

APNEA AND CARDIOLOGY: STRATEGIC OPPORTUNITIES IN SLEEP EQUIPMENT FORECASTS TO 2000.

MARKET OPPORTUNITIES

Sleep equipment markets are poised for rapid expansion as apnea is proved to impact cardiac conditions. Sleep has hitherto been considered a respiratory problem to be solved by pulmonologists,. As cardiologists become the primary prescriber of sleep products, equipment markets will change.

Pulse oximetry is poised for rapid expansion into a range of new markets as sleep devices are prescribed in home and hospital environments for cardiology and neurology patients.

New recognition of the harmful effects of apnea during sleep expand sleep difficulties beyond respiratory functionality. Short periods of apnea over prolonged time spans are thought to cause basic physical problems impacting all organs due to the lack of oxygen. New research will open markets

IF YOU HAVE ANY OF THESE QUESTIONS:

WHAT IS THE POTENTIAL FOR SPECIFIC MARKET SEGMENTS

HOW ARE ADVANCES IN TECHNOLOGY AFFECTING THE MARKET

WHAT STRATEGIES HOLD PROMISE IN THE MARKET

WHAT ARE MARKET SHARES OF KEY PARTICIPANTS IN SEGMENTS

YOU NEED THIS REPORT BECAUSE THE REPORT PROVIDES:

- STRATEGIC MARKET DEFINITION
- STRATEGIES FOR SUCCESS
- MARKET SEGMENT/SHARE FORECASTS
- COMPANY PROFILES

SLEEP AND PULSE OXIMETER MARKET GROWTH FACTORS

Key Findings of Study

- Recognition of the wide impact of apnea
- Apnea thought to be key component of heart disease
- Cardiologists represent new focus for marketing effort

Key Market Directions and Opportunities

- Apnea detection equipment to be used in home environments to look for heart disease
- Increasing penetration of sleep equipment

SLEEP AND PULSE OXIMETER MARKET GROWTH FACTORS

- Increasing diversification of the health care delivery process
- Increasing use of alternate site care delivery sites
- Continuing need for automation of care delivery process
- Increasing need to improve productivity of clinical and care giver staff

- New recognition of impact of sleep apnea on hypertension
- New recognition of impact of sleep apnea on cardiac disease
- New recognition of impact of sleep apnea on brain disorders
- New recognition of impact of oxygen desaturation during sleep on patients undergoing anesthesia
- Recognition that sleep apnea does not leave a marker, impact must be inferred
- Transitory nature of desaturation
- Continuing need for automation of care delivery process
- Increasing productivity of clinicians and care givers
- Improving productivity of health care services delivery staff.

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OHMEDA
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HEALTHDYNE TECHNOLOGIES
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REPORT METHODOLOGY

This is the twelfth in a series of market forecasts of respiratory and cardiology equipment. The project leaders have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. In-depth interviews are conducted with a broad range of clinicians, key market participants, and opinion leaders.