



Echocardiography Market Guide

Arlington Medical Resources' (AMR's) Echocardiography Market Guide is a semi-annual syndicated audit that monitors the prevalence of echocardiography procedures, contrast media usage and pharmacologic stressor usage on an expanding global basis.

The Echocardiography Market Guide complements AMR's premier audit, The Imaging Market Guide. The audit presents fact based clinical detail about patients who underwent echocardiography studies including contrast agent usage and reasons for administration, patient demographics, location within the hospital where the procedure was performed (hospital market only), stressing method and many more.

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

Types of data found in the audit:

Procedural count data is a retrospective count (sum) of the volume of echocardiography procedures performed during the audit time period. A sample of diagnostic imaging facilities provide procedural count data which is then projected to establish national totals utilizing a stratified projection technique. This data answers the question "How many echocardiography procedures were performed during the audited time period?"

FEATURES & BENEFITS

- Extensive geographic coverage of major markets
- Published twice yearly in March and September
- Hospital radiology, hospital cardiology and office cardiology segments covered
- Comprised of procedural count and clinical patient data types
- Custom studies available
- Delivered in PDFs, customized spreadsheets and/or via an electronic interactive retrieval system enabling each user to customize their own portrayal of the data
- Understand the reasons for administering a contrast agent during an echocardiography procedure
- Identify the areas in a hospital where echocardiography procedures are performed
- Assess competitors' brand usage by echocardiography procedure
- Analyze market segments based on procedure volumes

Clinical patient data are obtained from a random sample of actual clinical profiles of patients undergoing an echocardiography procedure. Data collected include pharmacologic stressor, stress method, inpatient vs. outpatient status, patient demographics (age and sex), volume of contrast administered, route of administration, reasons for contrast administration, specialty of the physician ordering the procedure and location within the hospital where the procedure was performed.

Sample Applications

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

- Multi-country comparisons
- Brand usage
- Dosing
- Market segmentation
- Referring physician specialty comparisons

Complementary audits include the:

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



THE ECHO-CARDIOGRAPHY MONTHLY MONITOR

The Echocardiography Monthly Monitor is complementary to and purchased separately from the Echocardiography Market Guide. It was designed to track echocardiography procedures, ultrasound contrast agents and pharmacologic stress agents used in hospitals and office-based cardiology settings on a monthly basis. The study quantifies echocardiography procedure volumes on a national scale, split by type of echo, contrast/non-contrast, type of contrast and stressing method where applicable. Available 30 days after the end of each study month.

KEY USERS

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

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