

## INTRODUCTION

This report summarizes the results of a market study carried out by Wind Associates Inc. for the Department of Industry, Trade and Commerce.

The study explores the market for three categories of health care products:

- (i) consumable and disposable hospital products,
- (ii) clinical laboratory and diagnostic products and,
- (iii) non-invasive cardiac diagnostic products.

The report covers the non-invasive cardiac diagnostics group. The other two product groups are covered in separate reports.

The study was carried out in 1981 in conjunction with the Canadian Consulate in Philadelphia and assesses the market potential for the above product categories of the Mid-Atlantic states of the United States. This region of the U.S. has been selected for study as a potential market for Canadian exports of health care products.