

medcompare[™]
www.medcompare.com

Lead Generation Clickpath



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The screenshot shows the MedCompare website interface. At the top, the logo reads "medcompare™ The Buyer's Guide for Medical Professionals". Below the logo is a navigation bar with categories: Cardiovascular, Neurological, Diagnostics, Ophthalmology, Urology, Otolaryngology, and General Surgery. A search bar is present with the text "Search for Medical Products" and a search button. To the right of the search bar is a promotional text: "Learn about the latest medical technologies and compare medical products on our specialty-specific pages." Below the search bar is a "Product Directory" section, which is categorized by specialty. The "Diagnostics" category is circled in orange. Other categories include Cardiovascular, Neurological, Ophthalmology, Urology, and General Surgery. To the right of the Product Directory is a "News" section with several article links. Below the News section is an "E-mail Newsletters" section with a list of checkboxes for various specialties: Cardiovascular, Cataract & Refractive Surgery, Diagnostics, FDA, General Surgery, Glaucoma, Medical Devices, Medical News, Neurological, Otolaryngology, Ophthalmology, Otolaryngology, Point of Care Testing, and Practice Issues.

medcompare™ The Buyer's Guide for Medical Professionals

Cardiovascular Neurological Diagnostics Ophthalmology Urology Otolaryngology General Surgery

Search for Medical Products

Learn about the latest medical technologies and compare medical products on our specialty-specific pages.

Product Directory - categorized by specialty

Cardiovascular
Cardiovascular Surgery,
Electrophysiology, Percutaneous
Cardiovascular Procedures, Non-
Invasive Diagnosis & Therapeutics...

Neurological
Cranial Surgery, Spinal Surgery,
Sensory/Motor Diagnostics...

Diagnostics
Clinical Chemistry, Clinical Microbiology,
Genetics/Genomics, Hematology,
Immunochimistry, Laboratory
Automates, Laboratory Equipment,
Molecular Diagnostics, Point of Care
Testing (POC-Approved)...

Ophthalmology
External Disease and Cornea, Glaucoma,
Lens and Cataract, Neuro-
Ophthalmology, Pediatric
Ophthalmology...

Urology
Female Urology, Pediatric Urology,
Prostate Management, Uroinformatics...

Otolaryngology
Adult Reconstruction, Foot and Ankle,
Hand and Upper Extremity, Sports
Medicine...

General Surgery
Endoscopy Equipment, Endoscopy
Instruments, Medical Lasers...

News

- New System Gets Patients Back On Their Feet
[View Content & News...](#)
- Are You Losing His Feet So He May Walk
[View Medical News...](#)
- Broken Bones? Give Up Smiles
[View Content & News...](#)
- Peripheral Nerve Blocks Effective For Cataract Surgery: Presented At AHA
[View Medical News...](#)

E-mail Newsletters

Stay up-to-date on the latest technologies and medical news from MedCompare.

- Cardiovascular
- Cataract & Refractive Surgery
- Diagnostics
- FDA
- General Surgery
- Glaucoma
- Medical Devices
- Medical News
- Neurological
- Otolaryngology
- Ophthalmology
- Otolaryngology
- Point of Care Testing
- Practice Issues

New Products

- Discover new products and technologies in your area of specialty. Read about comprehensive, technical information relating to the products.
[Go to New Products...](#)

Technology Articles

Cardiovascular

- Technology Spotlight: Ambulatory Blood Pressure Monitoring**
High blood pressure (BP), hypertension, affects about 13%-15% of adults, approximately one billion people worldwide. Nearly 50% million Americans have high blood pressure or are being treated with anti-hypertensive medications. Based on the results of randomized clinical drug trials, hypertension is defined by The Joint National Committee (JNC-VI) as Detection, Evaluation, and Treatment of High Blood Pressure as upper extremity blood pressure of 140/90 mm Hg or greater because this is the value above which treatment benefits outweigh risks. Normal blood pressure values for adults are < 135/85 mmHg for daytime, < 120/75 mmHg for night-time, and < 135/80 mmHg average over 24 hours.
[View...](#)

Fig 1. On home page, users click on a category in the Product Directory.

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diagnostics

Products | New Products | News | Videos | Journal Updates | Articles | Resources | Events

Home > Diagnostics > Hematology and Coagulation

Search MedCompare

Enter Keyword(s):

search

Articles



The Past, Present and Future of HLA Typing

New Products



LongAlert™ from Becton, Dickinson and Company

More New Products

Special Announcements

Stay up-to-date on the latest technologies and medical news from MedCompare.

Healthcare Activities

Cardiovascular

Cancer & Restorative Surgery

Diagnostic

IPd

General Surgery

Hematology and Coagulation

Blood Collection
 Blood Gas Capillary Tubes
 Capillary Blood Collection Tubes
 Lavet Device
 Lancets

Hematology Instruments
 Automated ABG Analyzers
 Blood Bank ELISA Systems
 Blood Gas Analyzers
 Coagulation Analyzers
 Hematology Analyzers
 Hematology Workcells
 Hemoglobin A1c Analyzers
 Hemoglobin Testing Systems
 Plasma Protein Analyzers
 Platelet Aggregation Systems
 Slide Stainers
 Standard Centrifuges

Resulting Plasma and RBCs
 Factor V Inhibitor Assay Kits
 Hemoglobin A1C (Glycohemoglobin)
 Infectious Disease Screening
 Platelet Inhibition Assays
 Slide Staining

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The SYNCHRON LX[®] 725 System.

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Fig 2. Users click on a subcategory link in Product Directory.

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diagnostics

Products | New Products | News | Videos | Journal Updates | Articles | Resources | Events

Home | Diagnostics | Hematology Instruments | Blood Gas Analyzers

Blood Gas Analyzers

COMPARE Select products to compare or request more information.

Product* / Vendor*	Specifications	List Price*
Rapid® 1200 Bayer Diagnostic <input checked="" type="checkbox"/> Request info	Description: The Rapid® 1200's speed and accuracy allow clinical staff to make critical decisions in a timely ... Throughout: Inquire Features: <ul style="list-style-type: none"> • Coagulation test menu • High-lact accuracy • Rapid test time • See ... 	<input checked="" type="checkbox"/> Request quote
TrendCare System Diematrix Medical Inc. <input checked="" type="checkbox"/> Request info	Description: The TrendCare Blood Gas Monitoring System provides a means of continuously monitoring in-situ ... Throughout: Inquire Features: Display allows trending data to be shown over 10, 30 minutes, 1, 2, 4, 8, 12 or 24-hour ... Source(s): USA and Worldwide	Inquire
STAT® Precision™ 3000 with 61H™ Instrumentation Laboratory (IL) <input checked="" type="checkbox"/> Request info	Description: With Invenor 3000 (STAT) and enhanced critical care testing. In addition to unique features such ... Throughout: Inquire Features: <ul style="list-style-type: none"> • Rapid whole blood testing for central and decentralized locations • Disposable ... 	Inquire
Rapid® 600 System Bayer Diagnostic <input type="checkbox"/> Request info	Description: The Rapid® 600 System is a fully automated, upgradeable platform that covers the key critical care ... Throughout: Inquire Features: The modular design allows the basic blood gas model to be quickly	<input checked="" type="checkbox"/> Request quote

Cardiovascular
 Cancer & Palliative Support
 Diagnostic
 FDA
 General Surgery

Fig 3. Users get product listing for various suppliers, and check products they want to compare.

medcompare™ The Buyer's Guide to Medical Professionals

diagnostics

Products New Products News Alerts Journal Updates Articles Resources Events

Search MedCompare

Enter Keyword(s):

Articles



The Fast, Precise and Future of HLA Typing

New Products



LongMed™ from P&RD Inc.
More New Products

Product Comparison

Stay up-to-date on the latest technologies and medical news from MedCompare.

Needleless Arteries

Cardiovascular
 Cataract & Refractive Surgery
 Endovascular
 GIC
 General Surgery

News - Diagnostics - Blood Gas Analyzers - Comparisons

Company	Dianetics Medical Inc.	Rapid Diagnostics	Instrumental Laboratory (IL)
Name	TrendCare System	RapidLab 1245	GEN Premier™ 3000 WITHUGH™
List Price	Inquire	Request Quote	Inquire
Description	The TrendCare Blood Gas Monitoring System provides a means of continuously monitoring in-vivo measurements of pH, pCO ₂ , pO ₂ and temperature via a percutaneous artery (e.g. radial, femoral or umbilical) and provides adjusted values of O ₂ saturation, base excess and ... Read More	The RapidLab 1200's speed and accuracy allow clinical staff to make critical decisions in a timely manner - something everyone in your institution will value, especially patients. In fact, the RapidLab 1200 delivers results for all parameters in just one minute. Its ... Read More	GEN Premier 3000 simplifies and enhances critical care testing. In addition to unique features such as its self-contained cartridge system and comprehensive menu options, the GEN Premier 3000 now offers Analyset Quality Management (QM), an internal, automated program ... Read More
Throughput	Inquire	Inquire	Inquire
More Information	Vendor Product Page	Vendor Product Page	Vendor Product Page
Product Number	Inquire	Inquire	Inquire
Features	Display allows trending data to be shown over 24, 30 minutes, 1,2,4,8,12 or 24-hour courses. Detachable Patient Data Module (PDM) enables patient data information to move with patient during transfers. PDM Data's back up. User-friendly icon based keypad with logical ... Read More	<ul style="list-style-type: none"> Comprehensive test menu High-test accuracy Rapid test time Low maintenance requirements Effortless, automatic quality control Maximum "uptime" RapidPinb connectivity 	<ul style="list-style-type: none"> Rapid whole blood testing for centralized and decentralized locations Disposable cartridge contains all components: sensors, solutions, waste bag, tubing, even the sampler Maintenance-free - just replace the cartridge every three weeks Intuitive, easy-to-use ... Read More
Approval	USA and Worldwide	US	Inquire
	Inquire	RapidConnect™ Connectivity Solutions	Inquire

Fig 4. Users compare specifications from various suppliers side-by-side.

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The screenshot displays the medcompare website interface. At the top, the logo for 'medcompare' is on the left, with the tagline 'The Buyer's Guide for Medical Professionals', and the 'diagnostics' logo is on the right. A navigation bar below the logos contains links for Products, New Products, News, Videos, Journal Updates, Articles, Seminars, and Events. The main content area is titled 'Rapidlab® 1200' and features a product image of the device. A button labeled 'request information' is circled in orange. Below the product image is a 'General Information' section with a table of specifications:

Vendor	Bayer Diagnostics
Item	Rapidlab® 1200
Features	<ul style="list-style-type: none">Comprehensive test menuHigh-test accuracyRapid test timeLow maintenance requirementsEfficient, automatic quality controlMaximum "up-time"RapidLab connectivity
Approval	CE
Product Number	Inquire
Throughput	Inquire
Setting	bench top, for critical care environment
Parameters Measured	pH, pCO ₂ , pO ₂ , Hct, Ht, Ca ⁺⁺ , Cl ⁻ , Glucose, Lactate, Hb, HbB, PO ₂ Hb, pO ₂ , COHb, MCHb
Controlled/Remote Data Management	RapidSystem™ Connectivity Solutions: Unparalleled controlled data control and system management that help you improve compliance and achieve superior performance.
Automated Quality Control	Automatic Quality Control analyzes controls at the frequency and level that you specify and monitors the entire sample pathway.
Modular or Expandable	Modular Test Menu System
List Price	request quote

Below the table is a 'Product Description' section with text about the device's speed and accuracy. A link 'Go to Vendor Product Page' is circled in orange. At the bottom, there is a 'Vendor Contact Information' section for Bayer Diagnostics, including a customer service phone number and a website URL.

Fig 5. Users click on a product to get more in-depth information.

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diagnostics

Products | New Products | News | Webinars | Journal Updates | Articles | Announcements | Trends

Search medcompare.com

Home > Diagnostics > Rapidlab® 1200 > Information Request

Enter Keyword(s):

Articles



The Past, Present and Future of HLA Typing

View Products



LongView™ from PIERCE

View New Products

Send Information Form

Stay up-to-date on the latest technologies and medical news from Medcompare.

Newsletter Archive

Cardiovascular
 Cataract & Refractive Surgery
 Diagnostic
 FDA
 General Surgery
 Glaucoma

Rapidlab® 1200 from Bayer Diagnostics

Please fill out the form below if you are a medical professional and would like to receive information about this product from Bayer Diagnostics.

Personal Information

First Name* E-mail Address*
 Last Name* Institution/Organization*
 Address Line 1* Institution Type*
 Address Line 2 Department*
 City* Work Phone*
 State/Province* Year Position*
 Zip/Postal Code Country*

Preferred Mode of Contact*
 Purchase Time Frame*

Specialty/Discipline Interests

Allergy/Immunology Bacteriology Molecular Diagnostic
 Cardiology Biostatistics/Genetic Counseling Pathology
 Clinical Chemistry Hematology and Oncology Pediatrics
 Clinical Microbiology Histology/Cytology Point of Care Testing
 Emergency Medicine Immunodiagnostic Toxicology
 Endocrinology Infectious Disease Transfusion Medicine
 Family Practice Internal Medicine Urgent Care
 Urology

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Please subscribe me to Medcompare's newsletters that are related to my interests
 Please send me third party product announcements and special offers related to my interests

Fig 6. Users request information on the product (generating a sales lead).

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Fig 7. Suppliers receive a lead report in excel format three times per week.

Product	Category	Name	Email	Phone	Contact	Position	Jobtitle	Institution Type	Request Type	Mdn of Contact	Pack Size	Frequency
Cytos Station analog	Buyer Diagnost ics	Misty Johnson	mjohnson@medcomp.com	415-224-4187	214 W. Lynch Ave. West Hill, TX 77060 USA	Hospital Purchasing Agent	Hospit General Hospital	Hospital	Request Type Quote Request	3-Mat	within 3 Months	
Cytos Center S	Buyer Diagnost ics	Misty Johnson	mjohnson@medcomp.com	415-224-4187	214 Cavall Ave. Ran Palo Alto, CA 94304 USA	Medical Technologist	Medica American Health System	Hospital Community	Request Type Information Request	3-Mat	within 1 Months	
Cytos Station analog	Buyer Diagnost ics	Janet Eyer	janet.eyer@medcomp.com	415-415-9176	214 W. University Ave. Palo Alto, CA 94304 USA	Medical Technologist	Stanfor Hospital	Hospital	Request Type Quote Request	3-Mat	within 3 Months	
Cytos Station analog	Buyer Diagnost ics	Misty Johnson	mjohnson@medcomp.com	415-224-4187	214 W. Lynch Ave. West Hill, TX 77060 USA	Hospital Purchasing Agent	Hospit General Hospital	Hospital	Request Type Quote Request	3-Mat	within 3 Months	
Cytos Center S	Buyer Diagnost ics	Misty Johnson	mjohnson@medcomp.com	415-224-4187	214 Cavall Ave. Ran Palo Alto, CA 94304 USA	Medical Technologist	Medica American Health System	Hospital Community	Request Type Information Request	3-Mat	within 1 Months	
Cytos Station analog	Buyer Diagnost ics	Janet Eyer	janet.eyer@medcomp.com	415-415-9176	214 W. University Ave. Palo Alto, CA 94304 USA	Medical Technologist	Stanfor Hospital	Hospital	Request Type Quote Request	3-Mat	within 3 Months	

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