #	Title	Publication Date	Price
19-047	<b>Pharma/Bio CROs Market</b> The market for contract research organizations and biological drug research in general, with key player profiles and market sizing and forecasts.	Jul. 2019	\$5,000
19-048	<b>Urgent Care Center Market</b> Urgent Care center market research in general, with key player profiles and market sizing and forecasts.	Jul. 2019	\$4,500
19-049	<b>Supply Chain Management IT</b> Markets for information technology systems that supply hospitals and other healthcare environments. Essential market knowledge for any vendor marketing to global hospitals.	Aug. 2019	\$4,500
19-050	<b>The Worldwide Market for In Vitro Diagnostics, 12th Edition</b> The "Bible of the IVD Industry," this report has been updated for two decades. The report analyzes every aspect of in vitro diagnostics testing, including clinical chemistry, immunoassays, hematology, point-of-care and other areas, profiling hundreds of companies and detailing new trends in the market. The 1,000+ page report provides 2019 market sizing and forecasts to 2024.	Aug. 2019	\$8,000
19-051	<b>Metagenomics</b> The path to sequencing in clinical diagnostics will be in focusing on the functions that it can perform that others cannot. Analysis of genetic material from environmental, uncultured microorganisms is one of them. This report sizes up current and future opportunity in this market.	Sept. 2019	\$4,500
19-052	<b>IVD Procedure Volumes 2019</b> This report estimates and projects the test procedures performed in the united states and in several countries and regions. Procedures for molecular tests, immunoassay tests, microbiology, point of care and histology are included, among others.	Sept. 2019	\$4,800
19-053	<b>Exome Sequencing</b> Sequencing all of the protein-coding genes in a genome is seen as a practical method to diagnose the genetic cause of disease in a patient. This report captures the future of the technology, and the companies with offerings in the space.	Sept. 2019	\$4,500
19-054	<b>hbA1c Testing</b> The market defined for one of the highest-revenue growth tests This report looks at analyzer and point-of-care markets and market share for this essential biomarker in the detection and treatment of diabetes. Forecasts to 2024.	Oct. 2019	\$4,500
19-055	<b>The World Market for Global Medical Devices</b> Kalorama's yearly report on the global medical device market. This report analyzes the market for medical devices and reports on top company performance. It has specific sizing and forecasts for 40 types of medical devices in over 20 countries.	Oct. 2019	\$4,500
19-056	<b>IVD Trends</b> This report captures the patterns in product launches and customer trends in the in vitro diagnostics markets.	Nov. 2019	\$995
19-058	<b>Big Data in Healthcare</b> This report looks at recent deals and partnerships in the use of big data. The report is essential to know who is partnering with who, what companies are seeing successful approaches and where the market is headed in the future.	Nov. 2019	\$500





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Report #	Title	Publication Date	Price
19-059	<b>Blood Collection Devices</b> In insuring proper diagnosis, how blood is captured is as important as the test in many cases. New systems enforce fast results and avoid operator errors. This report surveys the market for collection devices and reports on innovations. Market sizing, share and forecasting is provided.	Nov. 2019	\$4,500


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