



# Contrast Package Market Guide

Arlington Medical Resources' (AMR's) Contrast Package Market Guide is a semi-annual syndicated audit that is complementary to the Imaging Market Guide and was designed to track contrast package usage by procedure in hospital and non-hospital markets.

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The report audits the utilization of contrast media packaging in the following modalities:

- Conventional x-ray
- Computed tomography
- Magnetic resonance
- Cardiac cath lab

This utilization is quantified by modality, brand of contrast agent, specific imaging procedure, contrast media packaging type and packaging size. The report gives you the ability to analyze the hospital and non-hospital markets, assess your competition, identify potential new opportunities and evaluate the impact of industry changes.

Geographic coverage includes France, Germany, Italy, Japan, Spain, United Kingdom and the United States. Additionally, AMR has the capability to cover China and Korea. The audit is published in March and September.

## FEATURES & BENEFITS

- Extensive geographic coverage of major markets
- Published twice yearly in March and September
- Hospital and freestanding imaging center segments covered
- Custom studies available
- Findings presented in three informative report types
- Delivered in PDFs, customized spreadsheets and/or via an electronic interactive retrieval system enabling each user to customize their own portrayal of the data
- Evaluate your brand's package type and size compared to your competitors
- Identify missed opportunities in a package size or package type
- Assess competitors' package type distribution by procedure
- Track the shares of package sizes for a specific procedure or package type

The clinical data presented in the audit are collected via a random sample of actual patients undergoing contrast procedures and includes:

- Specific procedure
- Brand and concentration of contrast media
- Actual contrast media package type i.e. vial, syringe, flexi-pak
- Actual contrast media package size i.e. 50ml, 100ml, 500ml

The audit presents its findings in three informative report types:

*Procedure and Package Quantification Reports* quantify the volume of procedures performed and packages consumed by both anatomic procedure category and brand of contrast. The reports also differentiate package size and package type.

*Package Type Quantification Reports* quantify the volume of packages consumed by package type, differentiating brand of contrast and specified procedure.

*Package Size Quantification Reports* quantify the volume of packages consumed by package size, differentiating brand of contrast and specified procedure.

These different reports provide flexibility in analyzing the market in various ways.

## Sample Applications

AMR's unique multi-dimensional data structure allows data to be analyzed within user-determined guidelines, such as:

- Package type share and comparisons
- Package size usage and comparisons

Complementary audits include the:

- Imaging Market Guide
- Angiography Market Guide
- Myocardial Perfusion Study Market Guide
- Myocardial Perfusion Study Monthly Monitor
- Echocardiography Market Guide
- Echocardiography Monthly Monitor
- Non-Contrast CT & MR Patient Study



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