



Imaging Market Guide

Arlington Medical Resources' (AMR's) Imaging Market Guide is a semi-annual syndicated audit that monitors the prevalence of diagnostic imaging procedures and contrast media usage on a global scale.

The audit examines the major imaging modalities:

- Cardiac catheter labs
- Conventional x-ray
- Computed tomography
- Magnetic resonance
- Nuclear medicine
- Ultrasound

For each of these modalities it quantifies the volume of procedures performed during the audit period by anatomic procedure category. The report also presents fact-based clinical detail about the patients who underwent contrast enhanced procedures including brand of contrast administered, patient age, patient sex, reason why the procedure was performed, specialty of the physician ordering the exam and more.

Geographic coverage includes China, France, Germany, Italy, Japan, Korea, Spain, United Kingdom and the United States. The information in this database is collected directly from end users such as technologists, managers and supervisors working in hospital radiology departments, hospital cardiology departments, vascular labs, cardiac cath labs, special procedure areas, free-standing imaging centers and private cardiologists' offices (office-based cardiology is only for ultrasound and nuclear medicine modalities only). The audit is published in March and September.

FEATURES & BENEFITS

- Extensive geographic and modalities coverage of major markets
- Published twice yearly in March and September
- Hospital, freestanding imaging center and office-based cardiology (for ultrasound and nuclear medicine) 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
- Measure market size of a product on the market and/or market potential of emerging products
- Analyze market segments based on procedure volumes and contrast media consumption
- View impact of new products and market influences
- Consistently compare data across countries with globally standardized methodology, categories and report formats

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 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/radiopharmaceutical 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 (magnetic resonance imaging only) and administration of a bowel marker (computed tomography and magnetic resonance imaging).

This data answers questions such as:

- What brand of contrast/radiopharmaceutical was administered?
- What was the clinical reason for performing the procedure?
- What was the pediatric population?

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:

- Angiography 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



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