



Plasma Expander Hospital Purchasing Audit

Arlington Medical Resources' (AMR's) Plasma Expander Hospital Purchasing Audit provides market shares in grams and dollars for hospital blood plasma products in the United States.

Plasma expanders are used to increase the volume of plasma in the blood. They are mainly used to replace fluid in cases of severe shock, as may occur with blood or fluid loss during surgery.

Plasma Expander Hospital Purchasing data is used to estimate gram shares and dollar shares for each plasma expander product purchased by acute care hospitals in the United States. The audit is designed to provide overall market sizes, as well as individual product market shares.

Respondents to this audit include directors and assistant directors of pharmacy in United States hospitals. The audit is published twice a year in May and November and is delivered as an Excel file.

Plasma Expander Hospital Inpatient Profile Study

The Plasma Expander Hospital Inpatient Profile Study is complementary to and purchased separately from the Plasma Expander Hospital Purchasing Audit. This study is used to clinically characterize United States hospital inpatient recipients of plasma expanders such as albumin, plasma protein fraction and hetastarch to identify relative usage patterns by indication, patient age and sex, prescribing physician specialty, dosing

FEATURES & BENEFITS

- Estimate gram shares and dollar shares of plasma expander products purchased by acute care U.S. hospitals
- Published twice yearly in May and November
- Patient profile study available in July
- Delivered in PDF and Excel format
- Measure market size of a product on the market and/or market potential of emerging products
- View impact of new products and market influences

and insurance coverage. Respondents consist of hospital pharmacists who select and retrospectively review eligible patient records. The study is updated once a year and delivered in PDF format with export capability to Excel.

KEY USERS

- Marketing
- Market Research
- R&D Planning
- Forecasting
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- Resource Allocation



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