

Stress Testing Equipment

The total 1979 U.S. sales volume for stress testing equipment was \$5.8 million. Figure 1 shows a graphical representation of the projected volume of sales for this equipment. The data points in Figure 1 indicate that stress testing equipment sales are expected to increase to \$17.9 million by 1983, an increase of more than 30% relative to 1979. Projected short-term growth rate for stress testing equipment is 55-65% in constant dollars.

Stress testing equipment is packaged in various ways, ranging from a simple EKG unit to a fully integrated system. Most packages include some combination of exercise equipment (e.g., treadmill), EKG unit, and a monitor. Most EKG suppliers offer complete stress testing systems.

The substantial increase in stress testing equipment sales will be due primarily to a very large increase in the number of tests given with this equipment. The number of these tests is expected to increase from 2 million annually in 1979 to 16 million in 1989.

In 1979, the following major competitors shared in the \$5.8 million sales volume for stress testing equipment:

	<u>Market Share</u>
Quinton Instrument Company	55%
Cambridge Instrument Company	14
The Burdick Corporation	10
Hewlett Packard	9
Others	12

Diagnostic Computer Systems

The total 1979 U.S. sales volume for diagnostic computer systems was \$14.3 million. Figure 1 shows a graphical representation of the projected volume of sales for these systems. The graph indicates that these systems are expected to experience very high sales growth. Projected short-term growth rate for diagnostic computer systems is 17-19% in constant dollars.

Currently diagnostic computer systems are used primarily for interpretation of EKG results. Use of these systems for interpretation of echocardiograph results is in the early stages of development, but is showing rapid acceptance. Sales volume forecasts, then, are based primarily on sales of systems for EKG interpretation in the first half of the 1980s and primarily on sales of systems for echocardiogram interpretation in the latter half of the decade.