



Press Release
For Immediate Release

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Important New Industry Handbook Predicts: RFID Hospital Healthcare Market to Hit \$8.8 billion by 2010

Chicago, IL; April 22, 2005 – A new industry study, called RFID & Emerging Technologies Guide to Healthcare, predicts that RFID and its related technologies in the hospital marketplace *will skyrocket to \$8.8 billion by 2010*; and that it will be segmented into three general categories:

- RFID Driven Revenue: Hardware and software integration *\$1.3 billion*.
- Infrastructure Support for RFID Enablement: Wireless networks—*\$1.3 billion*, Enterprise-related software — *\$1.4 billion*.
- Hospital Connectivity: *\$4.8 billion*.

The guide is a business tool that describes and analyzes the impact that the emerging technologies of RFID (radio frequency identification), wireless and connectivity will have on the healthcare industry and is designed to help companies comprehend the cost implications and benefits of these technologies. This report, written by *Bradley H. Sokol*, principal of *Fast Track Technologies, Ltd. (FTT)* and VP, *American RFID Solutions*, focuses on the U.S. market, while analyzing, at a general level, the impact international markets will have. The study will have an emphasis on the new medical supply chain and its integrated digital components.

Mr. Sokol conducted numerous studies and his conclusions were substantiated by several healthcare-oriented business leaders. A year in development, this exhaustive study identifies trends; provides information on the emerging technologies; analyzes the regulatory environment; demonstrates creative ways to obtain funding; and suggests entrepreneurial market solutions.

The handbook offers the healthcare vendor an understanding of the medical industry's multidisciplinary buying and decision motivators. It provides a competitive analysis and product application insight for *150+ emerging technology healthcare vendors* for each level involved in the decision-making process at a hospital. Written for the entire healthcare community, it is tailored for readers with an interest in the sales, marketing and management dimensions of emerging technologies.

Within this framework, *Mr. Sokol has projected the acceptable minimum future revenue investment in healthcare technology*. This in turn will address the high quality and accuracy of patient care, based on future patient expectations within our healthcare delivery system.

This study is a compendium of today's human and industry drivers and *offers strategies to address these threats*. For example, the largest and fastest growth is projected after 2007, in hospital medical connectivity, due to several threatening driving trends: Aging population, regulations (increasing medical-error deaths); labor (shortage of qualified healthcare personnel); inability to fund the healthcare technology infrastructure; and resistance to new, emerging technologies.

Mr. Sokol's Approach to the Industry Covers Topics Seldom Broached in this Type of Study

- Valuable marketing data concerning clients' attitudes towards these emerging technologies will help companies navigate the multi-level, decision-making process towards successful client-vendor relationships.
- In-depth analysis of government funds available to aid in the adoption of technology in healthcare.
- Specific combined market projections that have never been publicly distributed, through 2010.

Asset Tracking

Instrument Tracking

Hazardous Materials Tracking

Patient Tracking

Wireless Network Growth

Medical Device Connectivity

Enterprise Healthcare Software Suite Projection

- Provides the facts of what it means to be RFID pharma compliant.

Reviews

"This study points out what exactly are the needs and drivers for health care providers to turn to RFID and wireless solutions. Brad Sokol's book is the ideal mental and geographical map/compass for the healthcare provider business. This should help RFID and wireless technology vendors to sail between the very specific demands of quality patient care and strict cost reduction."

Leslie Versweyveld, Editor, Virtual Medical Worlds Magazine

"As the market hype these days for supply chain and asset visibility seems to focus solely on EPC-RFID technologies, Brad Sokol reminded me to marry myself to the strategy and not the technology. In this book Brad presents the relevant research and resources in a holistic view for developing your own technology selling strategies for the healthcare market."

Joe Dunlap , Sr. Business Development Manager, Siemens One, Inc.

"Brad Sokol's study is a must-have tool for anyone associated with Auto-ID technologies in the healthcare market. This is the only work that I have seen that separates the realities from the hype."

Robert P. Ufford, VP, Business Development, RF Code, Inc.

"Business managers, product marketing, device manufacturers, service providers, and product developers will benefit from this in-depth study of the current "state of the art" and future direction of connectivity in medical technology. This work is a valuable resource."

Ken Thompson, CEO, OKEN Consulting

About the Author

Bradley H. Sokol is principal of Fast Track Technologies, Ltd. (FTT) and VP, American RFID Solutions. He has experience in leading the overall strategic direction, business development, operations and sales activities of technology-based companies. He started three emerging technology companies in a variety of industries which grew at double-digit rates, and was a consultant to GE Health Asset Management.

Interview Contact

In addition to writing this definitive guide, Mr. Sokol also coauthored "The Future Adaptation of RFID to the Healthcare Industry." This report appeared as a special 3-part series in the RFID Journal. Copies of

this article can be obtained at his site www.fasttrackrfid.com. Mr. Sokol has also published, and been interviewed for many articles appearing in industry magazines. For interviews, please contact Lisa Randall at Lisa31859@sbcglobal.net.

How to Order

You may order a copy of this guide directly through FastTrack Technologies www.fasttrackrfid.com or through the RFID Journal, www.RFIDjournal.com, Verve Worldwide www.vervemed.com, and Virtual Medical Worlds Monthly www.hoise.com/vmw/.

About Fast Track Technologies, Ltd.

Fast Track Technologies is a healthcare consulting firm specializing in emerging technology market strategies for vendors and healthcare providers alike. www.fasttrackrfid.com. Mr. Sokol can be contacted by email at brad@americanRFIDSolutions.com, or toll free at 877-RFID247.

"We make technology easy to live with"