MediPoint: Magnetic Resonance Imaging Systems - Current and Future Players

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Summary

The global magnetic resonance imaging (MRI) market is a shifting, capital equipment market that is saturated with numerous players developing innovative technologies. Given their impressive safety and efficacy as well as non-invasive nature, MRI systems have seen continued adoption since they were first introduced to the healthcare market. Rapid advances in the field imaging along with the development of MRI safe technologies have greatly expanded the potential of therapeutic applications.

With limited budgets, hospitals must watch their spending; many cannot afford new MRI machines. This has caused a significant reduction in MRI system demand, prompting companies to pursuing aggressive selling strategies to move products into the hands of customers.

Scope

- Competitor assessment including device approval analysis.
- Coverage of key market players and company profiles including business description, financial overview and SWOT analysis.
- Strategic assessment of the device sector through market impact analysis, future market scenario and company analysis.
- Direct quotes from Key Opinion Leaders (KOL) as well as doctors using Magnetic Resonance Imaging Systems in clinical practice.

Reasons to buy

- Gain a high level view of the trends shaping and driving the Magnetic Resonance Imaging Systems market.
- Assess competitiveness of products in market by understanding the strengths and weaknesses of current competition.
- Drive revenues, formulate effective sales and marketing strategies and gain in-depth understanding of the competitive landscape
- Take a comprehensive look at the market's device pipeline and identify promising, paradigm-shifting products.
- Create an effective counter-strategy to gain a competitive advantage against those currently in the market

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