

How Did Pregnancy Tests End Up in the Bathroom Cabinet?

A clinical capability got smaller, cheaper and easier to use.
Then it changed address.



The bathroom cabinet was once a laboratory.



In 1970, pregnancy testing needed tubes, reagents, pipettes and sometimes a centrifuge.

By 1978: **\$10.** **Two hours.** **At home.**

Source: NIH Office of History



First the machine shrinks. Then the map changes.

Ultrasound followed the same path.

Big machine



Portable system



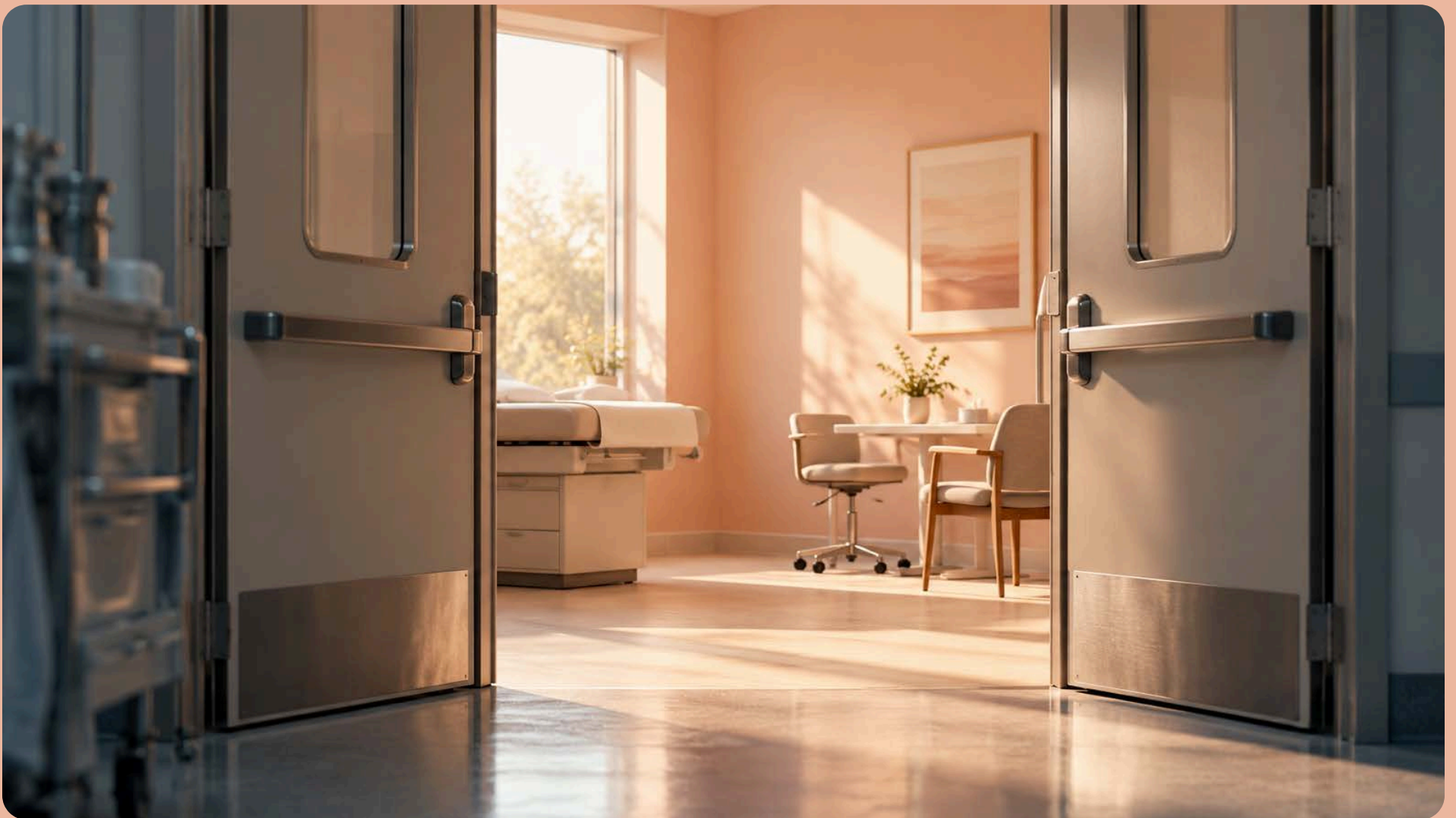
Handheld device



*When the equipment travels,
the patient often doesn't have to.*



Then the procedure changes rooms.



17%

US outpatient volumes are forecast to rise 17% to **5.82 billion** over a decade.

*The procedure stays clinical.
The room gets lighter.*

Source: American Hospital Association / Sg2



Hysteroscopy is already changing address.



Outpatient hysteroscopy is already established in the UK.
The next question is simple:

What tools belong in the room it is moving into?