Wireless opportunities in healthcare (the market for Bluetooth, RFID, Zigbee, UWB WWAN, WMAN, WLAN and other technologies)

Description: Wireless technologies and healthcare are a perfect fit. The clinical environment is a highly mobile one, and physicians, nurses, and other clinical operators have a real need for fast information and action. With a record of successful implementations across aspects of healthcare from patient care to sales, wireless technologies have moved from conjecture to reality. Hospitals are dedicating large portions of current and future budgets to IT development and wireless is likely to be among their choices. Given these trends, Kalorama expects the 1.7 billion dollar wireless healthcare market to grow to four times its current size by the end of the decade.

Kalorama's Wireless Opportunities in Healthcare is your guide to the nascent market for wireless healthcare applications in the United States and globally. This report contains explanations that cut through the confusion surrounding these technologies and provide readers with a total picture of wireless in healthcare.

The report provides:

Current Revenues and Forecasts to 2010 for all wireless areas.

Over 130 Tables and Figures provide a clear picture of this growing marketplace.

Easy access to the Objective Expertise of Market Pioneers who have achieved results in this nascent market.

Eight Real-Life Case Studies of wireless technologies in action in sales forces, hospitals, group practices and other healthcare environments.

Detailed Profiles of 15 Companies in this market, major products and key executives and pricing where possible.

The report provides today's market figures and realistic projections for future revenues based on consideration of data and extensive interviews with industry experts. Looking at several detailed case studies, the report shows how wireless is already being used by major healthcare companies across a wide variety of applications, including:

Formal Health Care Facilities (Hospitals, Nursing Homes, etc.)
Homecare and Tele-health
Pharmaceutical Research (Clinical Drug Trials)
Pharmaceutical Sales Force Management
Physician Offices
Medical and Diagnostic Laboratories

The report details the early companies in this field - and why there is an opportunity for new competitors who move fast. It discusses the currently implemented technologies and the technologies to watch that in four years, will gain impressive market share. Finally, it describes the trends that will push market expansion and reduction of cost of these devices. The healthcare applications and marketplace for the following technologies are discussed in detail:

Bluetooth,
Zigbee,
RFID
UWB

Wireless Local Area Networks (WLAN),

Wireless Metropolitan Area Networks (WMAN)

Wireless Wide Area Networks (WWAN).

Wireless technologies have immense potential to cast a major impact on the healthcare industry. The application of wireless technologies in healthcare can lead to improvement in the patient care, cost savings, streamlined processes, regulatory compliance and a number of other benefits. For making decisions at the point of action, doctors, nurses, clinicians, pharmacists and sales people alike, need real-time access to data for enhancing the decision-making process. With the use of wireless technologies, healthcare personnel can enhance and streamline their decision-making processes. Some other applications of wireless technologies in healthcare are remote patient monitoring, e-clinical trials, e-prescription and asset management and tracking. Wireless Opportunities in Healthcare will discuss in detail the role of these technologies in these healthcare settings:

A truly global report, Wireless Opportunities in Healthcare will look at the wide-open opportunities available in the European Union and at Asian markets, but acknowledges the role of the United States as the leader in this field and the market to watch.

Kalorama's unique and thorough research process provides an exhaustive analysis of this evolving market. Information was gathered using both primary and secondary research including comprehensive research of secondary sources such as company literature, databases, investment reports, and medical and business journals. For the purpose of this study, Kalorama Information conducted telephone and email interviews with key industry officials, consultants, health care providers, and government personnel. These sources were the primary basis in gathering information specifically relating to revenue and market share data presented in this report. Specific interviews with wireless technology company representatives included marketing directors, division managers, and product development representatives.

In addition to superior coverage of the overall wireless healthcare market, ind-depth company profiles are included for the following wireless technology companies:

Cisco

Extreme Networks

Nortel Networks

Symbol Technologies

Terrabeam

Cerner

Eclipsys

McKesson

Quadra Med

Sybase

Cardinal Health

Datascope

GE Healthcare

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