

Charting the
course of the EYE
care markets



Market Scope®

Cataract Patient Survey Report

Confidential Report for:

Jonathan H. Talamo

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About the Survey

Market Scope collected and analyzed data from 972 survey respondents. Each of these respondents had cataract surgery performed at one of 30 participating US cataract surgery practices. The first survey was completed on February 1, 2010 and the last survey was dated May 30, 2010. Patients were provided an option of completing a paper survey or completing a survey on the internet. All those responding received a \$5.00 Starbucks gift card as a token of appreciation.

Privacy

Privacy and confidentiality are priorities at Market Scope. All practice level information in this report is confidential and will not be shared with others. However, your survey information was combined with information from other practices to obtain national averages. All individual surveys and reports are stored in locked cabinets or password protected electronic files on a firewall protected server. Individual paper surveys are shredded within 90 days of their receipt.

Market Scope Patient Survey Service

Market Scope is currently developing a new patient survey service for ophthalmologists and their practices. This service is designed to provide your practice with quarterly reports like this report. If you are interested in this service, please contact Katie Cannady at 314-835-0600 ext. 114 or katiec@market-scope.com.

About Market Scope

Market Scope is recognized as the leading source for accurate and timely information in markets for ophthalmic surgeries and the devices and pharmaceuticals used in ophthalmology. We have been conducting primary research and reporting on ophthalmic markets since 1996. Our data and analysis help ophthalmic practices benchmark their performance in relation to other practices, identify trends, and refine marketing decisions. Our analyses and forecasts help shape development cycles, strategic plans, acquisition analyses, and return-on-investment decisions throughout the industry.

Jonathan H. Talamo's Patient Survey Report

Patient surveys received from your practice: 22

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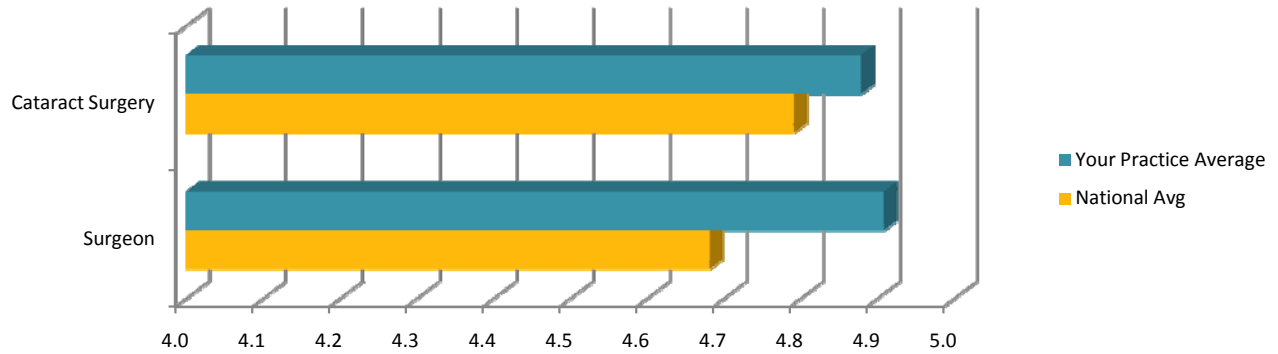
Questions 22 & 23

How likely are you to recommend the following to a friend or relative?

Number of Responses	Would Not Recommend	Unlikely	Unsure	Likely	Very Likely	Your Practice Average	National Avg
Surgeon	0	0	0	2	20	4.91	4.88
Cataract Surgery	0	0	1	5	16	4.68	4.79

Percent of Responses	Would Not Recommend	Unlikely	Unsure	Likely	Very Likely	Your Practice Average
Surgeon	0.0%	0.0%	0.0%	9.1%	90.9%	4.91
Cataract Surgery	0.0%	0.0%	4.5%	22.7%	72.7%	4.68

Likelihood of Recommendation

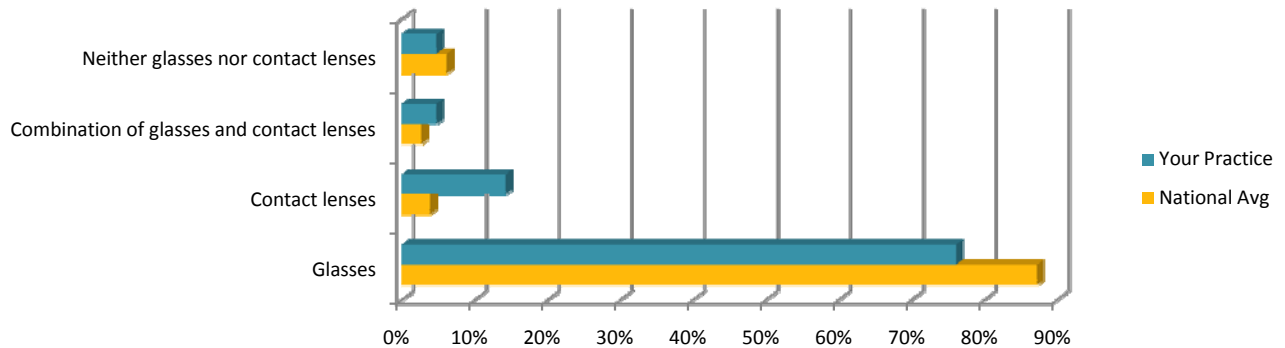


Question 2

Prior to undergoing cataract surgery, my primary form of vision correction was:

	Your Practice		National Avg
	n	%	%
Glasses	16	76.2%	87.3%
Contact lenses	3	14.3%	3.8%
Combination of glasses and contact lenses	1	4.8%	2.7%
Neither glasses nor contact lenses	1	4.8%	6.1%
Total Number of Responses	21	100.0%	100.0%

Primary Form of Vision Correction - Pre-Cataract Surgery

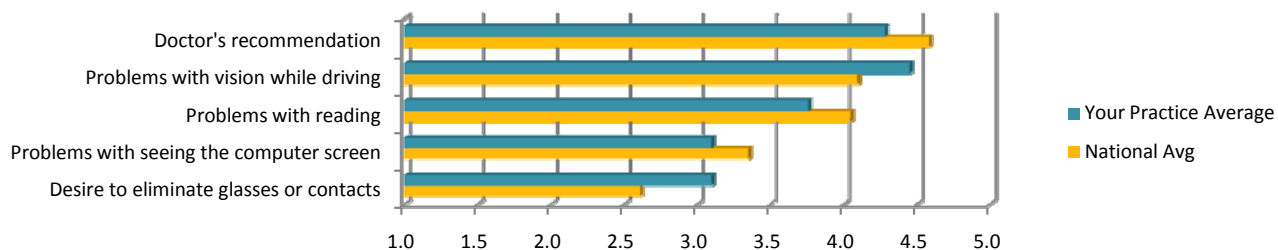


Question 3

How important were each of the following reasons when you were considering cataract surgery?							
Number of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average	National Avg
Doctor's recommendation	2	0	2	3	14	4.29	4.58
Problems with vision while driving	1	1	0	5	15	4.45	4.10
Problems with reading	1	5	1	5	9	3.76	4.05
Problems with seeing the computer screen	4	4	3	4	5	3.10	3.35
Desire to eliminate glasses or contacts	3	4	6	2	5	3.10	2.61

Percent of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average
Doctor's recommendation	9.5%	0.0%	9.5%	14.3%	66.7%	4.29
Problems with vision while driving	4.5%	4.5%	0.0%	22.7%	68.2%	4.45
Problems with reading	4.8%	23.8%	4.8%	23.8%	42.9%	3.76
Problems with seeing the computer screen	20.0%	20.0%	15.0%	20.0%	25.0%	3.10
Desire to eliminate glasses or contacts	15.0%	20.0%	30.0%	10.0%	25.0%	3.10

Importance of Reason for Cataract Surgery

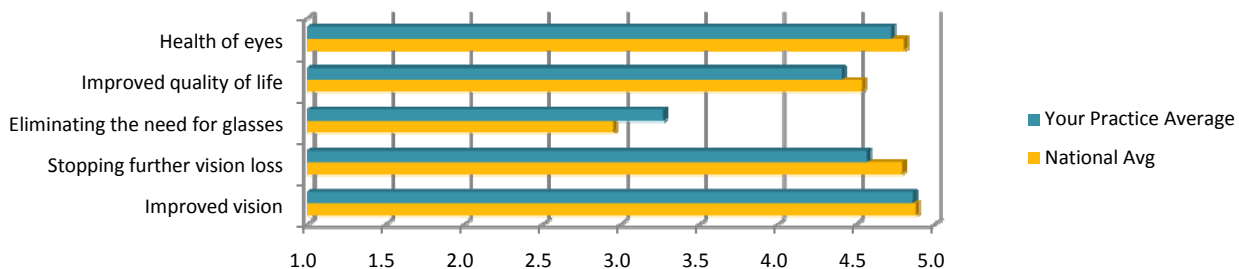


Question 4

Considering the following potential benefits of cataract surgery, how important was each one to you?							
Number of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average	National Avg
Improved vision	0	0	0	3	19	4.86	4.88
Stopping further vision loss	2	0	0	1	18	4.57	4.79
Eliminating the need for glasses	1	6	5	6	4	3.27	2.95
Improved quality of life	1	1	0	6	14	4.41	4.54
Health of eyes	0	0	1	4	17	4.73	4.81

Percent of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average
Improved vision	0.0%	0.0%	0.0%	13.6%	86.4%	4.86
Stopping further vision loss	9.5%	0.0%	0.0%	4.8%	85.7%	4.57
Eliminating the need for glasses	4.5%	27.3%	22.7%	27.3%	18.2%	3.27
Improved quality of life	4.5%	4.5%	0.0%	27.3%	63.6%	4.41
Health of eyes	0.0%	0.0%	4.5%	18.2%	77.3%	4.73

Importance of Benefits of Cataract Surgery



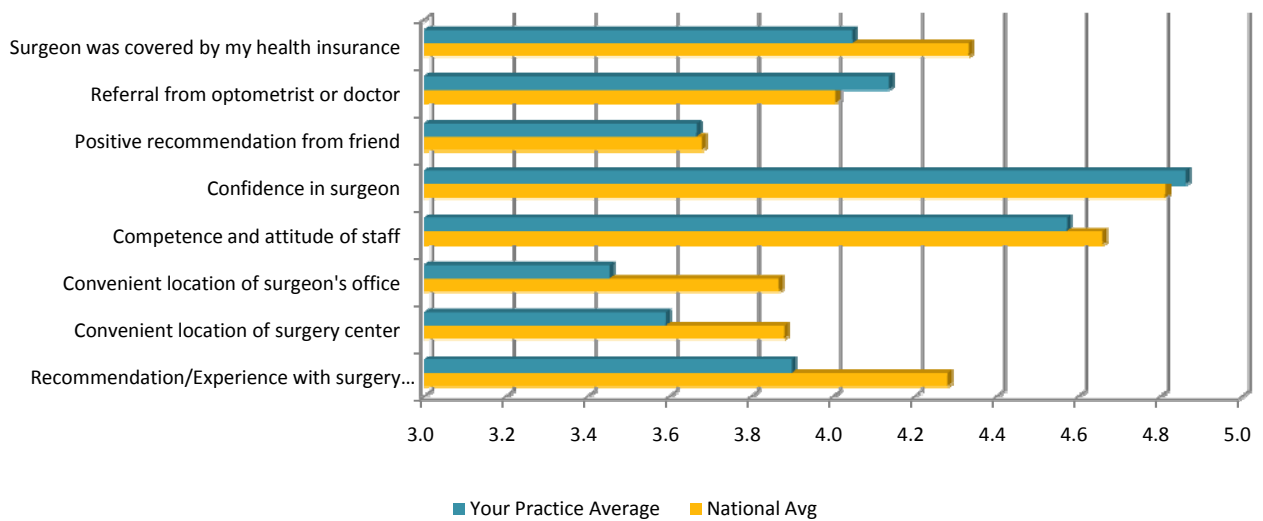
Question 5

How important were each of the following when you were considering which surgeon and operating facility to use?

Number of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average	National Avg
Surgeon was covered by my health insurance	3	1	1	3	13	4.05	4.33
Referral from optometrist or doctor	2	1	2	4	13	4.14	4.01
Positive recommendation from friend	3	1	2	1	8	3.67	3.68
Confidence in surgeon	0	0	0	3	19	4.86	4.81
Competence and attitude of staff	0	0	2	5	14	4.57	4.66
Convenient location of surgeon's office	2	4	4	6	6	3.45	3.87
Convenient location of surgery center	1	3	6	6	6	3.59	3.88
Recommendation/Experience with surgery center	1	0	7	4	8	3.90	4.28

Percent of Responses	Unimportant	Of Little Importance	Moderately Important	Important	Very Important	Your Practice Average
Surgeon was covered by my health insurance	14.3%	4.8%	4.8%	14.3%	61.9%	4.05
Referral from optometrist or doctor	9.1%	4.5%	9.1%	18.2%	59.1%	4.14
Positive recommendation from friend	20.0%	6.7%	13.3%	6.7%	53.3%	3.67
Confidence in surgeon	0.0%	0.0%	0.0%	13.6%	86.4%	4.86
Competence and attitude of staff	0.0%	0.0%	9.5%	23.8%	66.7%	4.57
Convenient location of surgeon's office	9.1%	18.2%	18.2%	27.3%	27.3%	3.45
Convenient location of surgery center	4.5%	13.6%	27.3%	27.3%	27.3%	3.59
Recommendation/Experience with surgery center	5.0%	0.0%	35.0%	20.0%	40.0%	3.90

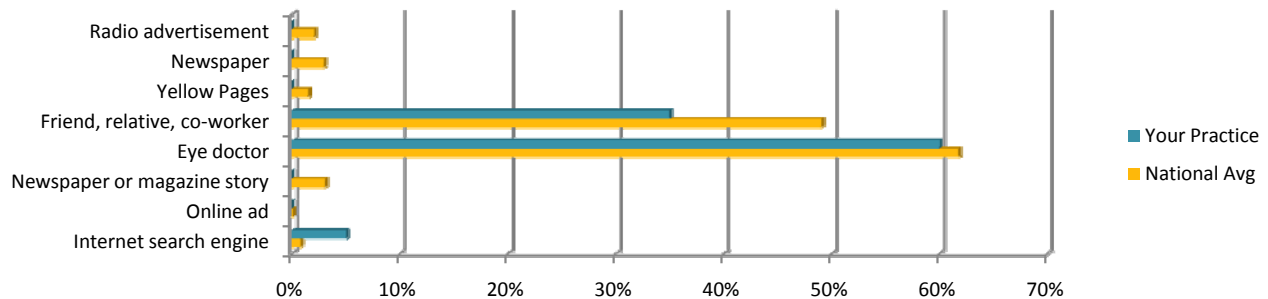
Selection of Surgeon and Operating Facility



Question 6

How did you hear about your surgeon? (Check all that apply)			
Number of Responses	Your Practice		National Avg
	n	%	%
Radio advertisement	0	0.0%	2.0%
Newspaper	0	0.0%	2.9%
Yellow Pages	0	0.0%	1.5%
Friend, relative, co-worker	7	35.0%	49.0%
Eye doctor	12	60.0%	61.8%
Newspaper or magazine story	0	0.0%	3.0%
Online ad	0	0.0%	0.1%
Internet search engine	1	5.0%	0.8%
Number of Respondents	20		

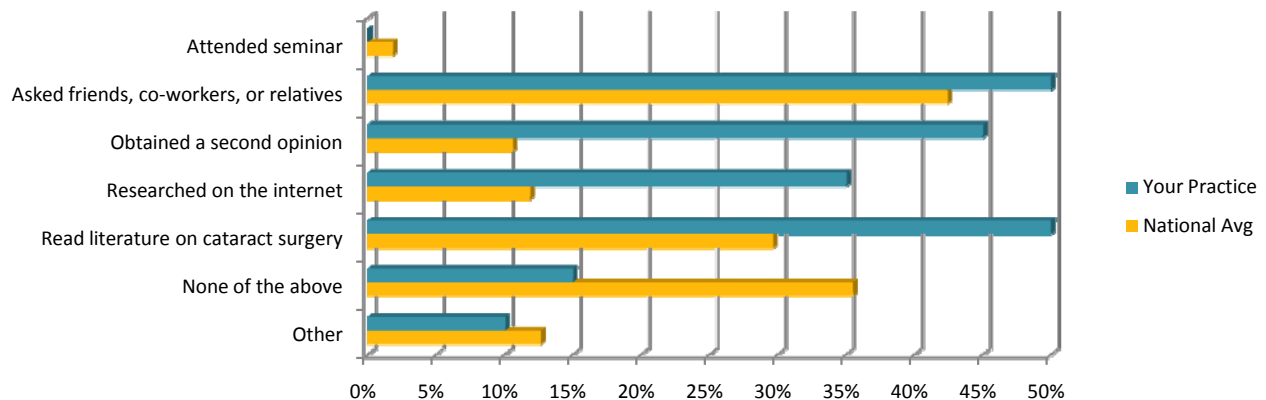
Surgeon Referral Source



Question 7

Which of the following actions did you take prior to making a decision about cataract surgery?			
Number of Responses	Your Practice		National Avg
	n	%	%
Attended seminar	0	0.0%	1.8%
Asked friends, co-workers, or relatives	10	50.0%	42.4%
Obtained a second opinion	9	45.0%	10.6%
Researched on the internet	7	35.0%	11.8%
Read literature on cataract surgery	10	50.0%	29.7%
None of the above	3	15.0%	35.5%
Other	2	10.0%	12.6%
Number of Respondents	20		

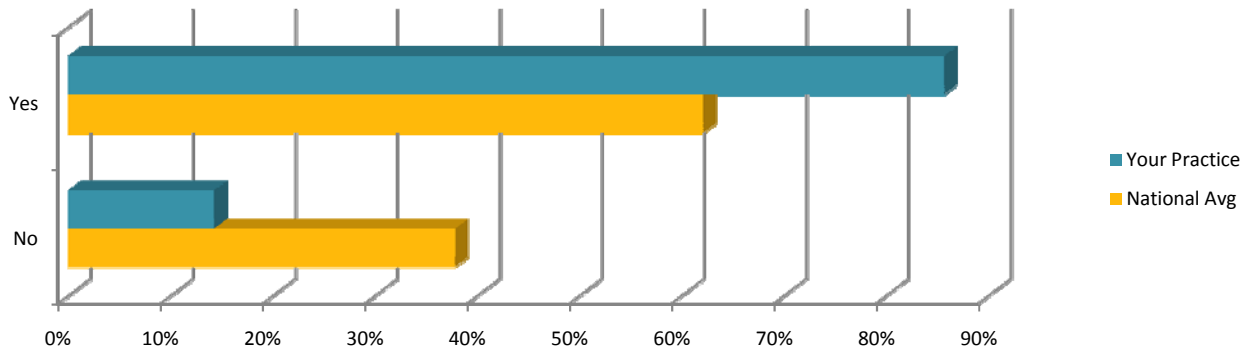
Actions Taken Prior to Cataract Surgery



Question 8

Do you have convenient access to the internet?			
	Your Practice		National Avg
	n	%	%
No	3	14.3%	37.8%
Yes	18	85.7%	62.2%
Total Respondents	21	100.0%	100.0%

Convenient Access to the Internet

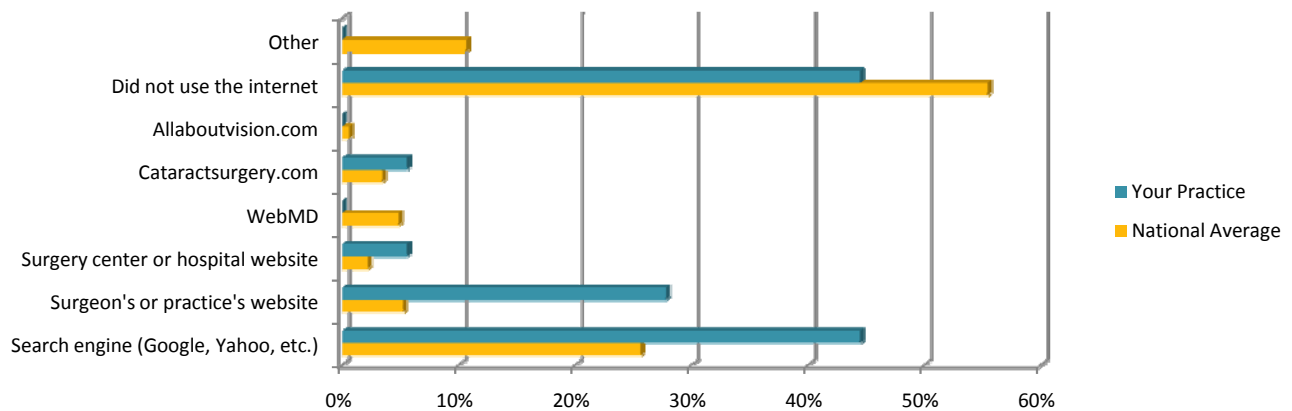


Question 9

If you used the internet, where did you begin your search for information?			
	Your Practice		National Avg
	n	%	%
Search engine (Google, Yahoo, etc.)	8	44.4%	25.6%
Surgeon's or practice's website	5	27.8%	5.2%
Surgery center or hospital website	1	5.6%	2.2%
WebMD	0	0.0%	4.8%
Cataractsurgery.com	1	5.6%	3.4%
Allaboutvision.com	0	0.0%	0.6%
Did not use the internet	8	44.4%	55.4%
Other	0	0.0%	10.6%
Total Number Respondents*	18		

*Multiple Responses Allowed

Internet Information Search Method

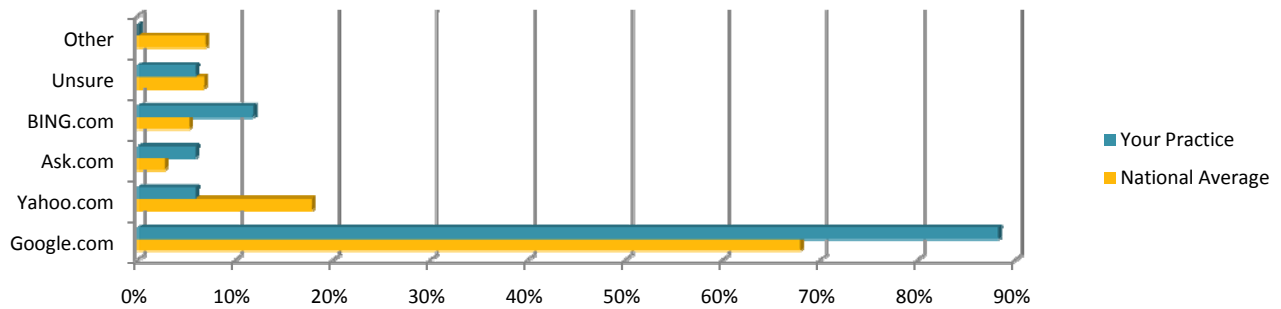


Question 10

What search engine do you most commonly use?	Your Practice		National Avg
	n	%	%
	Google.com	15	88.2%
Yahoo.com	1	5.9%	17.8%
Ask.com	1	5.9%	2.7%
BING.com	2	11.8%	5.2%
Unsure	1	5.9%	6.7%
Other	0	0.0%	6.9%
Total Number Respondents*	17		

*Multiple Responses Allowed

Search Engine Use

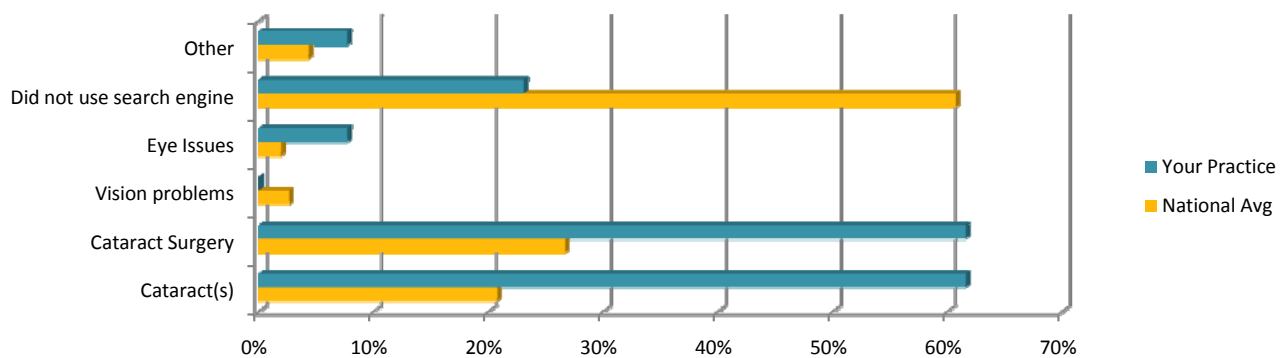


Question 11

If you used a search engine, what key words did you use? (Select all that apply)	Your Practice		National Avg
	n	%	%
	Cataract(s)	8	61.5%
Cataract Surgery	8	61.5%	26.7%
Vision problems	0	0.0%	2.6%
Eye Issues	1	7.7%	1.9%
Did not use search engine	3	23.1%	60.7%
Other	1	7.7%	4.3%
Total Number Respondents*	13		

*Multiple Responses Allowed

Search Engine Keyword Use

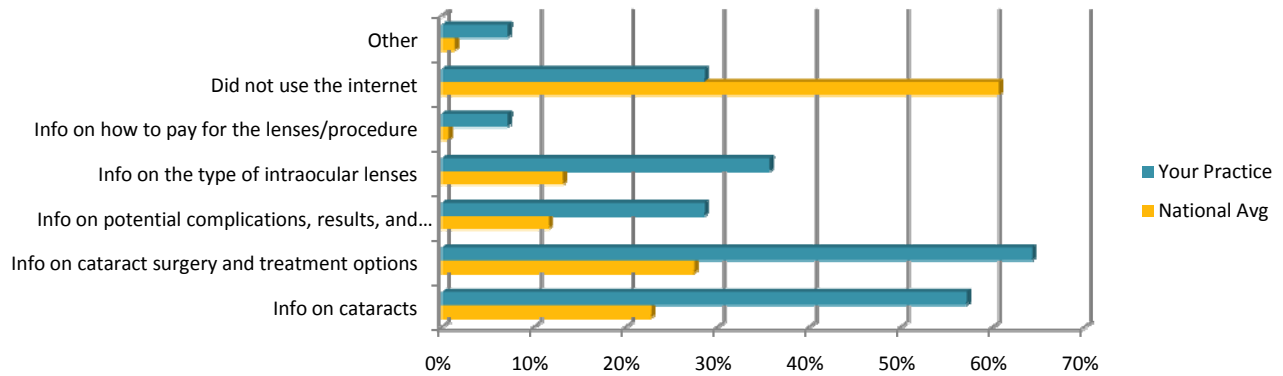


Question 12

If you used the internet, what type of content did you find most helpful?			
	Your Practice		National Avg
	n	%	%
Info on cataracts	8	57.1%	22.8%
Info on cataract surgery and treatment options	9	64.3%	27.5%
Info on potential complications, results, and outcomes	4	28.6%	11.6%
Info on the type of intraocular lenses	5	35.7%	13.2%
Info on how to pay for the lenses/procedure	1	7.1%	0.7%
Did not use the internet	4	28.6%	60.7%
Other	1	7.1%	1.3%
Total Number Respondents*	14		

*Multiple Responses Allowed

Most Helpful Type of Information

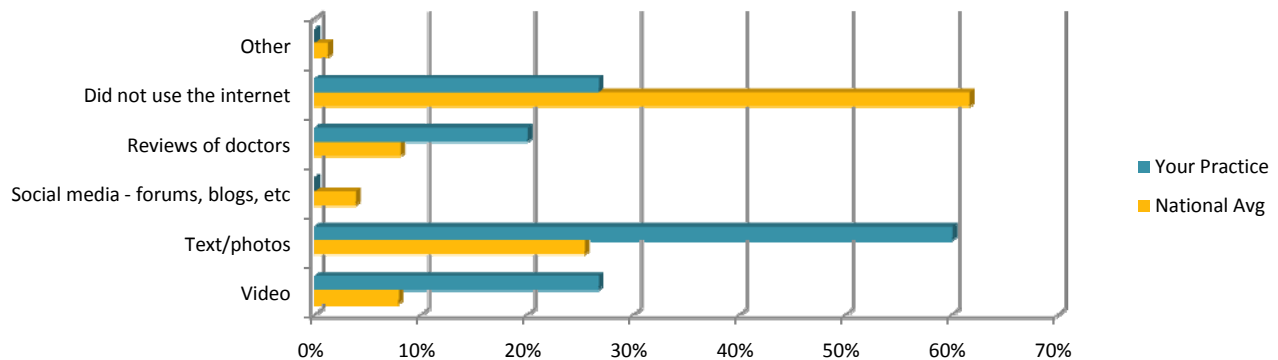


Question 13

If you used the internet, what format of content did you find most helpful?			
	Your Practice		National Avg
	n	%	%
Video	4	26.7%	7.8%
Text/photos	9	60.0%	25.4%
Social media - forums, blogs, etc	0	0.0%	3.8%
Reviews of doctors	3	20.0%	8.1%
Did not use the internet	4	26.7%	61.6%
Other	0	0.0%	1.2%
Total Number Respondents*	15		

*Multiple Responses Allowed

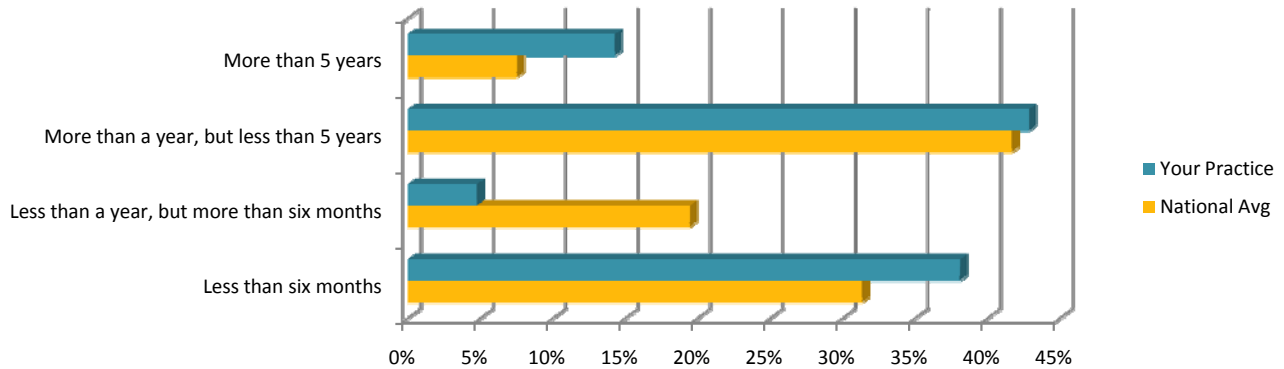
Most Helpful Content Format



Question 14

How long in between your awareness of a problem and your cataract surgery?			
	Your Practice		National Avg
	n	%	%
Less than six months	8	38.1%	31.4%
Less than a year, but more than six months	1	4.8%	19.4%
More than a year, but less than 5 years	9	42.9%	41.7%
More than 5 years	3	14.3%	7.5%
Total Number Respondents	21		

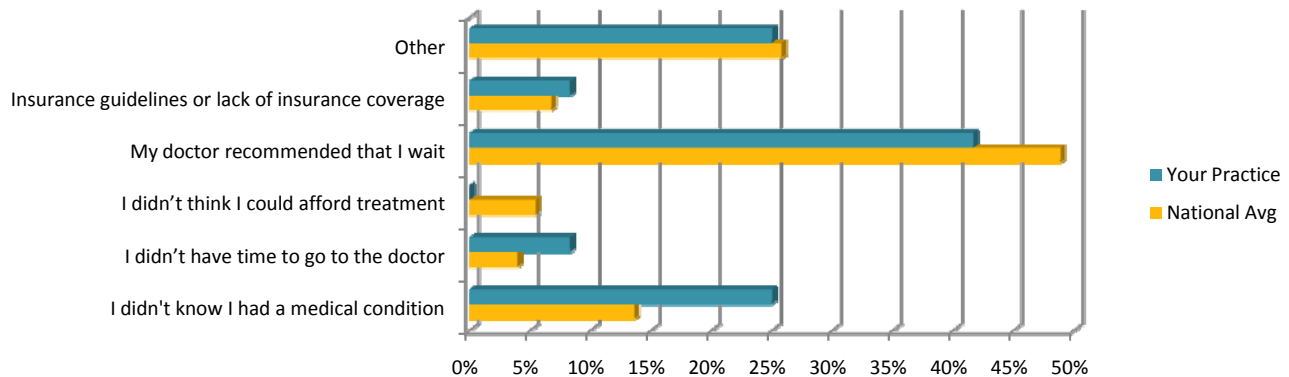
Lag Time before Cataract Surgery



Question 15

If there was more than a year between your initial awareness of a problem and your surgery, what was the reason(s) for the delay?			
	Your Practice		National Avg
	n	%	%
I didn't know I had a medical condition	3	25.0%	13.7%
I didn't have time to go to the doctor	1	8.3%	3.9%
I didn't think I could afford treatment	0	0.0%	5.4%
My doctor recommended that I wait	5	41.7%	48.8%
Insurance guidelines or lack of insurance coverage	1	8.3%	6.7%
Other	3	25.0%	25.8%
Total Number Respondents	12		

Reason for Delay



Question 16

Before you underwent surgery, how did you feel about the following issues?

Number of Responses	Unimportant (1)	Of Little Importance (2)	Moderately Important (3)	Important (4)	Very Important (5)	Your Practice Average	National Avg
The surgeon's efforts to explain the procedure	0	0	2	4	15	4.62	4.63
Your understanding of your procedure	0	0	1	5	15	4.67	4.60
Your understanding of your options	0	0	1	4	16	4.71	4.54
Your confidence in the facility	0	0	0	4	17	4.81	4.71
Your confidence in your surgeon	0	0	0	3	18	4.86	4.86
Your confidence in the staff	0	0	3	6	12	4.43	4.69
Your lens selection	0	1	3	4	13	4.38	4.32

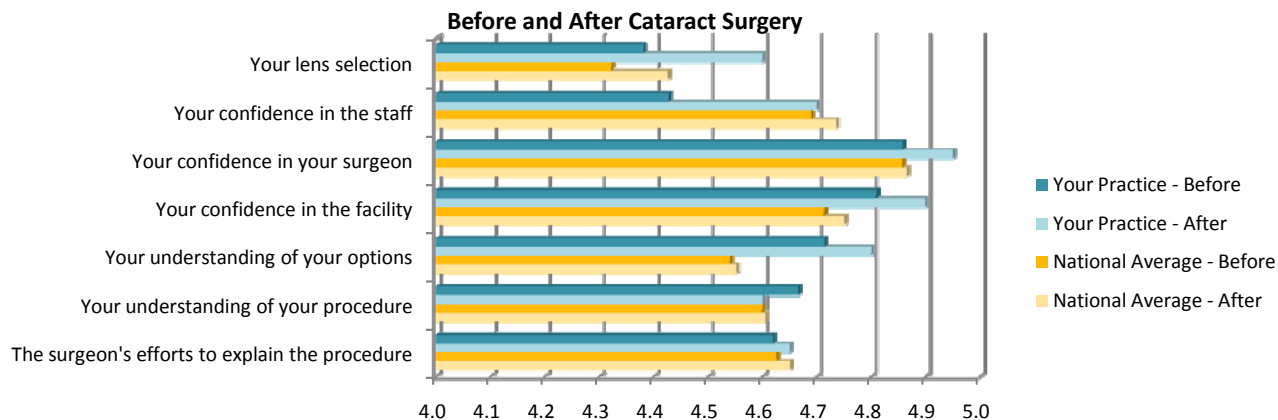
Percent of Responses	Unimportant (1)	Of Little Importance (2)	Moderately Important (3)	Important (4)	Very Important (5)	Your Practice Average
The surgeon's efforts to explain the procedure	0.0%	0.0%	9.5%	19.0%	71.4%	4.62
Your understanding of your procedure	0.0%	0.0%	4.8%	23.8%	71.4%	4.67
Your understanding of your options	0.0%	0.0%	4.8%	19.0%	76.2%	4.71
Your confidence in the facility	0.0%	0.0%	0.0%	19.0%	81.0%	4.81
Your confidence in your surgeon	0.0%	0.0%	0.0%	14.3%	85.7%	4.86
Your confidence in the staff	0.0%	0.0%	14.3%	28.6%	57.1%	4.43
Your lens selection	0.0%	4.8%	14.3%	19.0%	61.9%	4.38

Question 17

After you underwent surgery, how did you feel about the following issues?

Number of Responses	Unimportant (1)	Of Little Importance (2)	Moderately Important (3)	Important (4)	Very Important (5)	Your Practice Average	National Avg
The surgeon's efforts to explain the procedure	0	1	0	4	15	4.65	4.65
Your understanding of your procedure	0	0	2	4	14	4.60	4.61
Your understanding of your options	0	0	1	2	17	4.80	4.55
Your confidence in the facility	0	0	0	2	18	4.90	4.75
Your confidence in your surgeon	0	0	0	1	19	4.95	4.87
Your confidence in the staff	0	0	1	4	15	4.70	4.74
Your lens selection	0	0	2	4	14	4.60	4.43

Percent of Responses	Unimportant (1)	Of Little Importance (2)	Moderately Important (3)	Important (4)	Very Important (5)	Your Practice Average
The surgeon's efforts to explain the procedure	0.0%	5.0%	0.0%	20.0%	75.0%	4.65
Your understanding of your procedure	0.0%	0.0%	10.0%	20.0%	70.0%	4.60
Your understanding of your options	0.0%	0.0%	5.0%	10.0%	85.0%	4.80
Your confidence in the facility	0.0%	0.0%	0.0%	10.0%	90.0%	4.90
Your confidence in your surgeon	0.0%	0.0%	0.0%	5.0%	95.0%	4.95
Your confidence in the staff	0.0%	0.0%	5.0%	20.0%	75.0%	4.70
Your lens selection	0.0%	0.0%	10.0%	20.0%	70.0%	4.60

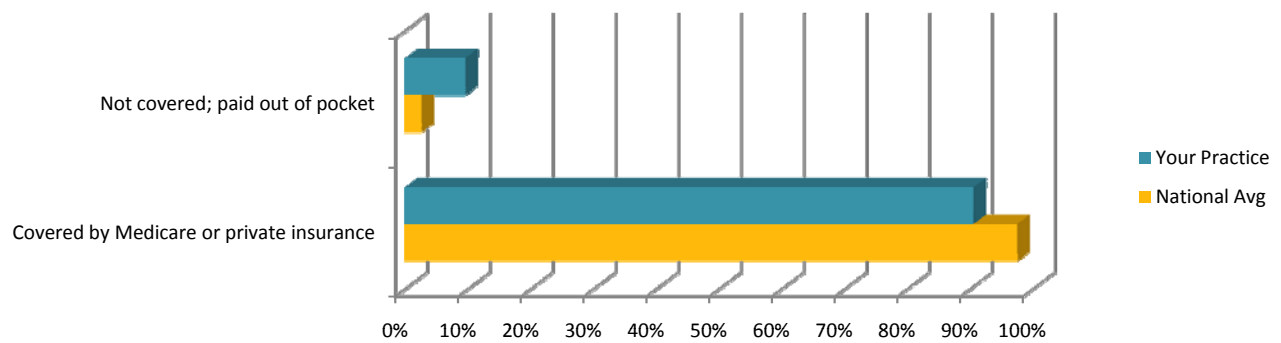


Question 18

How did you pay for your procedure?			
	Your Practice		National Avg
	n	%	%
Covered by Medicare or private insurance	19	90.5%	97.4%
Not covered; paid out of pocket	2	9.5%	2.6%
Total Respondents	21	100.0%	100.0%

If covered by Medicare/insurance, did you pay a co-pay or deductible?					
	Your Practice			National Avg	
	n	%	Avg \$ Paid	%	Avg \$ Paid
Yes	11	68.8%	\$ 1,100	55.6%	\$ 347
No	5	31.3%		44.4%	
If paid out of pocket, how much did you pay?			N/A		\$ 1,243

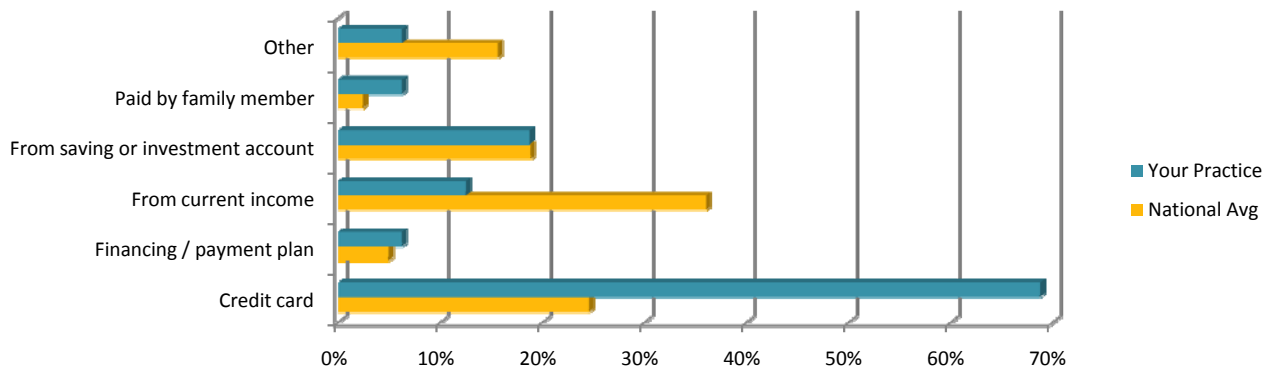
Procedure Payment Method



Question 19

What was the source of money for your payment?			
	Your Practice		National Avg
	n	%	%
Credit card	11	68.8%	24.6%
Financing / payment plan	1	6.3%	4.9%
From current income	2	12.5%	36.0%
From saving or investment account	3	18.8%	18.8%
Paid by family member	1	6.3%	2.4%
Other	1	6.3%	15.6%
Total Number Respondents	16		

Payment Source

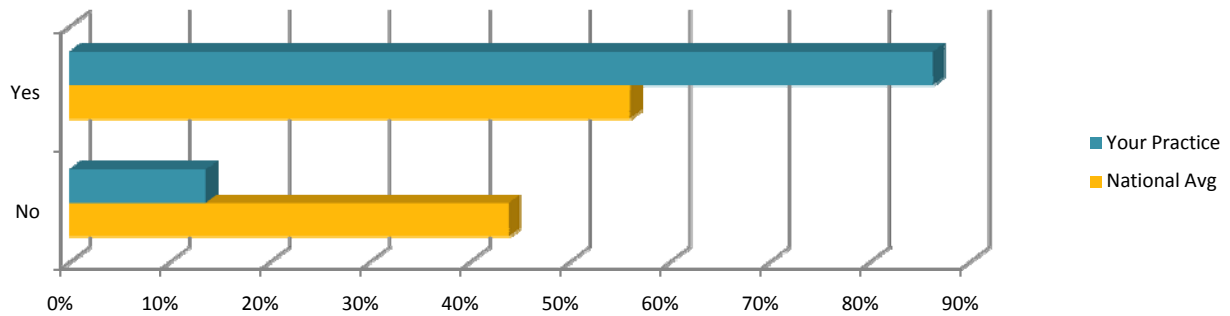


Question 20

Were you offered an advanced technology lens (IOL) or service for an added price?			
	Your Practice		National Avg
	n	%	%
No	3	13.6%	44.0%
Yes	19	86.4%	56.0%
If yes, which of the following were offered?			
Multifocal IOL	9	56.3%	56.6%
Accommodating IOL	6	37.5%	14.9%
Toric IOL	6	37.5%	23.5%
Incisional astigmatism correction	3	18.8%	21.5%
Other	2	12.5%	14.9%
Total Number Respondents*	16		

*Multiple Responses Allowed

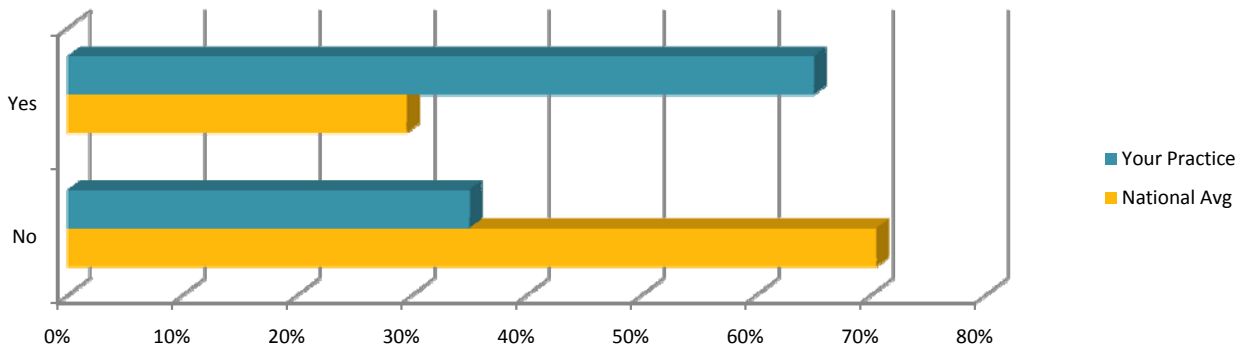
Premium Service Offered



Question 21

Did you choose to have any of these procedures?			
	Your Practice		National Avg
	n	%	%
No	7	35.0%	70.5%
Yes	13	65.0%	29.5%
If yes, which of the following were selected?			
Multifocal IOL	4	33.3%	38.3%
Accommodating IOL	2	16.7%	9.0%
Toric IOL	5	41.7%	27.9%
Incisional astigmatism correction	3	25.0%	21.4%
Other	1	8.3%	15.9%
Total Number Respondents	12		

Selected Premium Service

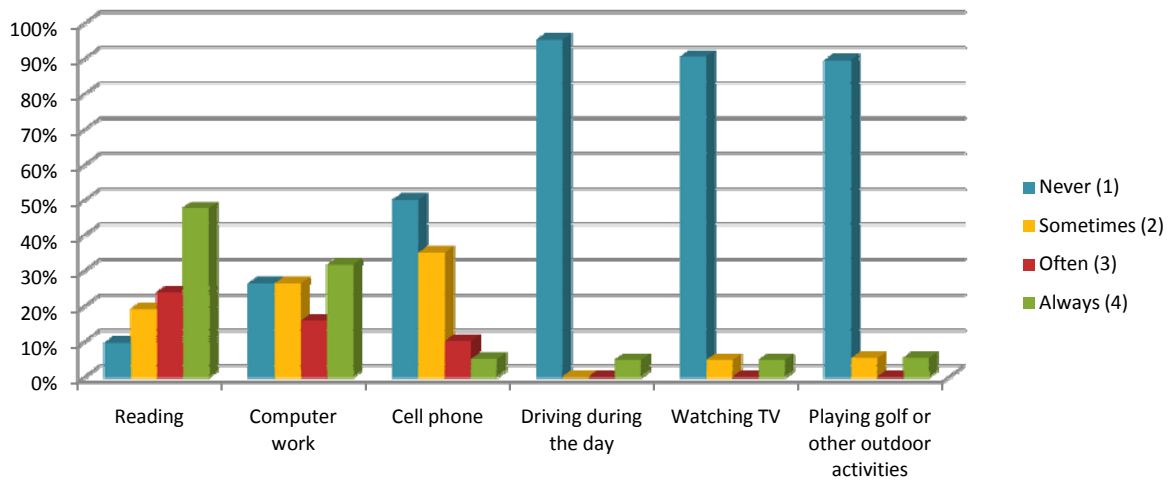


Question 24

After you underwent surgery, how often do you use glasses or contact lenses in the following situations:							
Number of Responses	Your Practice					National Avg	
	Never (1)	Sometimes (2)	Often (3)	Always (4)	Average	%	
Reading	2	4	5	10	3.10	3.14	
Computer work	5	5	3	6	2.53	2.51	
Cell phone	10	7	2	1	1.70	2.24	
Driving during the day	20	0	0	1	1.14	2.14	
Watching TV	19	1	0	1	1.19	2.01	
Playing golf or other outdoor activities	17	1	0	1	1.21	1.76	

Percent of Responses	Never (1)	Sometimes (2)	Often (3)	Always (4)	Average
Reading	9.5%	19.0%	23.8%	47.6%	3.10
Computer work	26.3%	26.3%	15.8%	31.6%	2.53
Cell phone	50.0%	35.0%	10.0%	5.0%	1.70
Driving during the day	95.2%	0.0%	0.0%	4.8%	1.14
Watching TV	90.5%	4.8%	0.0%	4.8%	1.19
Playing golf or other outdoor activities	89.5%	5.3%	0.0%	5.3%	1.21

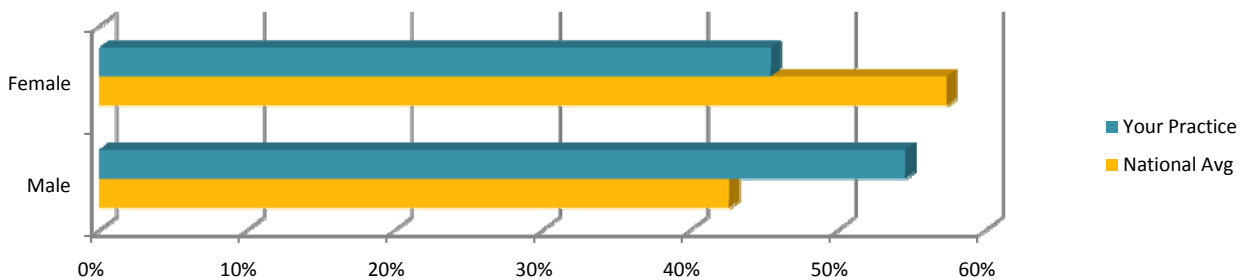
Frequency of Glasses/Contacts Use



Question 26

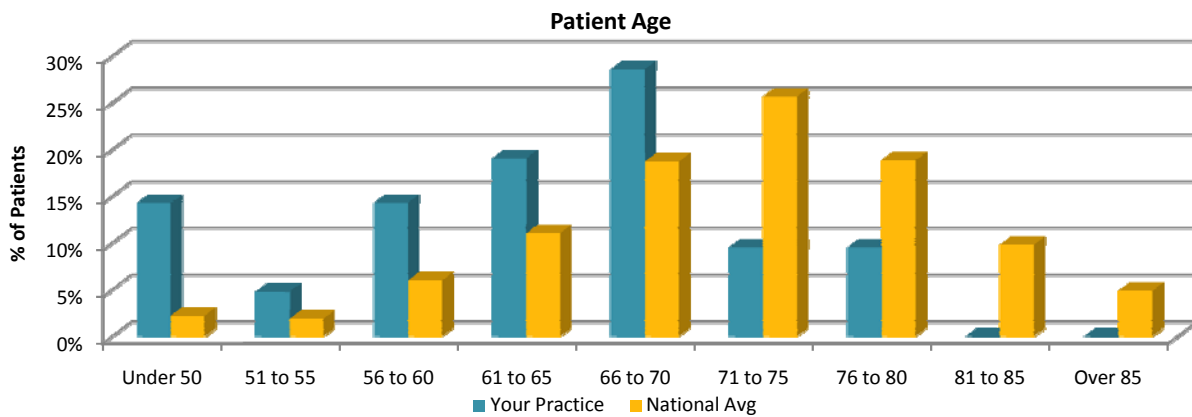
Patient gender:			
	Your Practice		National Avg
	n	%	%
Male	12	54.5%	42.6%
Female	10	45.5%	57.4%
Total Responses	22		

Patient Gender



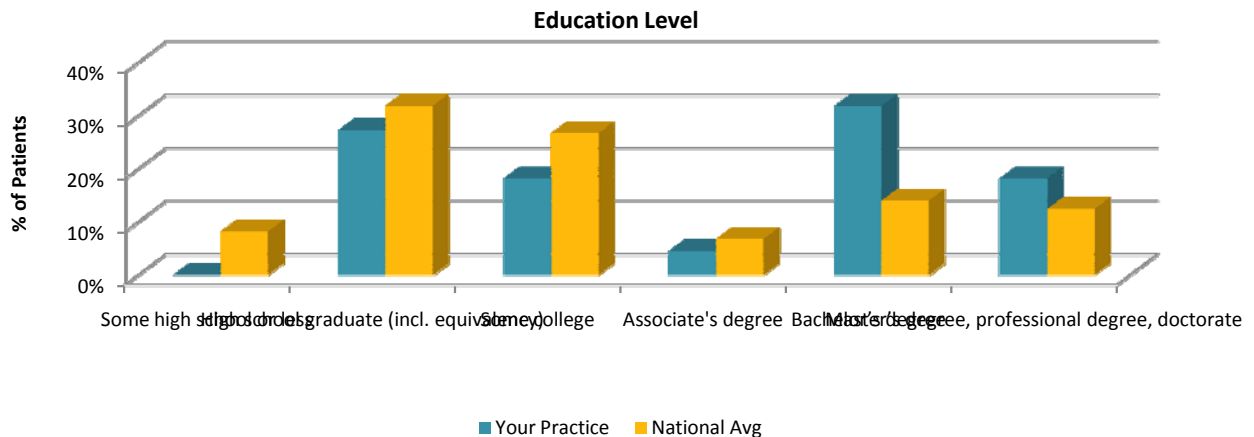
Question 25

Patient age	Your Practice		National Avg
	n	%	%
Under 50	3	14.3%	2.2%
51 to 55	1	4.8%	1.9%
56 to 60	3	14.3%	6.0%
61 to 65	4	19.0%	11.0%
66 to 70	6	28.6%	18.7%
71 to 75	2	9.5%	25.7%
76 to 80	2	9.5%	18.8%
81 to 85	0	0.0%	9.8%
Over 85	0	0.0%	4.8%
Total Responses	21		
Average Age	62.1		71.9



Question 27

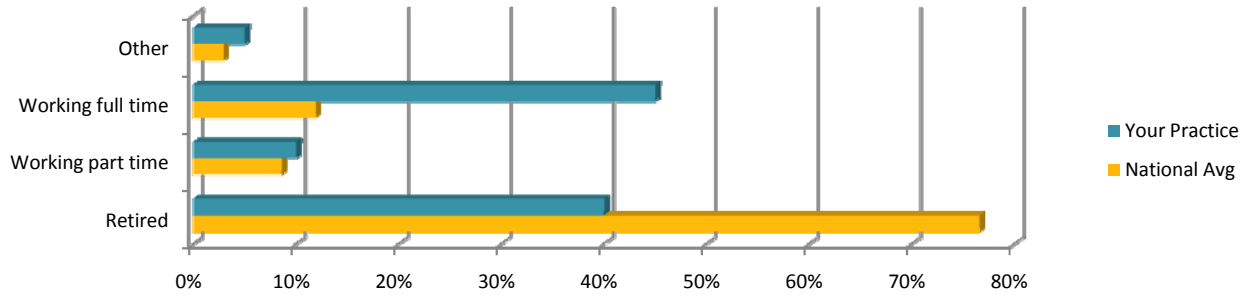
Highest level of education completed	Your Practice		National Avg
	n	%	%
Some high school or less	0	0.0%	8.2%
High school graduate (incl. equivalency)	6	27.3%	31.9%
Some college	4	18.2%	26.7%
Associate's degree	1	4.5%	6.8%
Bachelor's degree	7	31.8%	14.0%
Master's degree, professional degree, doctorate	4	18.2%	12.4%
Total Responses	22		
Average # Years of Education	15.0		13.7



Question 17

Which of the following best describes your current employment?			
	Your Practice		National Avg
	n	%	%
Retired	8	40.0%	76.6%
Working part time	2	10.0%	8.6%
Working full time	9	45.0%	11.9%
Other	1	5.0%	2.9%
Total Responses	20		

Employment Status



Question 29

Annual household income:			
	Your Practice		National Avg
	n	%	%
Less than \$14,999	0	0.0%	11.3%
\$15,000 to \$24,999	0	0.0%	15.8%
\$25,000 to \$34,999	3	18.8%	16.5%
\$35,000 to \$49,999	3	18.8%	17.6%
\$50,000 to \$74,999	2	12.5%	18.3%
\$75,000 to \$99,999	1	6.3%	9.9%
\$100,000 to \$149,999	3	18.8%	6.8%
\$150,000 or more	4	25.0%	3.8%
Total Responses	16		
Average Income	\$100,313		\$52,896

Income Level

