For: Hematology Supplies

Scientific Supplies (43%); Fisher (38%) and Coulter (35%)

3. Market Segments

The hospital market for laboratory products was segmented first on the basis of the major benefits sought in laboratory supplies and diagnostic kits and second, on the basis of the hospital personnel's attitude toward Canadian manufacturers.

Three benefit segments were identified.

The Image/Cost Segment (40%). This segment consists of hospital personnel whose major criteria for evaluating the purchase of laboratory supplies are the effect of the purchase on the hospital's prestige and improved productivity and cost savings. Hospitals in this category tend to be medium-sized and have a greater tendency to show increases in occupancy rate, relative to hospitals in the other two segments. Although all hospitals in this segment reported being in the black in 1977, they are more pessimistic about their hospitals' financial future.

The Quality of Care Segment (30%). The major purchase criterion for this segment is the effect of the purchase on improved quality of medical care. Hospitals in this segment are small but have a greater tendency to show recent trends in bed increases than other segments. Respondents in this segment tend to have a status quo outlook regarding the future of their hospitals' financial condition relative to the image/cost segment (pessimistic) or the cost segment (optimistic).

The Cost Segment (30%). This segment's major purchase criterion is the effect of the purchase on productivity and cost savings. Hospitals in this segment are much larger than those in the other segments. Respondents in this segment tend to have either an optimistic or status quo outlook regarding their hospitals' future financial status.

Further analysis of the hospitals attitude toward Canadian manufacturers suggested that about half of the hospitals were "positive" toward Canadian manufacturers while the other half had a less favourable "marginal" attitude toward them. Those more favourable to Canadian manufacturers were more concerned with quality of medical care and slightly less with the structure of operating cost vs. initial investment.

4. Buying Process

The buying process industry involves a number of participants. The most active ones by stage of the buying decision process are: