



# Myocardial Perfusion Study Market Guide

Arlington Medical Resources' (AMR's) Myocardial Perfusion Study Market Guide is a semi-annual syndicated audit monitoring the prevalence of myocardial perfusion studies and market share of radiopharmaceutical agents administered in the hospital and non-hospital setting.

The Myocardial Perfusion Study Market Guide complements AMR's premier study, The Imaging Market Guide. The audit presents fact based clinical detail about patients who underwent myocardial perfusion studies chronologically characterizing the sequence of events during each procedure. The audit captures the nuances of this growing nuclear cardiology procedure, including quantitative delineation of the various thallium, Cardiolite® and Myoview® protocol details, patient demographics and pharmacologic stress agent usage.

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 myocardial perfusion studies 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

## FEATURES & BENEFITS

- Extensive geographic coverage of major markets
- Published twice yearly in March and September
- Hospital, freestanding imaging center and office-based 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
- Assess the number of myocardial perfusion studies that are combined with gated wall motion studies
- Identify the top performing pharmacologic stressors used with radiopharmaceuticals
- Evaluate competitors' average dose per injection within each market segment
- Analyze the types of stressing method employed

stratified projection technique. This data answers the question “How many myocardial perfusion studies were performed during the audited time period?”

*Clinical patient data* are obtained from a random sample of actual clinical profiles of patients undergoing a myocardial perfusion study. Data collected include radiopharmaceutical product name and manufacturer, product form and source, radiopharmaceutical dosing, patient demographics (age and sex), stress method, pharmacologic stressor name, inpatient vs. outpatient status and specialty of the physician ordering the procedure

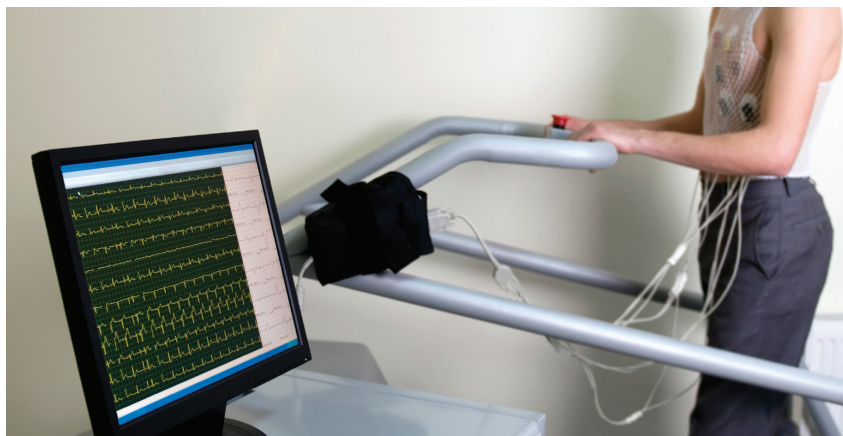
### Sample Applications

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 Monthly Monitor
- Echocardiography Market Guide
- Echocardiography Monthly Monitor
- Contrast Package Market Guide
- Non-Contrast CT & MR Patient Study



## THE MYOCARDIAL PERFUSION MONTHLY MONITOR

The Myocardial Perfusion Monthly Monitor is complementary to and purchased separately from the Myocardial Perfusion Study Market Guide. It was designed to track the number of nuclear myocardial perfusion tests performed in hospital and non-hospital settings on a monthly basis. For each study month, this audit provides projections of myocardial perfusion studies performed with each of the various radiopharmaceutical products. Projections are also provided for the number of studies involving pharmacologic stressing with intravenous adenosine, intravenous dipyridamole, intravenous regadenoson and intravenous dobutamine. 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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