

Appendix B.—Survey of Manufacturers: Methods

To gather the information required for this report, a survey of NMR-imaging-device manufacturers was conducted involving the following steps:

1. With the assistance of the National Electrical Manufacturer's Association (NEMA), appropriate contacts (either the director of marketing or the technical director for NMR imaging) were identified in each of the firms represented by NEMA. Potential contact persons in non-NEMA companies were identified through other sources. A total of **20** companies were targeted for survey.
2. Letters of introduction describing the study and its purpose were mailed to all identified manufacturers in June 1983. Manufacturers were notified of our intent to contact them by telephone to arrange a mutually convenient time for a telephone interview.
3. Between June and August, 15 manufacturers were interviewed. Interviews varied in length, but the average discussion lasted approximately 1 to 1½ hours. In each case, the discussion was structured around the following key issues:
 - History of the firm's program in NMR imaging—its genesis and development to the present day
 - Current status of the manufacturer's NMR imaging systems—including magnet type, magnet field strength, and imaging capabilities
 - Clinical placements of NMR imaging systems—by site, system capabilities, and date of installation

Collaborative relationships with universities and/or medical schools for NMR-imaging R&D

Company characteristics—size, ownership, staff composition, and product lines

The future market for NMR imaging systems—projected growth, competitive technologies (e.g., CT, ultrasound, etc.), and key factors influencing NMR diffusion

Costs of NMR-imaging devices—likely capital acquisition costs, annual operating expenses once installed

FDA policies—premarket approval for Class III devices

Third party payment policies—HCFA/Medicare coverage decisions, Blue Cross/Blue Shield decisions, commercial insurers' decisions, prospective payment systems

State certificate-of-need policies

Federal role in funding applied R&D

Patents

Future plans for NMR-imaging development

4. Follow-up telephone calls were made for clarification of responses, as necessary.
5. Upon submission of the draft final report to OTA in early September, each of the 15 participating manufacturers was invited by OTA to review and comment on its respective company description contained in appendix C to this report. In addition, representatives of NEMA were invited by OTA to review the full draft report.