



TECHNOLOGICAL ADVANCEMENTS AND EMERGING TRENDS

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Hematology deals with disease aspects affecting the blood-forming organs and blood, which includes bleeding disorders, clotting problems, and anemia. It also deals with transfusion medicine, which involves performing blood typing, cross matching for compatibility and managing large amounts of blood products.

To meet the needs of an overworked and increasingly generalized workforce, today's products not only must deliver more clinical data than ever before, but also must be easier to operate, relieving overburdened laboratory staff members of cumbersome tasks. Innovators have answered these needs with technological evolutions in the areas of new product commercialization, clinic workflow, analytical advancements, and clinical information management.

Hematology instrumentation developers are now equipped to meet the challenges of high technology coupled with customers' demands for cost efficiency.

The global market

The hematology products and services segment accounted for the largest market share in 2019. The hematology analyzers and reagents market is classified into hematology, hemostasis, and immunohematology products and services. This can be attributed to the increasing adoption of PoC testing hematology analyzers in emerging economies, the launch of technologically advanced hematology products, the increasing preference for automation, and the availability of a wide range of services from major hematology providers.

Commercialization

In the past 2 years, several new products and technologies have emerged on the market, all of which promise to change the traditional understanding of laboratory hematology workflow and standards. New automated systems broaden capabilities beyond traditional methodologies that include cellular analysis combined with manual review. Globally, due to fast-moving product development, small entrepreneurial niche manufacturers and large multinational companies have launched products on the scene to provide unique solutions to evolving customer needs.

New tools and parameters will continue to emerge as the market competition increases and technology evolves. Thus, the traditional concept of laboratory hematology will also evolve – to one leveraging a variety of orthogonal techniques to produce deeper clinical insights faster and at a lower cost than ever before. Indeed, this is an exciting time in the field, and the next 5 years should see seismic changes that promise to bring better patient care and more options for laboratory professionals.