



Angiography Market Guide

Arlington Medical Resources' (AMR's) Angiography Market Guide is a semi-annual syndicated audit that is supplementary to the Imaging Market Guide and was designed to capture the nuances of the angiography market.

The audit examines the following modalities with and without contrast agents:

- Conventional x-ray
- Computed tomography
- Magnetic resonance

In addition, the report provides procedure volumes for the various anatomical categories as well as patient demographics, clinical reason for performing the procedure, referring physician specialty, site delineation, enhancement agent name and dosing, pressure injector use and magnet strength.

With this audit you can 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, Spain, United Kingdom and the United States. Additionally, AMR has the capability to cover Japan, Korea and China. 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
- 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
- Evaluate your brand's share compared to your competitors' within a specific angiography procedure
- Identify contrast brand usage involving the use of a pressure injector
- Assess competitors' patient distribution by procedure
- Track market segmentation by modality for a specific angiography procedure

Types of data found in the audit:

Procedural count data is a retrospective count (sum) of the volume of 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 angiographic procedures were performed during the audited time period?”

Clinical patient data are obtained from a random sample of actual clinical profiles of patients undergoing a contrast enhanced and/or non-contrast enhanced angiographic procedure. Data elements collected include brand and concentration of contrast media, patient demographics (age and sex), volume of contrast opened and administered, pressure injector usage, inpatient vs. outpatient status, clinical reason for performing the procedure, specialty of the physician ordering the procedure, number of injections administered (MRI only).

This data answers questions such as:

- What brand of contrast was administered?
- What was the clinical reason for performing the procedure?

Sample Applications

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

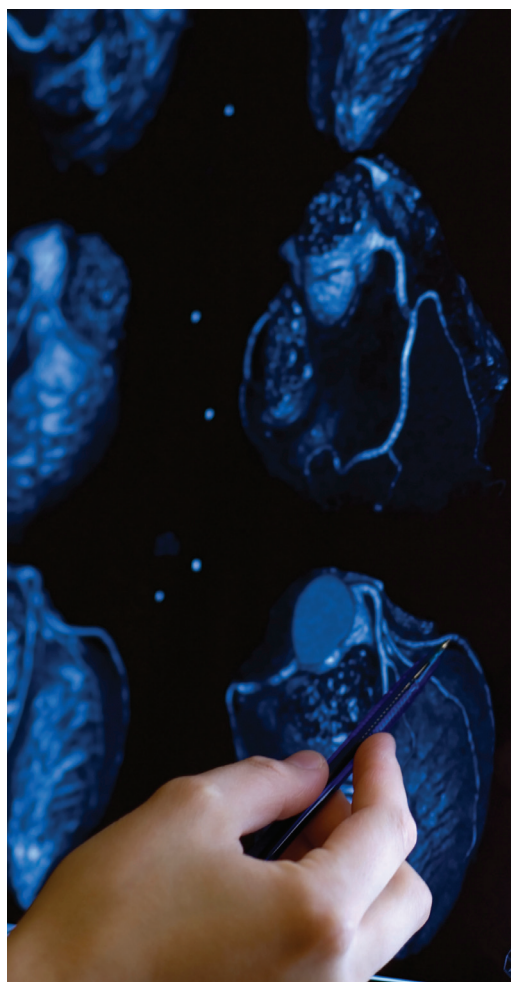
- Multi-country comparisons
- Brand usage
- Market segmentation
- Patient demographic
- Referring physician specialty comparisons

Complementary audits include the:

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

KEY USERS

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



www.AMR-data.com

Vital Clinical Insights and Analytics for Experts from Experts

For more information contact us:

In the U.S.: +1 610 722 5511
In Europe: +32 2 732 6160
Or e-mail: sales@amr-data.com

AMR
ARLINGTON MEDICAL RESOURCES INC.

A Decision Resources, Inc. Company

© AMR/Arlington Medical Resources, Inc.