



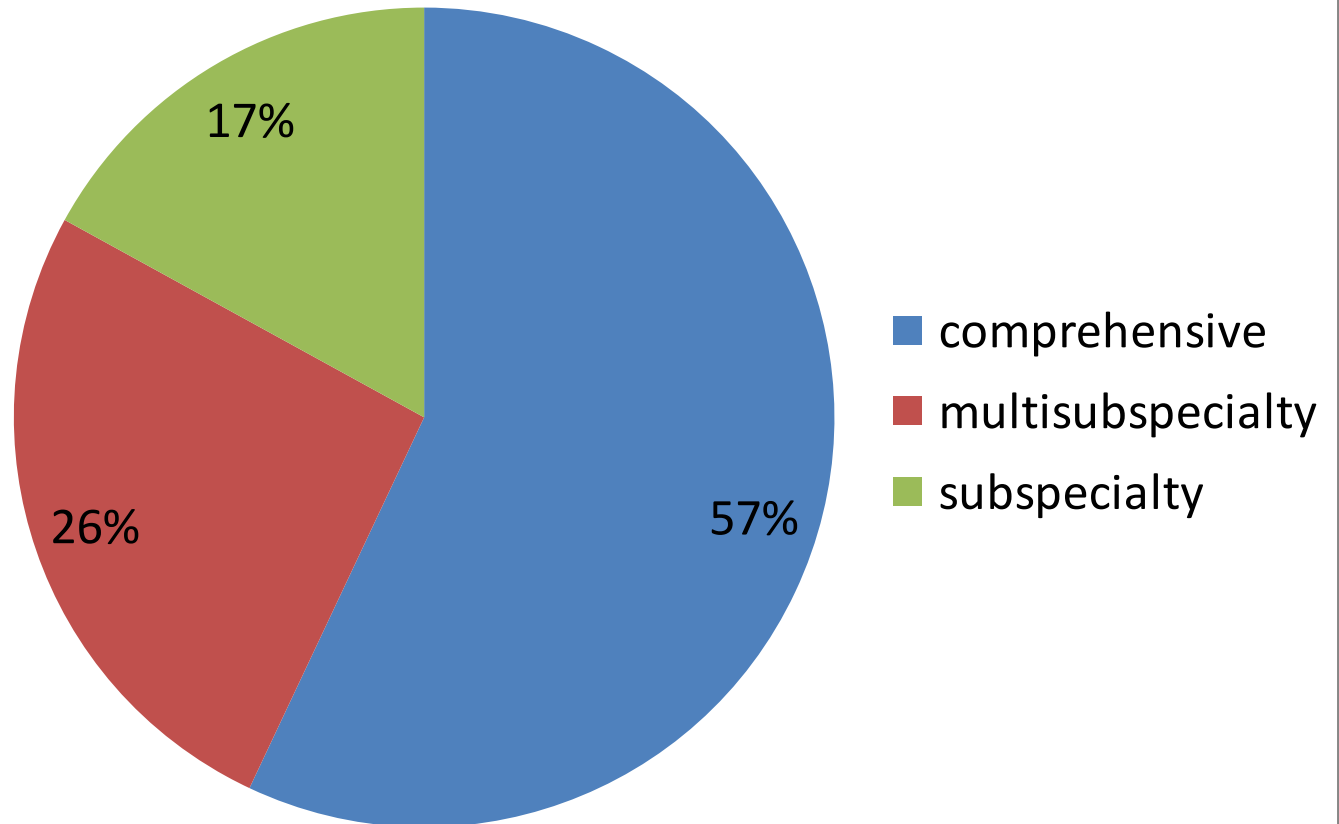
AAOE MEMBER SURVEY OPHTHALMIC MARKETING

Background Information

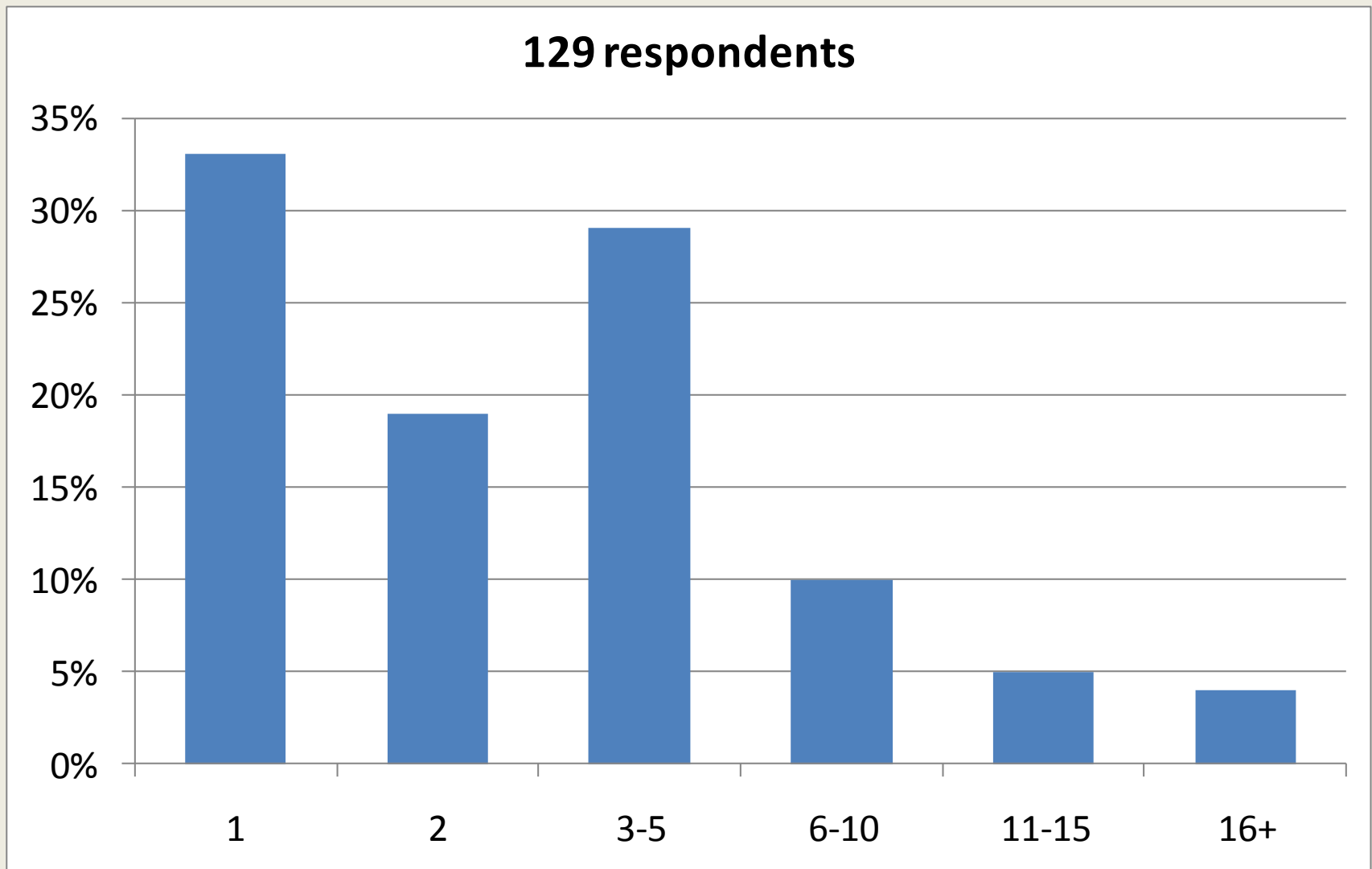
- Sent to 1500 AAOE members in Oct 2008
- 130 respondents
- Response rate 9%

Practice Focus

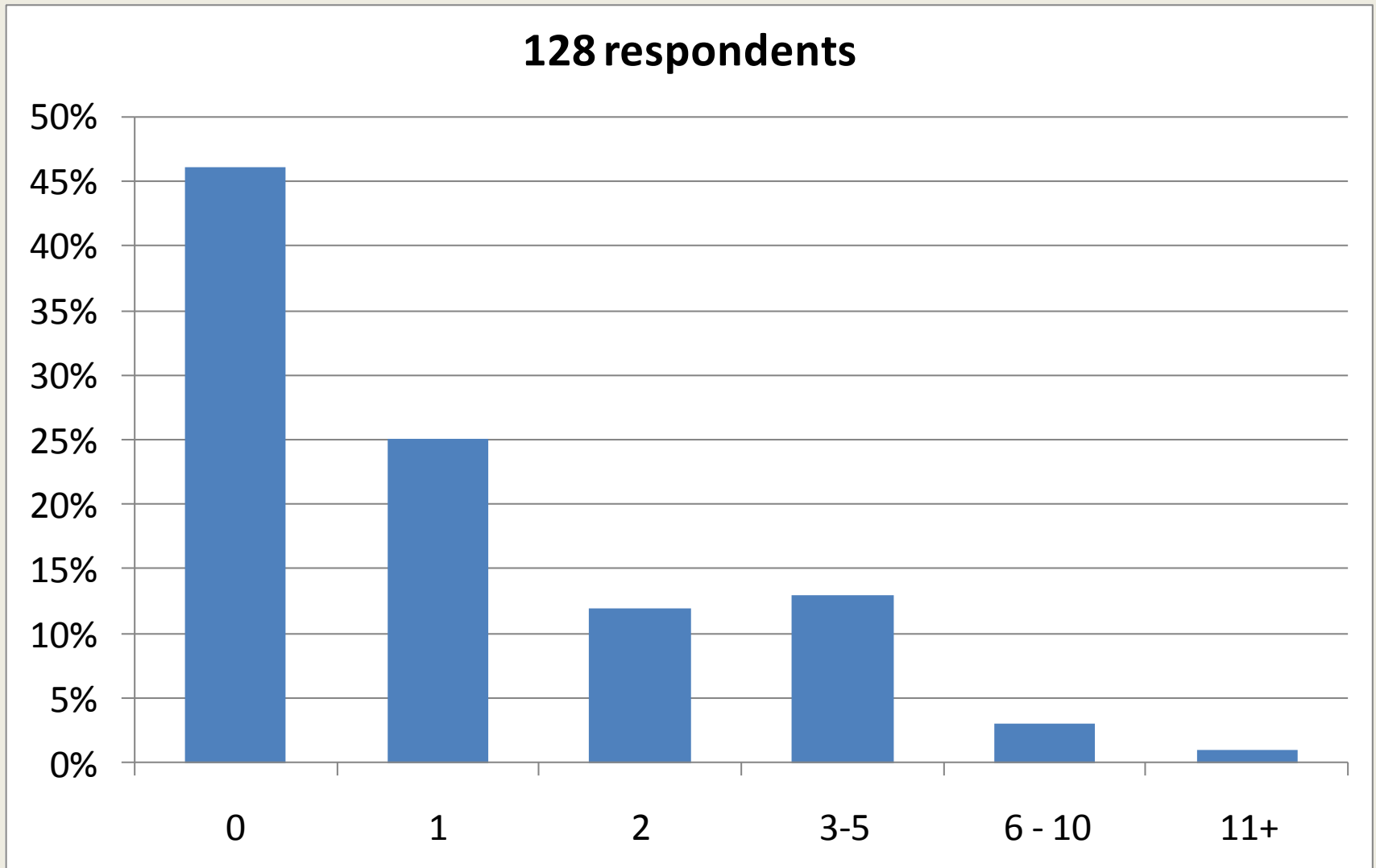
120 respondents



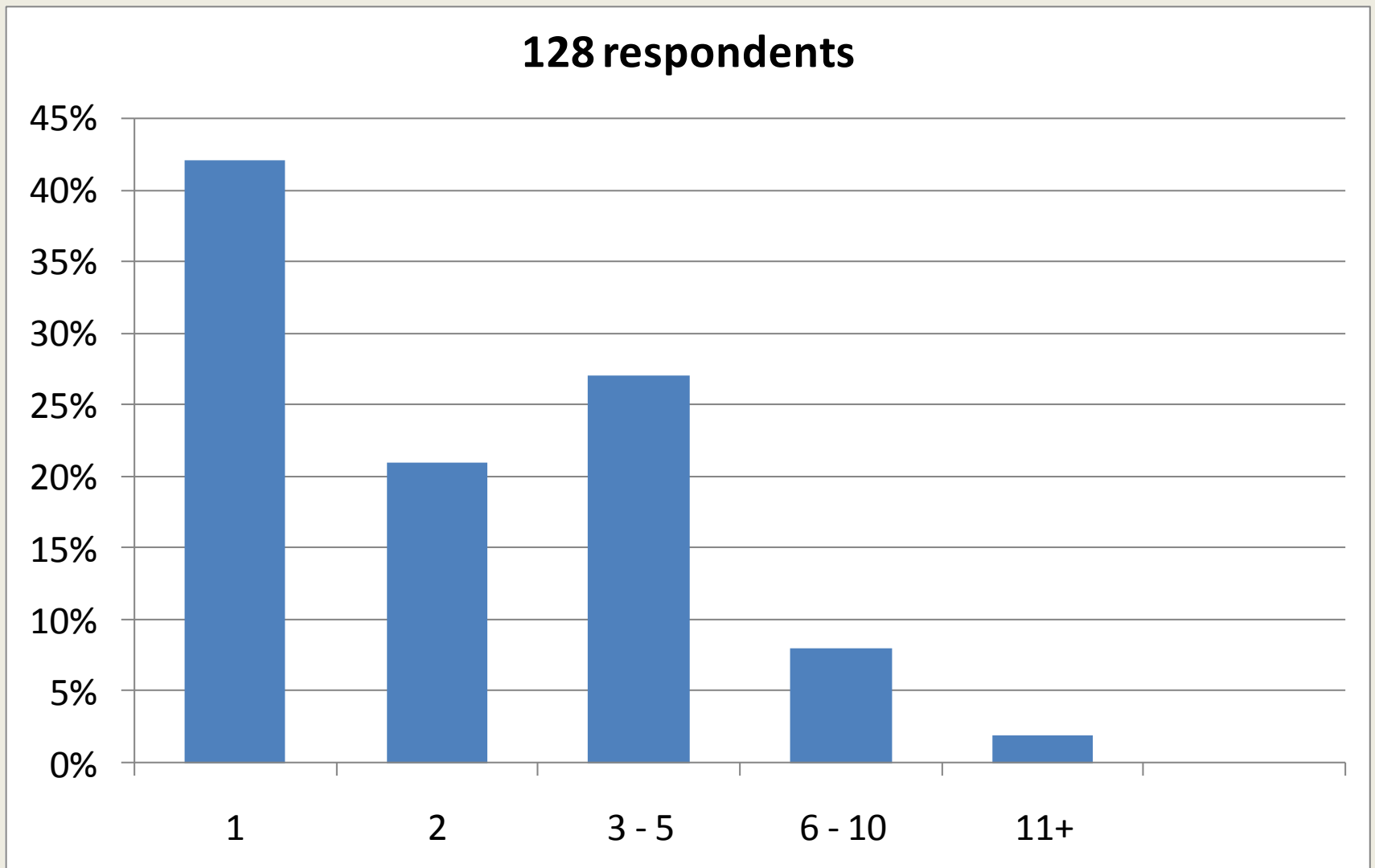
Number of FTE MDs in practice



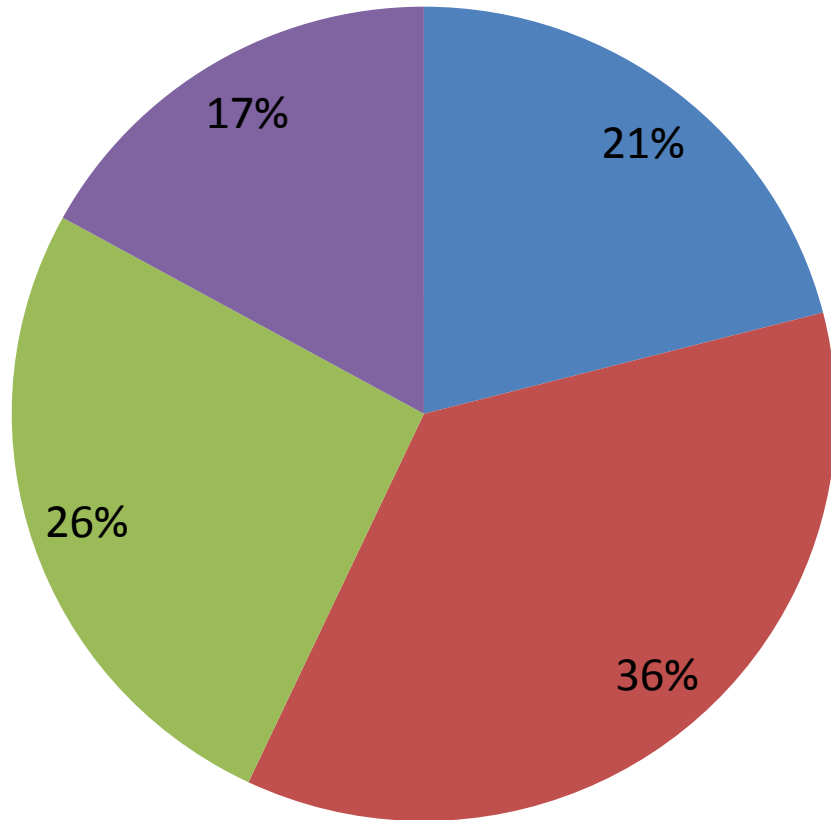
Number of FTE ODs in practice



Number of Office Locations

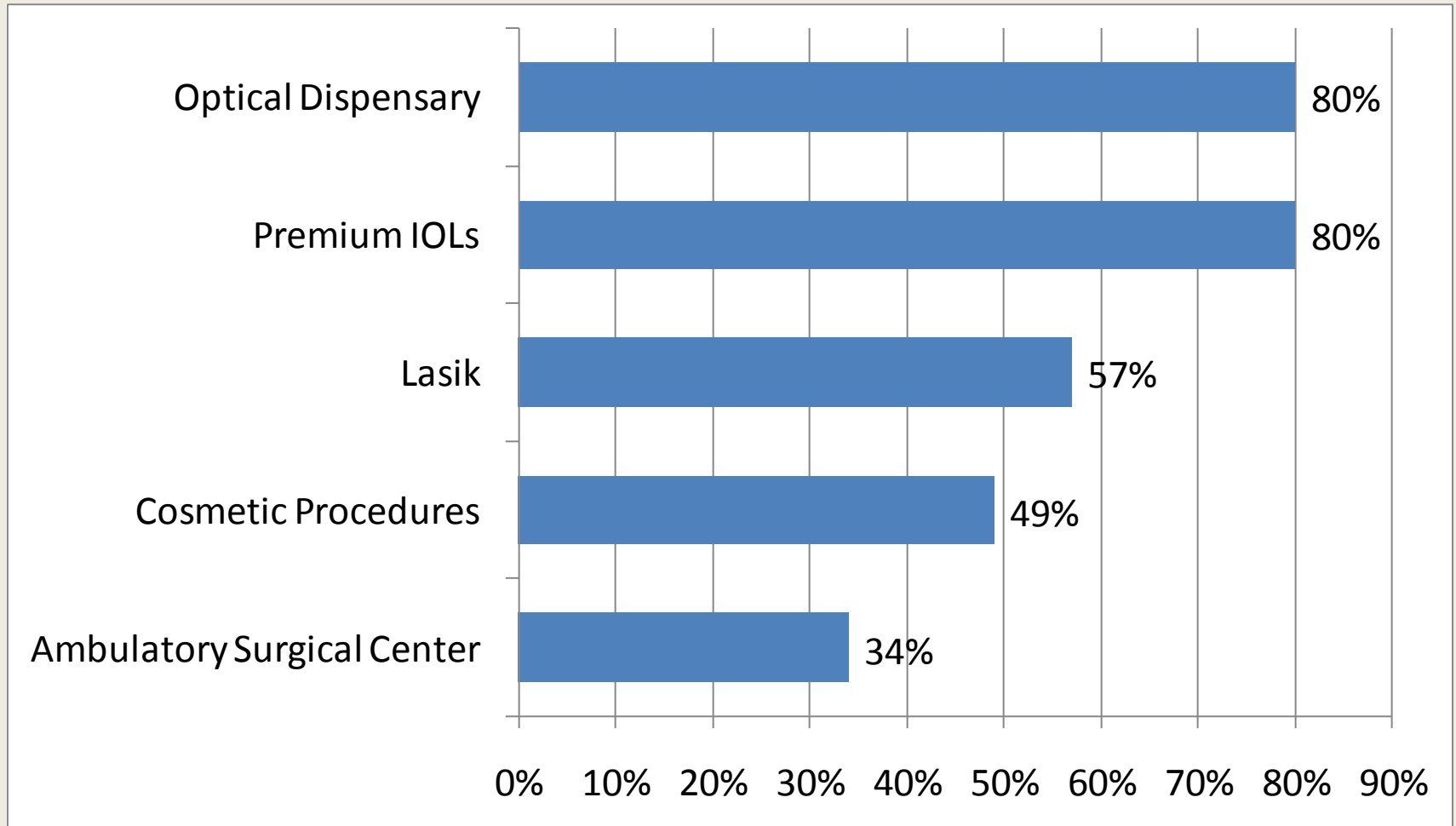


Metropolitan Area

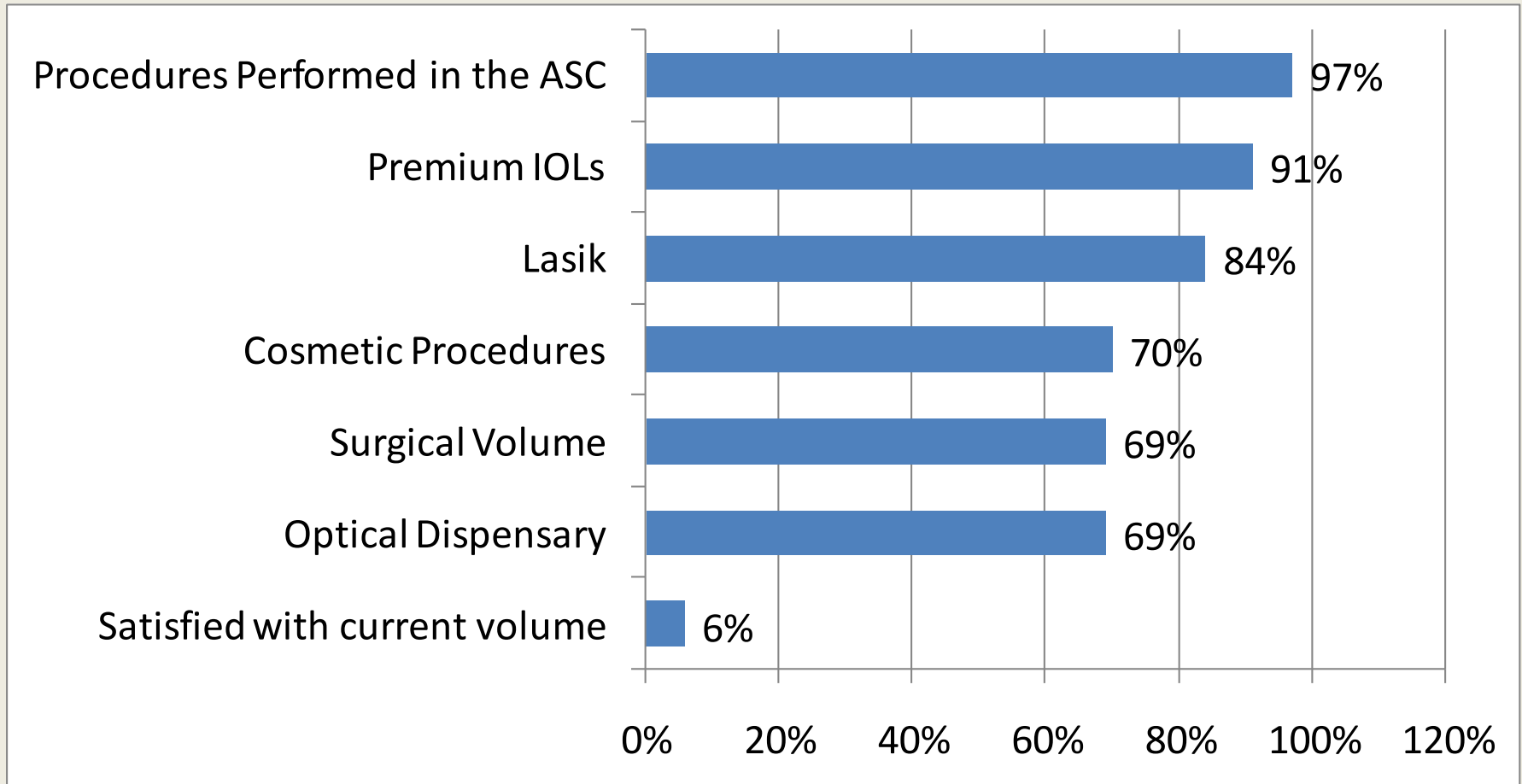


- Nonmetropolitan (less than 50,000)
- Metropolitan (50,000 to 250,000)
- Metropolitan (250,000 to 1,000,000)
- Metropolitan (Greater than 1,000,000)

Products/services currently provided by the practice or planning to add include (check all that apply):

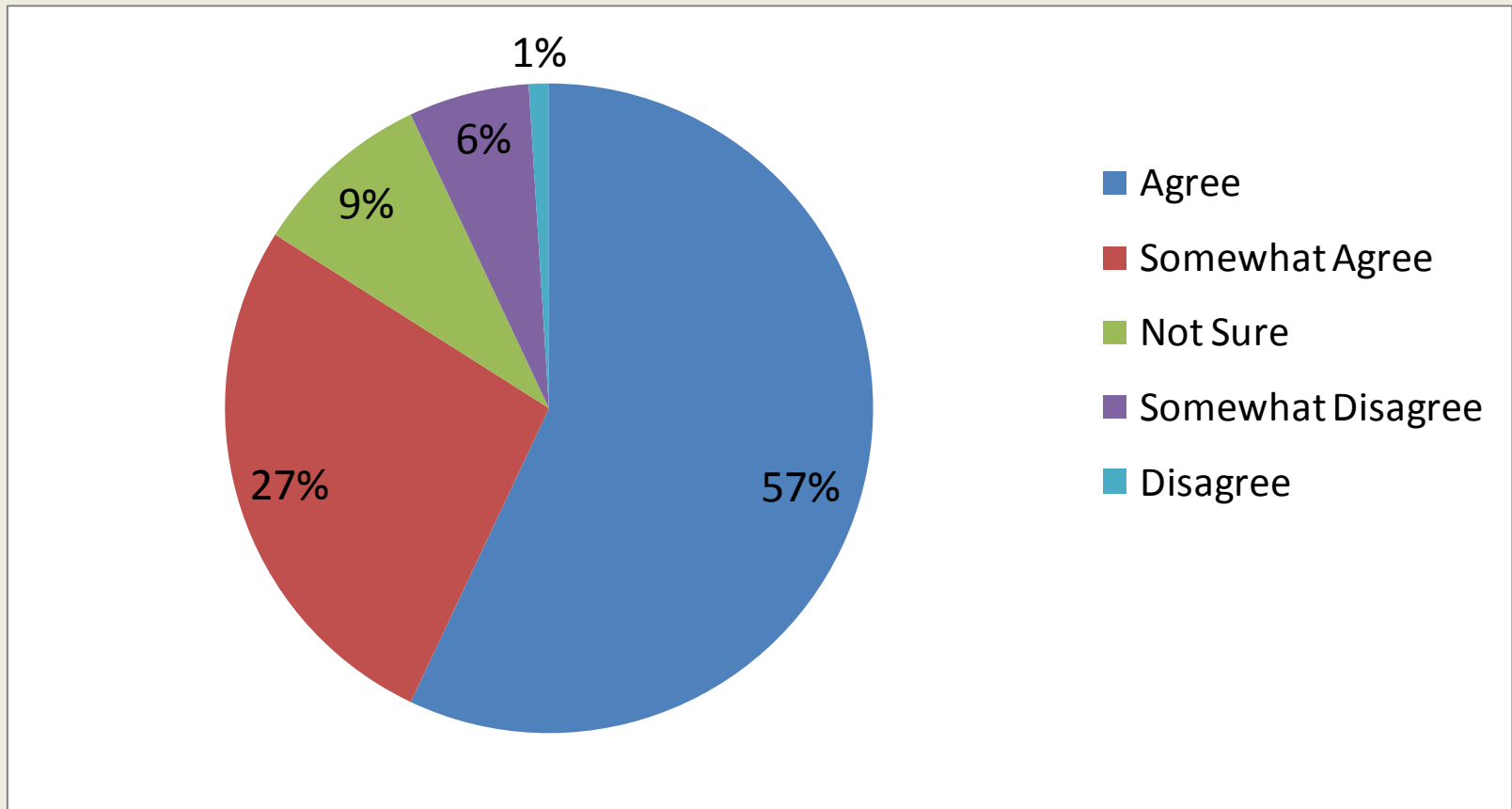


What areas of the practice would you like to grow? (check all that apply)

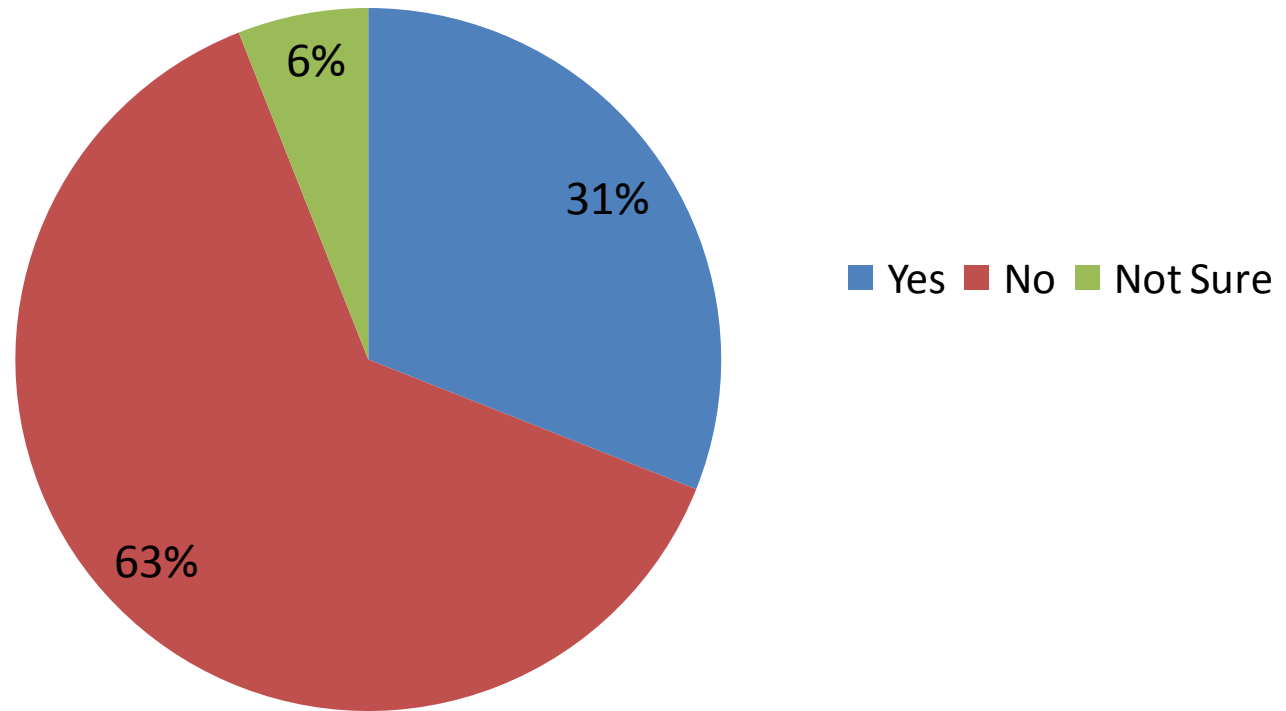


Note: percentages correspond to those who selected offering/planning to offer applicable services in preceding question

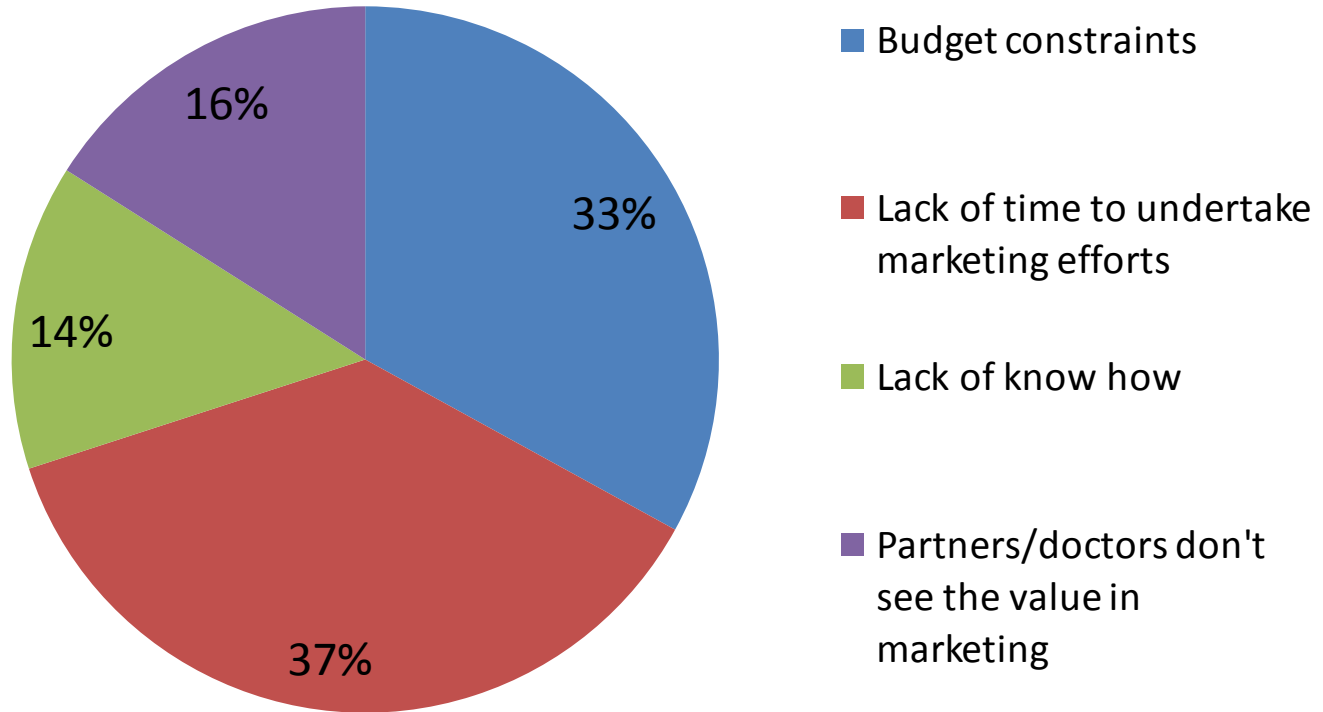
I am comfortable with the idea of marketing my practice



I follow a written marketing plan

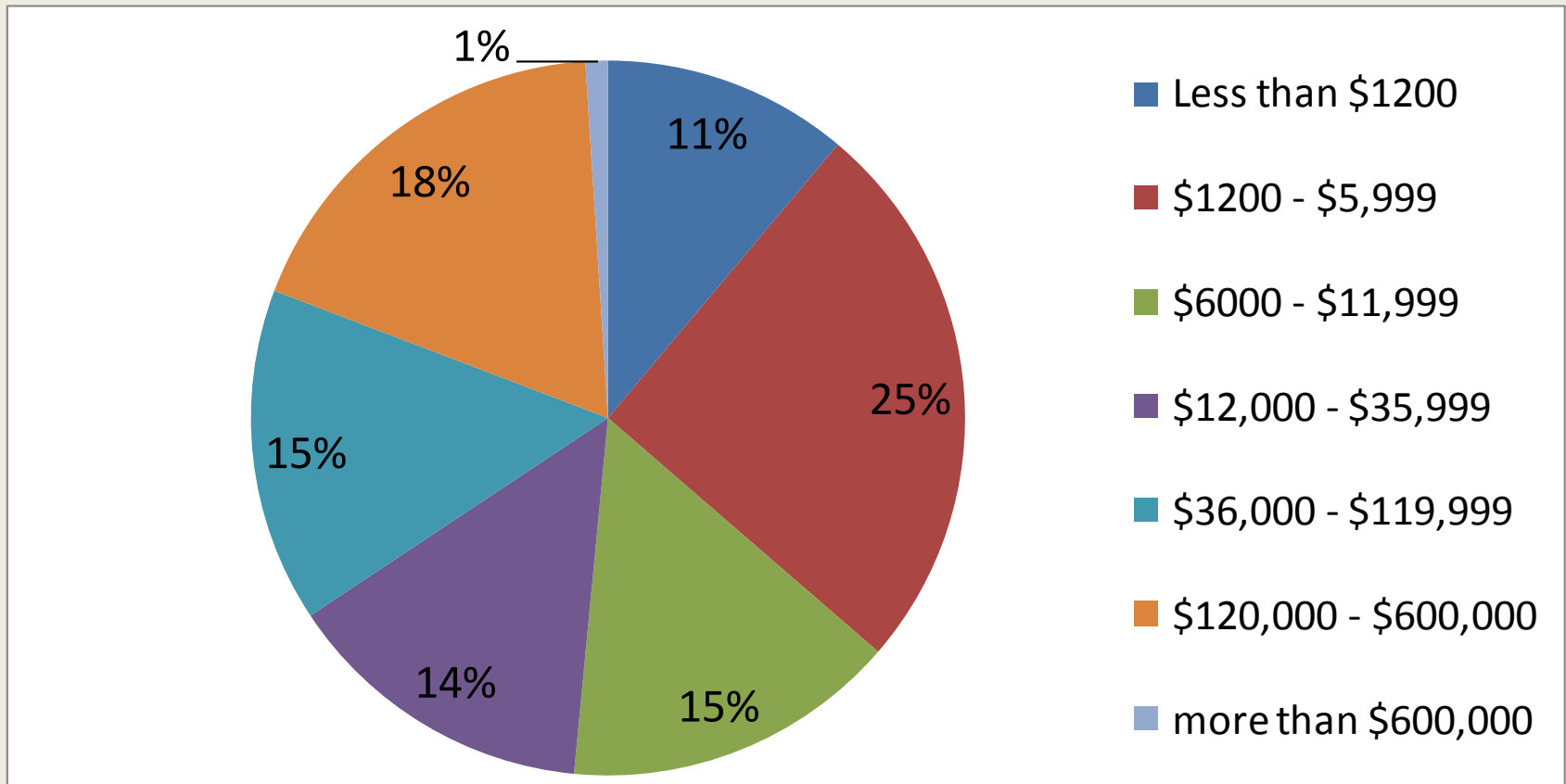


My greatest marketing challenge is (check only one)

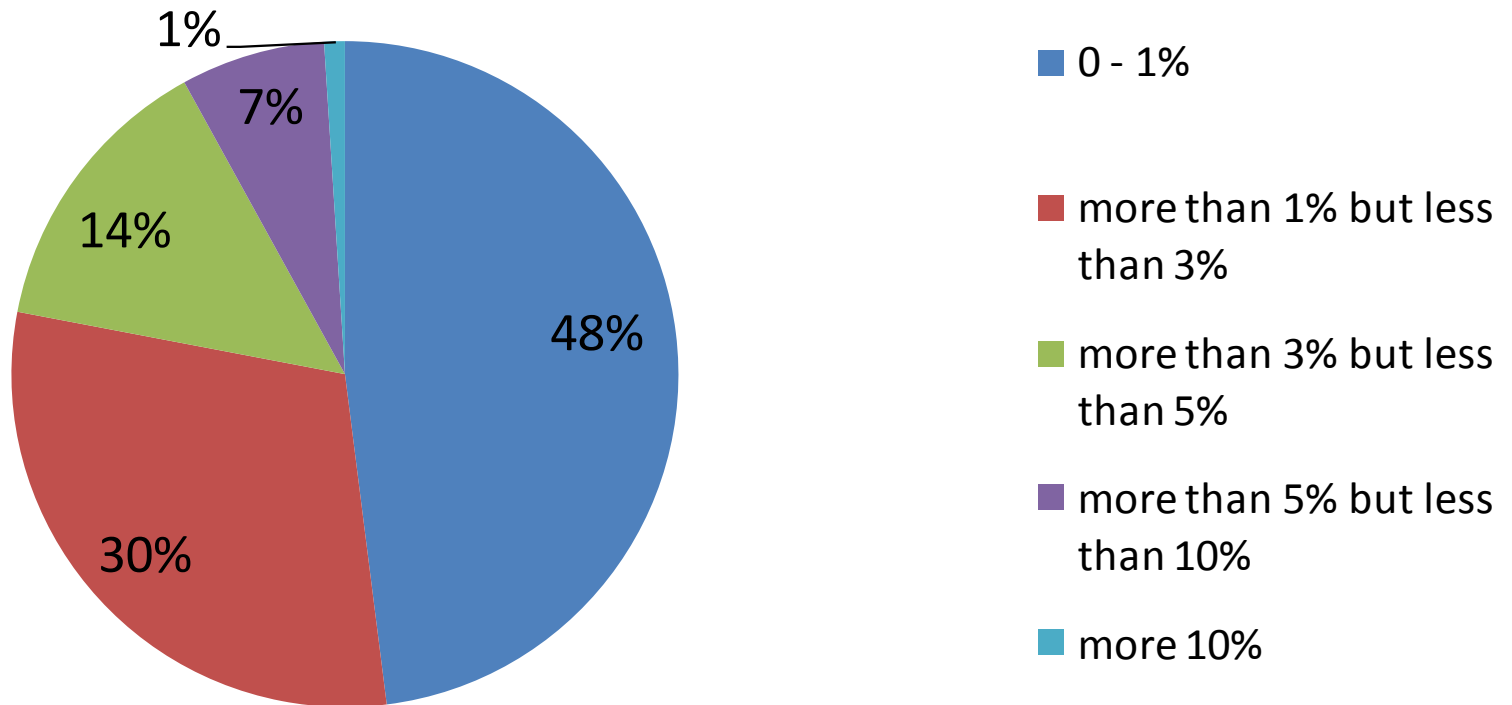


Approximately how much do you spend annually on marketing your practice?

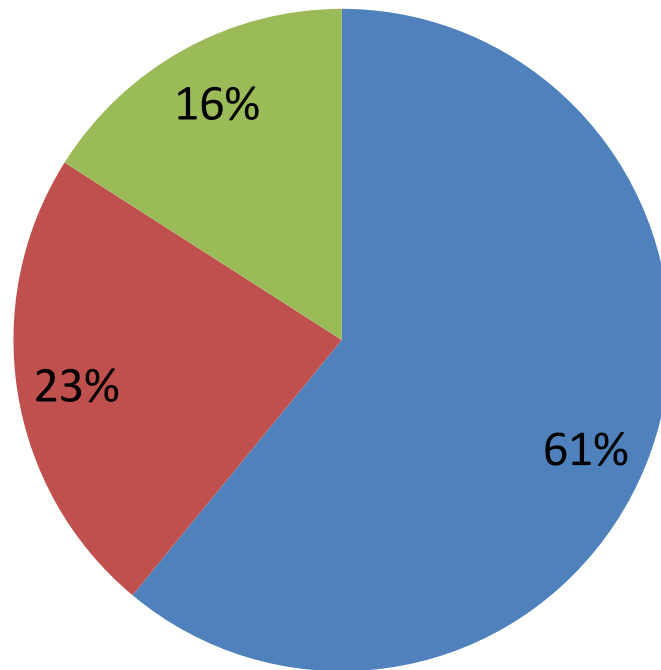
(total for all offices)



What percent of revenue is allocated to marketing?

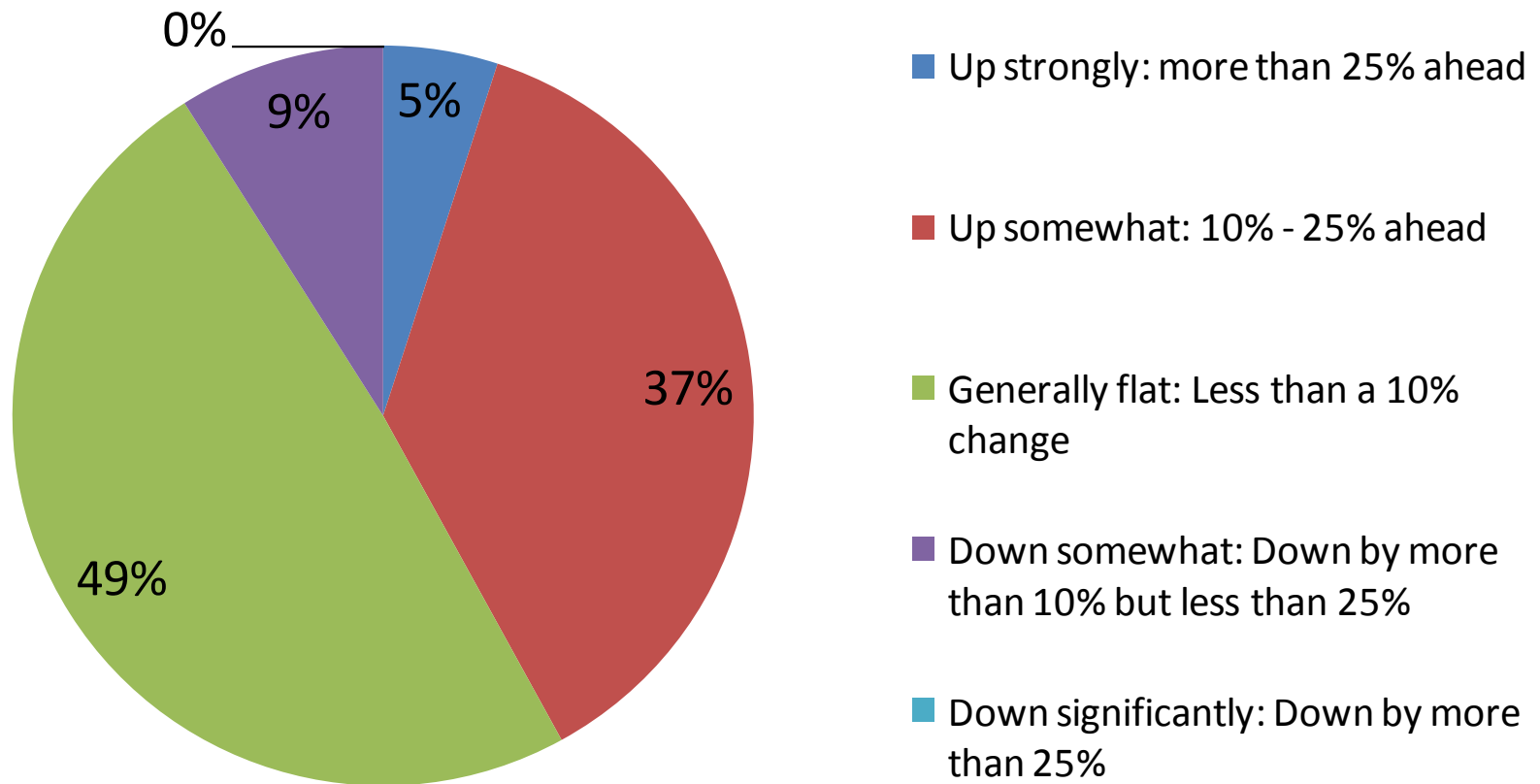


How well do you monitor and evaluate the results of your marketing, advertising or promotional efforts?

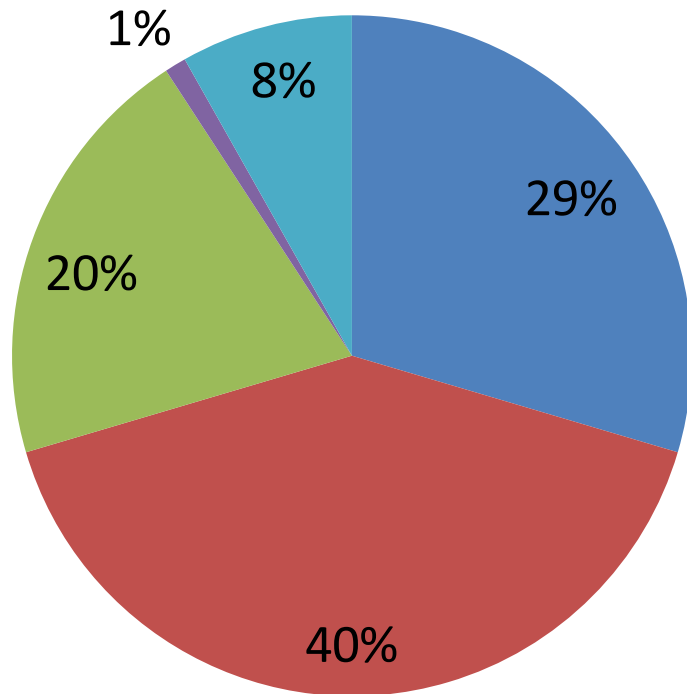


- We try to track the source of new patients, but frankly have inconsistent and/or irregular monitoring.
- Our staff always ask callers how they heard of us, and they record that information so we know exactly where new patients come from.
- Never: We don't know how/don't have time.

What has the revenue growth trend been for your practice over the past 12 months?



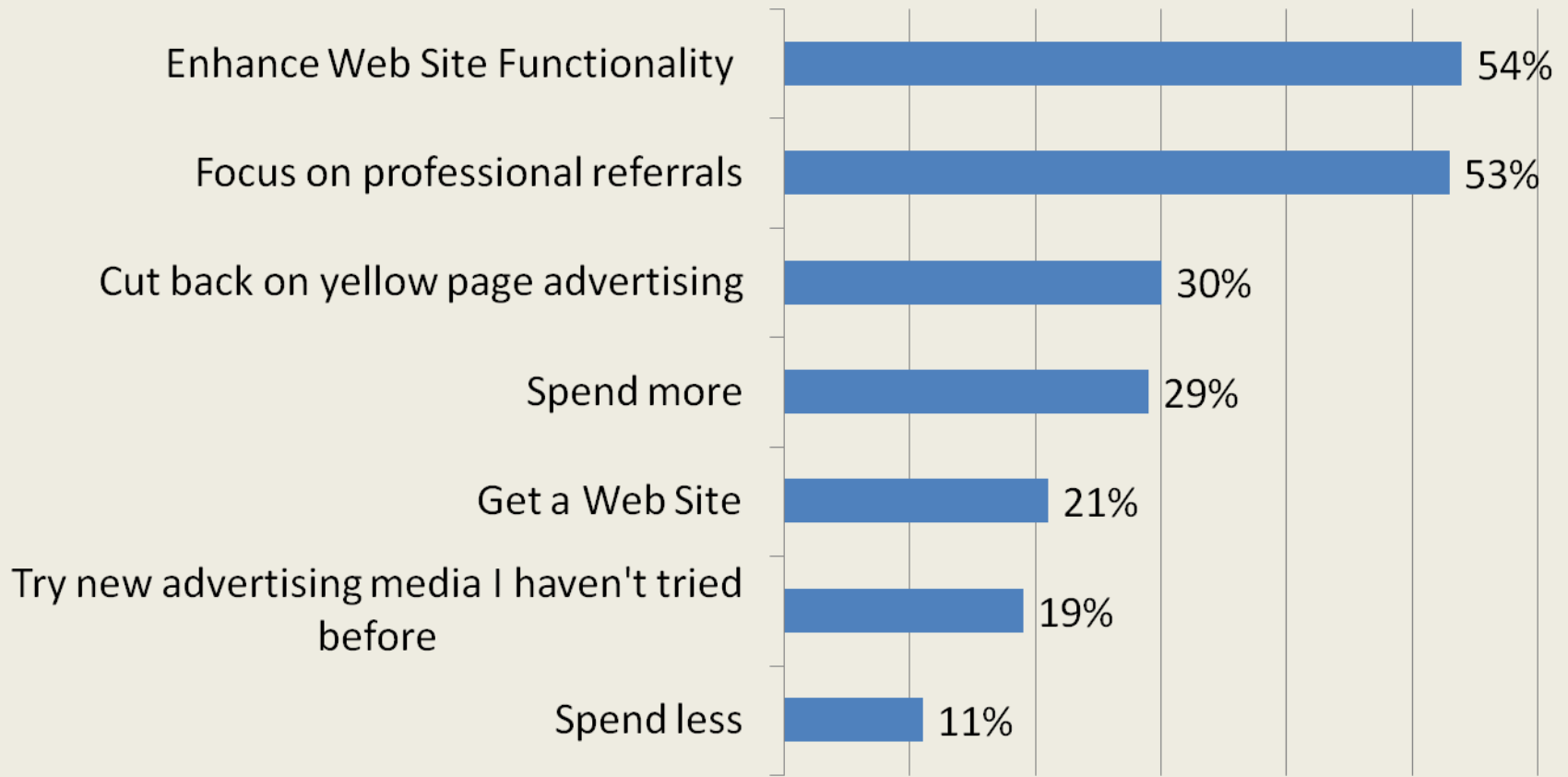
How much has the declining economy impacted your practice revenues over the last quarter?



- No change – in fact revenues are up
- Less than a 10% revenue change
- Down somewhat: Revenues down by more than 10% but less than 25%
- Down significantly: Revenues down by more than 25%
- Not sure

Looking forward to the next 12 months, what marketing changes do you intend to make?

(check all that apply)



In today's changing and competitive environment, most ophthalmologists must actively market themselves in order to survive.

