



# Diving into Diagnostics

This summer, GE Healthcare Life Sciences and DCN Diagnostics surveyed a group of experts in the diagnostic field to find out more about their day-to-day work lives, what problems they are running up against and what improvements can be made in the industry. Below you will find some of the interesting results.

## What is most critical to your success?



29%

Optimizing my prototype



24%

Raising funds



19%

Getting my product to market ASAP

## We all want to focus on the customer

62%

of respondents feel that delivering products that impact their customers positively is their most important professional goal.



## How people are viewing "next gen"...

Top three items for next generation of lateral flow assays?



62%

Better reproducibility in materials



52%

Multiplexing



29%

Better sample handling

Design for usability/CLIA waiver/field development

...it should be for design usability and not just about instructions.

## Today's challenge: Devices need to be easier to use

### Biggest problem in rapid diagnostic manufacturing market?

A lack of emphasis on design for use



### Number one point of failure in lateral flow tests?

Poor interpretation of directions

