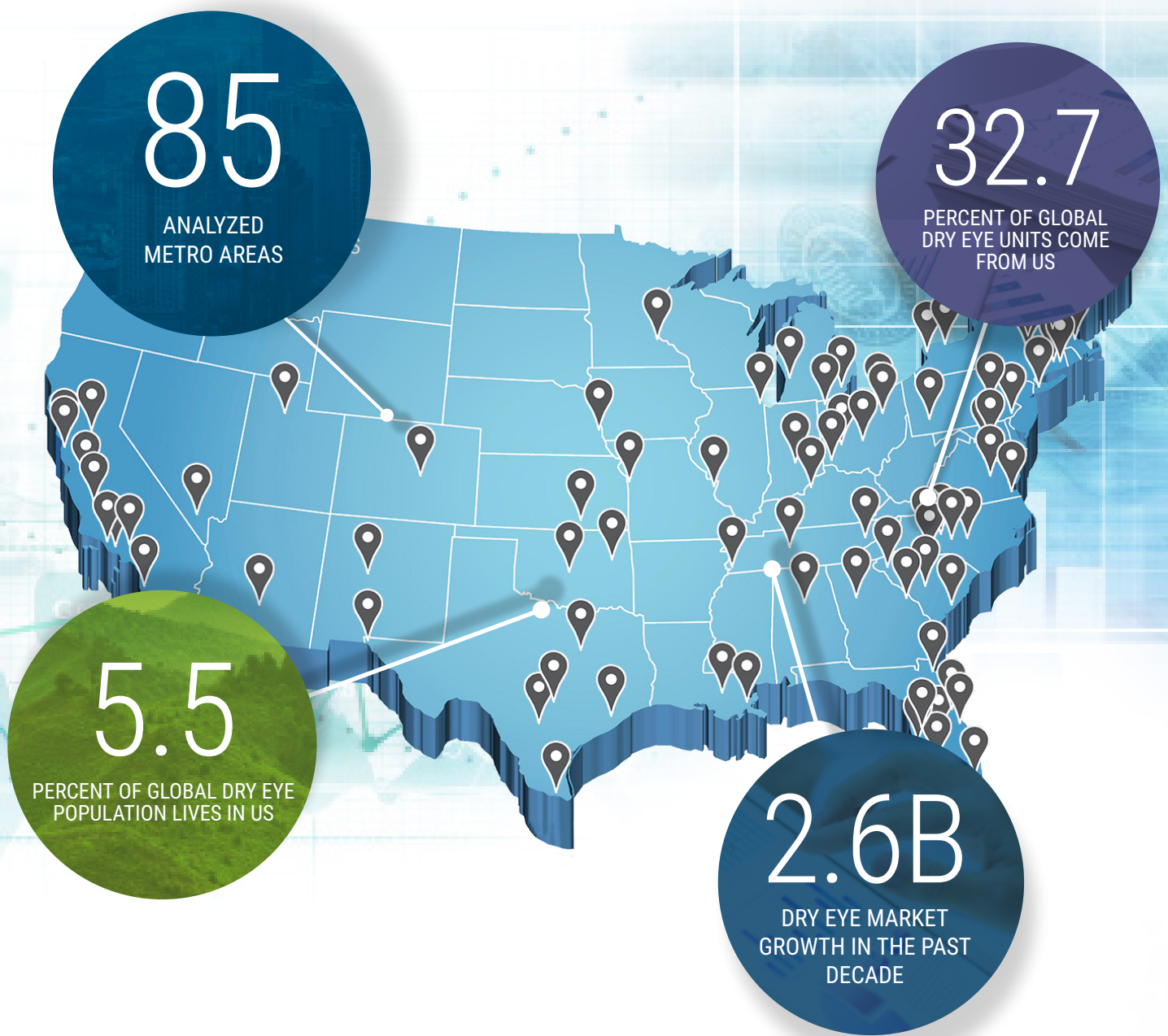




2019 United States Dry Eye Atlas

A Comprehensive Analysis of Dry Eye in United States Metros



Atlas Highlights

RELEASED
June 2019

The US accounts for an estimated 5.5 percent of the global dry eye population, but its dry eye market accounts for 32.7 percent of units.

- Florida and Texas have a high concentration of residents in the target patient profile.
- New York, Los Angeles, and Chicago have a high volume of dry eye patients, while Dallas and Atlanta have a high-opportunity population.
- New England has the smallest share of the US dry eye population.
- Opportunity in the Midwest varies greatly among metros.

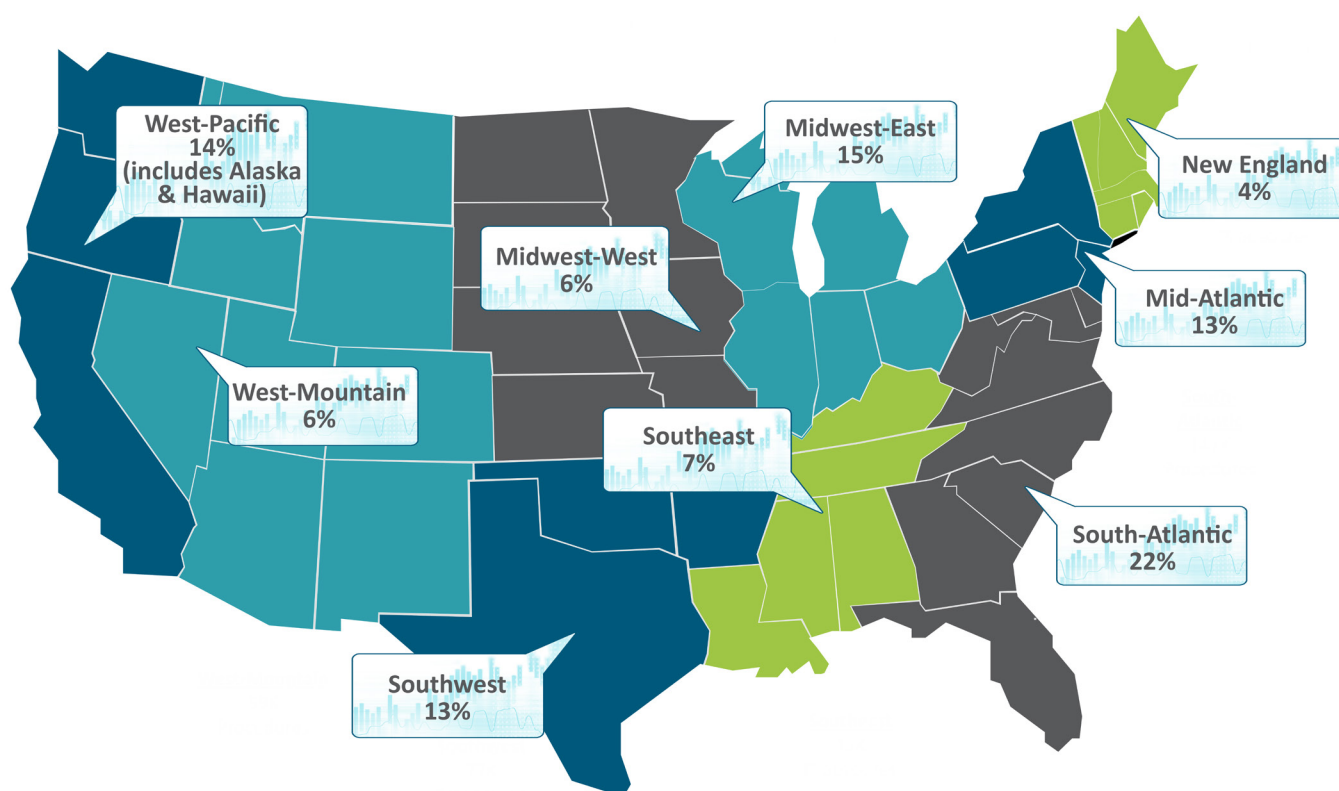
Market Scope

2019 United States Dry Eye Atlas

The 2019 United States Dry Eye Atlas, new in 2019, provides a detailed analysis of the dry eye market. Market Scope's proprietary Med/Op Index™ identifies the potential based on a variety of factors, which allows us to rank metros by opportunity. The atlas offers strategic insights into the top potential markets in the US.

Featured in the atlas is the Med/Op Index™, a proprietary new index developed to estimate the market opportunity in each metropolitan area. This proprietary index identifies the potential based on key demographics, climate, health, post LVC, pseudophakic, and wealth.

The Dry Eye Atlas can be used to evaluate market potential and to allocate sales resources. Market Scope also offers customization of this information to align with a client sales organization or specific geographic areas.



Dry eye population allocation is calculated by combining prevalence rates, IOL surgeries, and LVC procedures from Market Scope models.

Geographic opportunity is estimated with multi-factor criteria using Market Scope's Med/Op Index™. The index is derived from multiple sources, including the following

- Market Scope's proprietary dry eye, refractive, and cataract models
- CMS procedure and prescription data
- United Health Foundation
- US Census and US Office of Management and Budget

How to Order

Order your 2019 United States Dry Eye Atlas now at www.market-scope.com or contact us directly via email or phone.



ENTERPRISE LICENSE

2019 United States
Dry Eye Atlas

\$13,500

(Price includes a printable PDF and customizable Excel file)



SINGLE-USER LICENSE

2019 United States
Refractive Atlas

\$9,000



Additional Printable
Electronic PDF **\$500**



Additional Paper
Copy **\$300**



ONE-YEAR SUBSCRIPTION

Ophthalmic Market
Perspectives Newsletter

\$1,000



International Shipping **\$50**

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Our Process

Market Scope's industry reports are meticulously prepared by a dedicated team of in-house consultants/analysts with over 100 years of collective ophthalmic experience, and each data point is driven by a combination of sources, including the following:

- Our proprietary global disease population and demographic models
- Twenty years and counting of ophthalmologist survey data
- Analysis of company published financial reports
- Focused coverage of ophthalmic scientific research, business news, and other activities
- Attendance and participation in major, worldwide ophthalmic meetings
- Interviews and long-standing relationships with company executives and practicing ophthalmologists

