

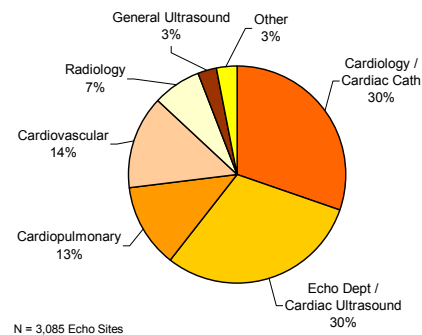
IMV 2009 Echocardiography Market Summary Report

Featuring results from 1,380+ hospital and non-hospital echocardiography sites in the United States

Overview

Developments in clinical applications continue to foster echo procedure growth. Meanwhile the use of digital technology and networks to increase department efficiency has grown, driving market demand. In IMV's 2009 *Echocardiography Market Summary Report* survey results are projected to the universe of 2,685 hospitals with 100+ beds plus two levels of non-hospital universes (of 400 and 3,100), and are compared with IMV's five prior echo census studies. As an added feature, IMV's 2009 report provides three forecast scenarios for the echo unit market from 2009 to 2013.

DEPARTMENTS OPERATING ECHO LABS PARTICIPATING IN IMV'S 2009 ECHOCARDIOGRAPHY CENSUS



What you'll learn in this report

Echocardiography Procedure Volume and Patient Visits

- What is the trend in total echo procedures and patient visits in the nation's hospitals, from 1998 to 2009?
- What is the average number of procedures and patient visits by hospital bed size, and compared to cardiology practices?
- How has the use of 3D grown over the past 5 years?
- For stress testing, what proportion of the echo patients use a treadmill vs. pharmacological stress agents?

Contrast Agent Utilization and Budgets

- What is the trend in the number of sites using commercial contrast agents for echo procedures?
- What is the average budget for contrast agents?

Echocardiography Installed Base

- How many echo units are installed, by site type?
- What is the trend in adoption of key product features?
- How has the installed base share changed over time?

Echo Lab Purchase Plans & IMV Forecast Scenarios

- What is the replacement cycle for echo units?
- What is the optimistic/pessimistic market outlook for echo units from 2009 to 2013?
- What is the brand loyalty of current echo users?

Networks and Information Systems

- What is the trend in the use of echo and PACS networks for transmitting echo images?
- What percent of echo sites use information systems for scheduling and reporting echo studies?

Site Operations Characteristics

- How many FTE sonographers (certified vs. non-certified), nurses, clerical and administrators are employed per site?
- How many echo procedures were performed per FTE sonographer? Per echo imaging unit? Per site?

Market Study Methodology

Sampling Frame: This report utilized telephone interviews conducted from March through August 2009, from 1,383 hospital and non-hospital sites in the United States.

IMV Market Summary Report Advantages

Since 1977, IMV has been a leading supplier of market information to the diagnostic healthcare industry, providing site-specific databases and comprehensive market reports that address the radiology, cardiology & oncology markets.

- **Broad Coverage:** Large sample of 1,380+ sites to provide comprehensive analysis and confidence for business decisions. Results were projected to 2,685 U.S. hospitals with 100+ beds and two levels of non-hospital "universes" (400 and 3,100) to illustrate trends over the past decade and future opportunities.
- **Data Accessibility:** 130+ pages with over 200 graphs and exhibits to help you visualize and interpret the data to make more informed business decisions.
- **In-depth Analysis:** Drill down from top-level summaries to views by non-hospitals and hospital bed size for key metrics such as procedure volume, market share, technology adoption rates and more.
- **Market Trends:** 2009 findings are compared with IMV's reports since 1997 to identify trends and emerging business opportunities.

Call IMV to order your report today!



Price for hardcopy report + PDF for corporate use: \$8,250
 Contact IMV at 847-297-1404, ext. 116, or sales@imvinfo.com for more information.

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