

**Apnea and Cardiology:
Strategic Opportunities in Sleep and Pulse Oximetry -- Equipment Market Forecasts to
2000**

Sleep and pulse oximetry equipment and supplies markets are poised to grow rapidly due to development of new and extension of existing market segments. Companies which gain a dominant position in the new markets will then need to be dislodged by participants entering the market segments after the markets have matured.

Apnea occurring during sleep is thought to have a cumulative deleterious effect on the heart and brain over a 20 or 30 year timeframe. As physicians become aware of the bad effects of the apnea, they are expected to adopt an more aggressive stance in diagnostic and treatment modalities.

Sleep studies to detect and measure respiratory, cardiac, and neurological patient conditions have been evolving increased sophistication for over twenty years. Until now, sleep studies have been the province of pulmonologists specializing in respiratory concerns. Significant market growth will be triggered as that situation changes.

As cardiologists, neurologists, and general practice physicians become educated about the direct effects of sleep apnea new markets will open up. Companies which gain a market leadership position early in these new markets will be difficult to dislodge once the markets mature.

Sleep apnea is transitory, leaving no apparent long term marker. It happens when patients are most vulnerable, not conscious, asleep. Sleep apnea happens when the patient is asleep and not able to notice symptoms. The desaturation, lack of blood to the heart and brain disappears, quickly. Detection of apnea is different from other cardiac diagnoses. New researchers will scientifically measure sleep apnea episodes to see if it is possible to develop trends that help in the detection and prevention of heart disease.

A new study from WinterGreen Research **Apnea: Strategic Opportunities in Sleep and Pulse Oximetry -- Equipment Markets to 2000** documents the market shifts and points out the opportunities. Changes in sleep markets relate to an extension of. the need for apnea detection in a range of health care delivery environments. The study describes the impact of sleep apnea on ten industry segments, provides detailed company market share by segments, and forecasts markets by segment.

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