Continuous Hospital MRI (Magnetic Resonance Imaging/Tomography) Market Census, Italy 2010 and Outlook to 2015

Description: This is the most comprehensive European market report on the installed base of radiology modality types (General Radiology, Mammography, R&F, Angiography, CT, MRI,) and radiology IT systems (PACS, Teleradiology, Advanced Visualisation, Imaging Data Center, Computer Aided Detection) in European hospitals. Hospitals are periodically surveyed to collect information on installed systems, room configuration, manufacturer of the system, year of installation, lifespan, investment plans, number of examinations and budgets

Executive Summary

dii is an international marketing consulting company entirely specialised in healthcare markets providing market information and support to strategic market decisions. In cooperation with key industry a Continuous European Radiology Census has been initiated in 2003 and since than been repeated 2 times with the objective to provide the most comprehensive metrics of installed base and a market development forecast to support strategic business decisions and planning, e.g. to establish realistic sales targets, to develop appropriate marketing arguments, e.g. ROI by number of examinations, to understand the impact of the economic slowdown, to quantify the trend to outsource / privatize imaging activities, to track buying shifts and understand needs regarding digitalization and IT integration and to keep track of competitors activities by understanding installed base, market penetration and market shares or spot interesting players in the market

Contents:

Demographics
- Hospital demography & radiology infrastructure per segment
- Plans and trends to privatization / outsourcing radiology activities
- Installed base, age profile, life span, market shares for MRI Systems,
- Investment plans • Market development forecast
- Equipment utilization & contrast media consumption including trends
- Available budget per annum for digitalization

Information Technology (IT) Systems in radiology departments
- Pacs: Installed base, age profile, life span, market shares
- Investment plans including upgrade potential
- Market development forecast
- Image archiving solutions

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