

# Contrast Package

## Market Guide

**AMR**  
ARLINGTON MEDICAL RESOURCES INC.

A Decision Resources, Inc. Company

### **Executive Summary**

The *Contrast Package Market Guide* is a semi-annual syndicated audit complimenting AMR's premier study, The Imaging Market Guide.

The report audits the utilization of contrast media packaging in the Conventional X-Ray, Computed Tomography, Magnetic Resonance and Cardiac Cath Lab modalities. This utilization is quantified by modality, brand of contrast agent, specific imaging procedure, contrast media packaging type and packaging size.

The report gives you the ability to analyze the hospital and non-hospital markets, assess your competition, identify potential new opportunities and evaluate the impact of industry changes.

### **Introduction**

The *Contrast Package Market Guide* is a unique resource for tracking contrast package usage by procedure in hospital and non-hospital markets.

AMR published the first *Contrast Package Market Guide* in 1994 and since then has expanded its country

coverage. As the industry evolves, additional procedures are added such as in the areas of CT and MR Angiography.

### **Audit Highlights**

The *Contrast Package Market Guide* currently covers seven countries:

- France
- Germany
- Italy
- Japan
- Spain
- United Kingdom
- United States

Additionally, AMR has the capability to cover China and Korea.

The USA audit is:

- Published twice yearly in March and September
- Time periods are January-June and July-December

The European and Japan audits are:

- Published twice yearly in March and September
- Time periods are Quarter 2 and Quarter 4

### **Company Background**

*Arlington Medical Resources, Inc., AMR, is an international market research company servicing the pharmaceutical and diagnostic imaging industries. Our offices in Philadelphia and Brussels enable us to effectively conduct syndicated and custom market research studies in the USA and Europe, while relationships with established researchers in Japan, China and Korea have extended our efforts to these very important marketplaces.*

Arlington Medical Resources, Inc.  
www.amr-data.com  
sales@amr-data.com

Philadelphia (610) 722-5511  
Brussels +32(2) 732-6160

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### ***Audit Highlights (continued)***

Within these countries the audit includes the following modalities:

- Conventional X-Ray
- Computed Tomography
- Cardiac Cath Lab
- Magnetic Resonance

Market segments covered by the audit include:

- Hospital
- Freestanding Imaging Center

The clinical data presented in the audit are collected via a random sample of actual patients undergoing contrast procedures and includes:

- Specific procedure
- Brand & concentration of contrast media
- Actual contrast media package type i.e. vial, syringe, flexi-pak
- Actual contrast media package size i.e. 50ml, 100ml, 500ml

The audit presents its findings in three informative report types:

- ***Procedure and Package Quantification Reports*** quantify the volume of procedures performed and packages consumed by both anatomic procedure category and brand of contrast. The reports also differentiate package size and package type.

- ***Package Type Quantification Reports*** quantify the volume of packages consumed by package type, differentiating brand of contrast and specified procedure.
- ***Package Size Quantification Reports*** quantify the volume of packages consumed by package size, differentiating brand of contrast and specified procedure.

These different reports provide flexibility in analyzing the market in various ways.

### ***Availability***

The ***Contrast Package Market Guide*** data is available in several formats:

- Adobe® Acrobat® PDF documents.
- Electronic data-retrieval version of the database (single seat or network) which enables the user to create specific queries to filter or "slice" the data.
- Custom analyses free of charge to audit subscribers.

### ***This Audit Enables You To***

- ***Evaluate your brand's package type and size compared to your competitors.***
- ***Identify missed opportunities in a package size or package type.***
- ***Assess competitors' package type distribution by procedure.***
- ***Track the shares of package sizes for a specific procedure or package type.***

***These are just a few of the many capabilities available with this informative audit.***

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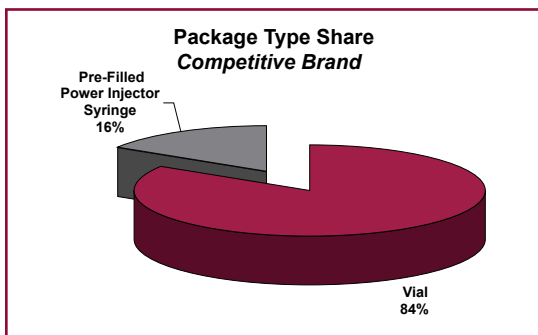
### Custom Research

Through our multi-national hospital, freestanding imaging center and private physician panel, AMR provides *custom studies* tailored to your specific diagnostic imaging needs. Please contact us for more information on custom research potential.

### Applications

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

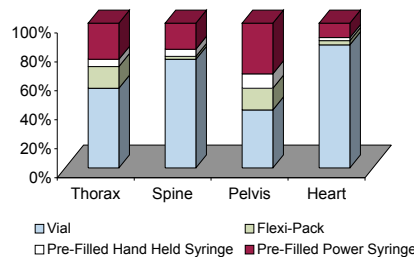
### Package Type Analyses



"Analyze package type share of competitive brands."

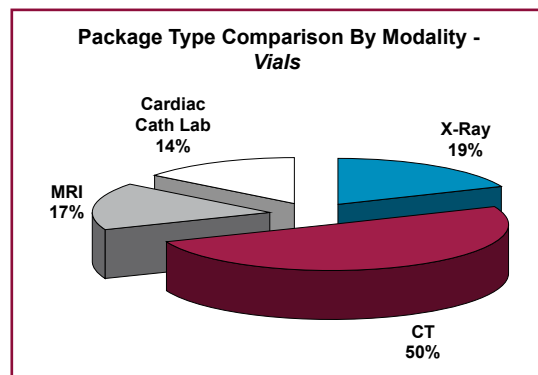
...making a direct comparison of package type share across multiple procedures or countries,

Computed Tomography -  
Competitive Brand Package Type



"Analyze competitive brand package type distribution by procedure."

...comparing package types usage by modality,



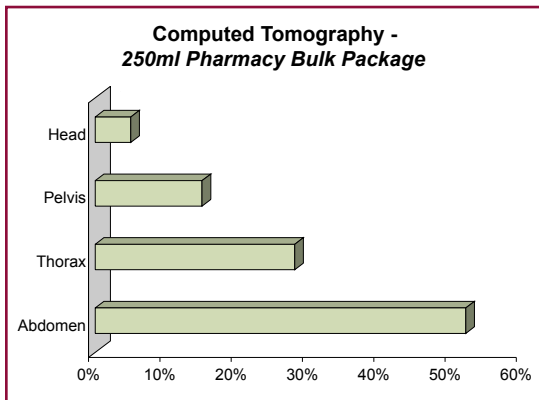
"Identify package type shares by modality."

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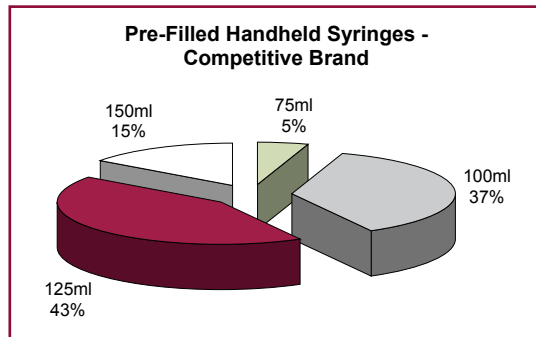
### ■ Applications (continued)

### ■ Package Size Analyses

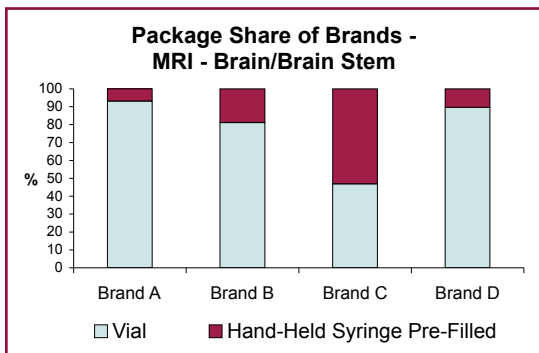


"Analyze usage pattern for specific package sizes."

...determining the package size distribution among your competitors,



"Compare package sizes of a package type."



"Compare package types of contrast brands for a MRI procedure."

...and identifying any differences in a contrast brand's package share for a specific procedure.



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### **Other Imaging Studies**

- The Imaging Market Guide  
(USA, Europe, Japan, China & Korea)
- The Angiography Market Guide  
(USA & Europe)
- The Echocardiography Market Guide  
(USA & Europe)
- The Myocardial Perfusion Study  
Market Guide  
(USA & Europe)
- The Non-Cardiac Ultrasound  
Patient Study  
(USA)
- The Non-Contrast CT & MR  
Patient Study  
(USA)
- The Echocardiography  
Monthly Monitor  
(USA)
- The Myocardial Perfusion Study  
Monthly Monitor  
(USA)

*Please contact us for  
more information  
about the Contrast  
Package Market Guide  
or any other audits.*

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