



Industry Speak

Rising Awareness Drives Growth

Vijay Kaushik

Assistant General Manager,
Suyog Diagnostics Private Limited

On market trends

Awareness in hospital sectors as well as laboratories is increasing in major metro cities. However, there is a need for more educated and practical approaches to be taken when it comes to small cities.

On technology trends

There has been a tremendous push toward automation in coagulation and many customers are now increasing their routine test menu for coagulation apart from PT, APTT, and Fibrinogen among others.

On key growth drivers

Medical fraternity is now aware of special tests and many pharmaceutical companies are conducting drug clinical trials and have tie-ups with R&D teams specifically for heparin monitoring drugs.

On buyers perspective

Buyers and industry leaders always look for best quality products with low TAT for after-sales service but are reluctant to pay prices according to their needs because of which there is a compromise on quality.

On challenges and opportunities

Devaluation of Indian currency left a major dent in many company's profitability and this was furthered by the highly competitive market. Government investments along with investments by corporate groups in the health sector, especially in multi-speciality hospitals have provided an opportunity for the coagulation market.

On future outlook

Local manufacturers and Chinese companies with low quality products are increasing their market base, which is affecting the quality work in low work load laboratory segments.



Industry Speak

A Field Undergoing Rapid Change

Keerti Syed

Product Manager-Microbiology,
Suyog Diagnostics Private Limited

Bacterial culture instruments working on the principles of colorimetry and fluorimetry have seen their entry into the realms of microbiology departments across. New technologies are giving rapid results, whereby quick treatment is becoming a possibility. The rapid analysis of urine, blood, biological body fluids, and the like is decisive to the inpatient for which timely and correct diagnosis with an adequate therapy in most cases represent the only way to survive.

In addition to community acquired infections, hospital acquired infections have a high impact on public health by increasing morbidity and mortality rates, which results in prolonged hospital stays and additional diagnostic and treatment costs.

A strain called methicillin-resistant *Staphylococcus aureus* (MRSA) has developed a resistance to beta-lactam antibiotics, which are used in the treatment of numerous infectious diseases and therefore difficult to eradicate. MRSA is transmitted to humans mainly by direct contact with the infected person or with medical instruments and devices. MRSA is troublesome in hospitals where patients with a weakened immune system are more susceptible to infection than the general population. Some threats like the extended spectrum beta-lactam resistant bacteria pose a challenge for both the microbiologist and the clinician for quick isolation and treatment. To eradicate the potentially dangerous drug resistant bacteria, there will be a need for the hospitals to involve themselves in active surveillance programs.

Automated system for rapid bacterial culture with high sensitivity and specificity based on light scattering is now available and is a useful tool for both the microbiologist and the ICU or PICU. It provides negative culture and positive bacterial growth in four to six hours, improves inpatient diagnostic management to reduce hospitalization time, reduces the risk of hospital acquired infections, and helps write reports on identification and susceptibility results on the same day with great accuracy.

