

Three Alternative Scenarios of the Future In Vitro Diagnostics Market, 2009-2018

Venture Planning Group

INFORMATION...INTELLIGENCE...ANALYSIS...INSIGHT

212.564.2838

Released on: July 22, 2009, 8:08 am
Author: [Venture Planning Group](#)
Industry: [Healthcare](#)

New York, NY--July 21, 2009--Venture Planning Group is pleased to announce completion of the new multiclient study, "Three Alternative Scenarios of the Future In Vitro Diagnostics Market, 2009-2018." The report is designed to assist executives in the diagnostics industry in formulating policy alternatives that will provide the best choice among possible courses of action.



The major thrust of the study is to clarify future consequences of the current developments in the absence of unforeseeable events, and expose the very different actions and policies that would be required

by diagnostic product suppliers if the market moves in any of the three directions.

Each scenario is built around a specific theme with a particular set of assumptions. Business-As-Usual Scenario assumes that the current trends will continue without significant interruptions. Economic Austerity Scenario is predicated upon a significant rise in cost-containment pressures by all payers determined to drastically curtail not only the intensity of health care services, but the size of the industry as well. Technological Breakthroughs Scenario assumes a series of successful developments and commercialization of a number of diagnostic technologies and products occurring during 2009-2018.

This study will help diagnostics industry executives and companies planning to diversify into the diagnostics field to bring about more flexible planning, reduce surprises, and add to ways of improving the ability to cope with the future.

Please visit www.vpgcorp.com to review this and over 5,000 other innovative market research reports from VPG and other world's leading publishing companies.

About VPG

VPG is an international market research, publishing and management consulting firm providing Market Intelligence Surveys, Opportunity Analyses, New Technology/Product Assessments, and Acquisition/Joint Venture Evaluations to corporate executives and key decision-makers in the healthcare, biotechnology, chemical, food and beverage, and electronics industries worldwide.

Contact Details: Michael Shapiro
Venture Planning Group Inc
+1.212.564.2838
mshapiro@vpgcorp.com