

# Needs assessment and market research for Point of Care Tests

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## **Need**

capacity to benefit patients

## **Market**

place where goods are exchanged

## **Needs assessment:**

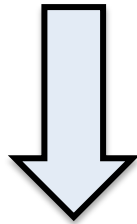
process for determining what the capacities for benefit are (and how to implement)

## **Market research**

is any organized effort to gather information about customers (and how to sell)

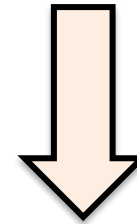
## **Need**

Does this POCT  
benefit patients?

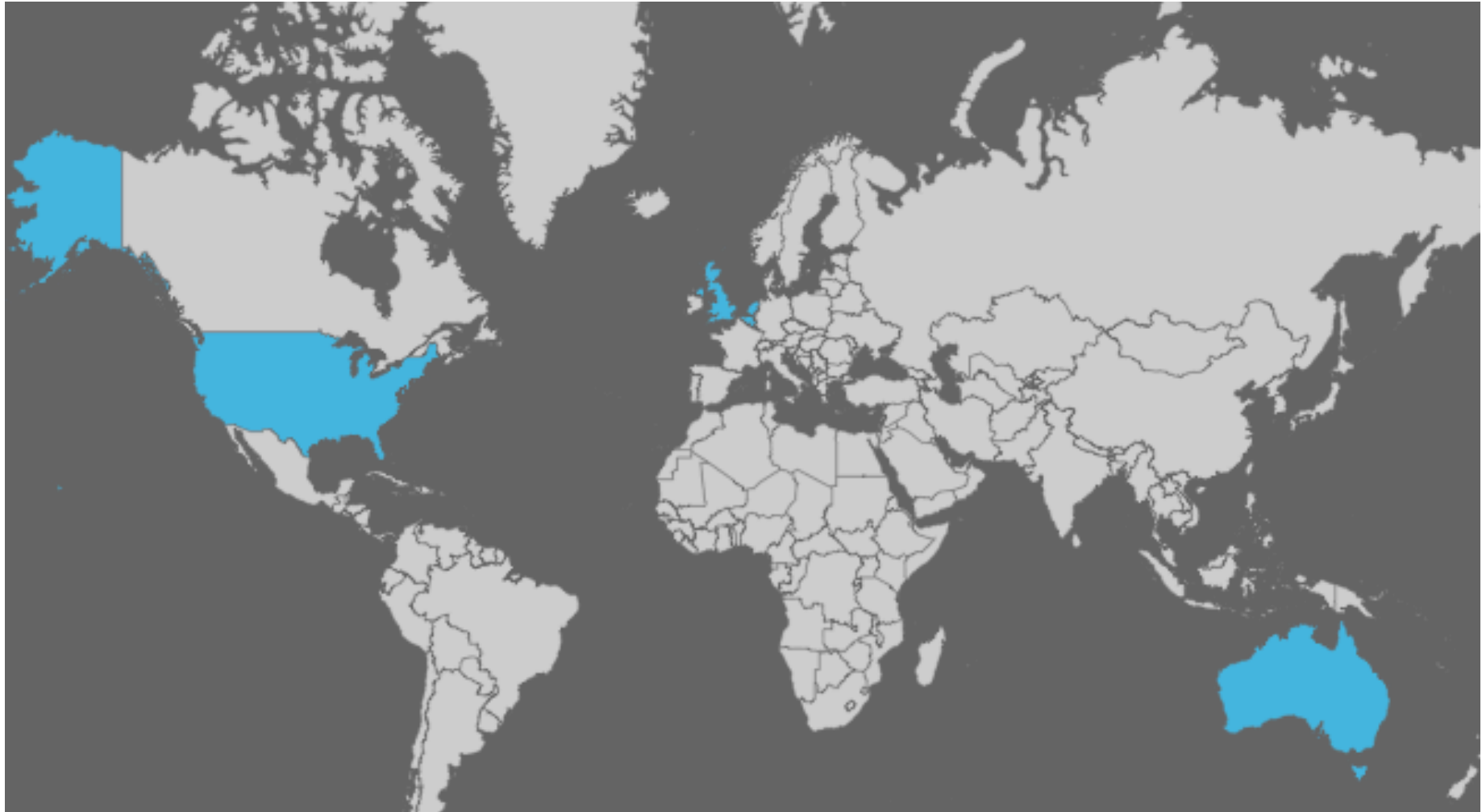


## **Market**

Can I sell it?



**Needs assessment & Market Research**  
If so, how?



# Response Rates

- Sent to 1635 regionally representative GPs in the UK.
- **UK:** 1109 completes (68%: highest ever for Doctors.net)
- **Netherlands:** 639 completes
- **Belgium:** 319 completes
- **US:** ...
- **Australia:** ...

**What were the top  
3 conditions doctors  
would like POCT to  
make for diagnosis?**



? dvt	D-dimer (DVT)	dvt	DVT/PE - D-dimer	Pulmonary Embolism
?DVT	D-dimer (exclude DVT)	DVt	dvt/PE - D-Dimers	PULMONARY EMBOLISM
?DVT	D-dimer (exclude DVT)	DVT - D Dimer	DVT/PE (D-dimer)	Pulmonary embolism [TED]
?PE	D-dimer as above.	DVT - d dimer	DVT/PE D dimers	Pulmonary embolism.
?PE/DVT	D-dimer DVT	DVT - D-dimer	DVT/PE d dimers	Pulmonary embolus
anticoagulation in vte Clots (D-dimer)	D-dimer for DVT d-dimer for DVT	DVT - d-dimer testing DVT (D-dimer)	dvt/pe management DVT/PE possible if quick ddimer result	pulmonary embolus ruling ot DVT eg d dimer test
D dimer	D-Dimer for DVT / PE	DVT (d-dimer)	DVT/PE possible if quick ddimer result	something better han d- dimer to rule in/out for dvt/ pe
d dimer	d-dimer for dvt / pe	DVT (d-dimer)	DVT/PE- ddimer	Suspected Deep Venous Thrombosis
D Dimer	D-dimer for dvt / pe	dvt (if portable d-dimer available)	dvt/pte	suspected dvt
D DIMER	D-DIMER FOR DVT / PE	DVT (to exclude this)	DVT/Pulmonary Embolism	suspected DVT
D Dimer	d-dimer for DVT/PE	DVT / Coagulation	DVT/VTE	Suspected DVT
D Dimer	d-dimer for PE	DVT / PE	DVTs	Suspected DVT or PE
D dimer for dvt	d-dimer for PE	DVT & PTE	DVTS	Suspected DVT/PE
d dimer - dvt	D-dimer for PE/ DVT	DVT and PE	dvts	Suspected Thrombosis
D dimer - PE/DVT	d-dimer for PE/DVT	dvt and pe	Dvts	Swollen leg ?DVT
D Dimer -exclude pe/dvt	D-dimer for VTE	DVT d-dimmers	DVTs screening	Thromboembolic disease
D Dimer -exclude pe/dvt	D-dimer in ?DVT	dvt diagnosis	DVTs/ swollen painful calves	thromboembolic disease
D dimer : blood	D-dimer in DVT	Dvt diagnosis	embolism	Thromboembolic Disease
d dimer (VTE)	d-dimer levels	Dvt Diagnosis	Exclusion of DVT	THROMBOEMBOLIC DISEASE
d dimer & dvt	d-dimer might help in VTE	DVT diagnosis	Exclusion of PE	thromboembolic disorder INR test
d dimer dvt	D-dimer test	DVT Diagnosis	Hypocoagulable state	Thromboembolism
d dimer for dvt	d-dimer test	DVT DIAGNOSIS	In-house D-Dimers for ruling out DVTs / PEs in low risk patients.	thromboembolism
D dimer for DVT	D-Dimer test for VTE	DVT exclusion	INR: Anticoagulation for VTE	Thromboprophylaxis

D Dimer for DVT / PE	D-dimer test kits for patients with swollen calves.	DVT Exclusion	P.E	THROMBOSIS
D dimer for dvt, pe	d-dimer testing -dvts	dvt exclusion	pe	Thrombosis
D dimer for excluding DVT	D-dimer to exclude DVT	Dvt exclusion	PE	thrombosis
d dimer for suspected	d-dimer to rule out PE	DVT EXCLUSION	Pe	thromboembolism
d dimer for suspected pe/dvt	d-dimers	DVT on Friday pm	PE - immediate d dimer result	USS Doppler for DVT diagnosis
D Dimer test	d-dimers	DVT OR ANY OTHER CONDITION WHERE PATIENT ON WARFARIN	PE - PIH	USS Doppler to rule out DVT
d dimer test for diagnosing dvt	D-dimers	DVT or PE	Pe / DVt	vascular obstruction
d dimer testing	d-dimers	DVT or PE on warfarin	pe / dvt	Venour thrombosis
D dimers	D-dimer testing	dvt screening d dimer	PE exclusion	Venous thromboembolic disease
d dimers	Ddimer	dvt service	PE/ DVT	Venous thromboembolism
D Dimers	ddimer	DVT test	PE/ddimer	Venous Thromboembolism - DVT
D dimers in DVD	ddimer dvt	DVT- d dimer	pe/dvt	Venous thromboembolism (DVT; PE)
D Dimmer	ddimer for dvt / pe	dVT- d dimer	PE/DVT	VTE
d- dimer	Ddimer for dvt / pe	DVT(A/CG THERAPY)	PE/DVT - D-Dimer	Vte
D-Dimer	DDIMER FOR DVT / PE	DVT/ PE	peripheral vascular disease	vte
D-dimer	Ddimers for DVT/PE	DVT/ PE	PEs	VTE on anticoagulants
d-dimer	deep vein thrombosis	dvt/d dimer	Posbbile DVT	VTE/DVT
D-DIMER	Deep vein thrombosis	DVT/D dimer	possible deep vein thrombosis	
D-Dimer	Deep Vein thrombosis	DVT/Dimer	Possible DVT	
D-Dimer	Deep Vein Thrombosis	dvt/pe	possible DVT	
d-dimer	DEEP VEIN THROMBOSIS	DVT/PE	possible PE	
D-Dimer - dvt	Deep vein Thrombosis	Dvt/pe	Possible PE	
d-dimer - blood	doppler Ultrasound to detect DVT/pe		pte	



# Top 10 conditions GPs want for DIAGNOSIS

CONDITION	%
Urinary tract infection	9.3
Pulmonary embolism / Deep Vein Thrombosis (DVT)	8.6
Diabetes	6.9
Acute cardiac conditions (ACS/MI)	4.4
INR / anticoagulation	3.6
Pregnancy	3.2
Anaemia	2.8
Heart failure	2.2
COPD/Asthma	2.1
Chest infection / cough / LRTI	1.8

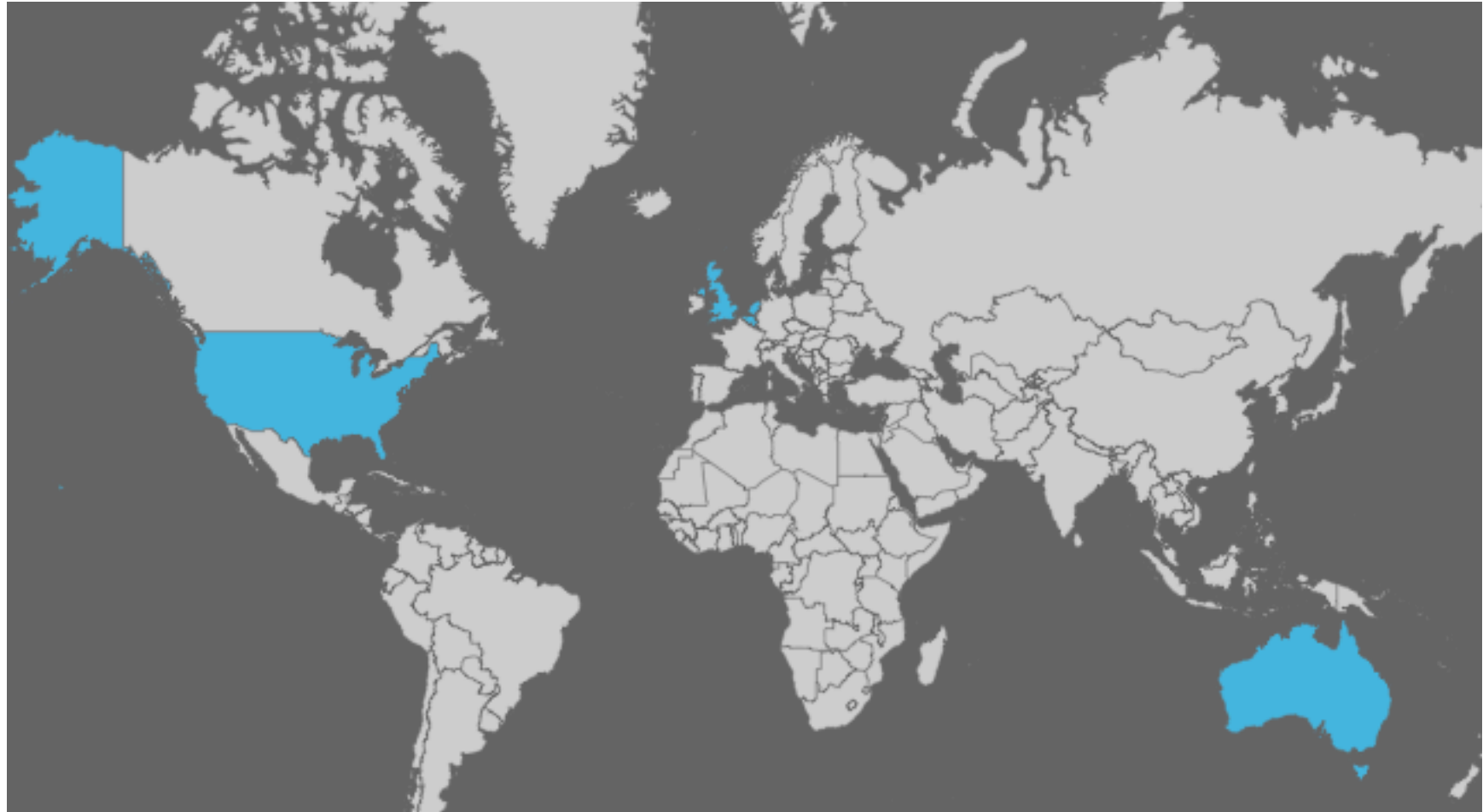
# Tests GPs would use more than once per day (>25%)

<b>CONDITION</b>	<b>%</b>
<b>Creatinine</b>	<b>27</b>
<b>Triglycerides</b>	<b>27</b>
<b>Sodium</b>	<b>27</b>
<b>Total cholesterol</b>	<b>26</b>
<b>Alkaline phosphatase</b>	<b>25</b>
<b>HDL/LDL cholesterol</b>	<b>25</b>
<b>AST/ALT</b>	<b>25</b>

**Next...**



# Next step our needs assessment



# ***Obstacles***

1. Diagnostic accuracy
2. Commissioning
3. Maintenance and implementation

# ***Solutions to commissioning problem***

1. Pick a 'low hanging fruit'
2. Gather evidence
3. Choose a test case, and implement



## **Need**

Will patients  
benefit?

## **Market**

Can we sell  
it?



**Needs assessment & Market Research**

# Thank you!

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Carl Henghan  
Chris Price

