

## 2021 Annual Cataract Sponsored Survey

Market Scope surveys US cataract surgeons with an expanded list of questions during the first quarter of each year. Questions probe important issues regarding practice characteristics, product preferences, surgical techniques, and practice marketing. Our survey captures market share by manufacturer, product and market segment, and ophthalmologists' perceptions of companies.

Many ophthalmic companies sponsor the survey to better understand industry dynamics, gain important insights into leading trends, and explore surgeons' opinions regarding products and treatments.

The survey will include a special series of questions that examine the recovery process from COVID-19 and how surgeons plan to address the backlog of cataract procedures.

### The sponsorship process is simple:

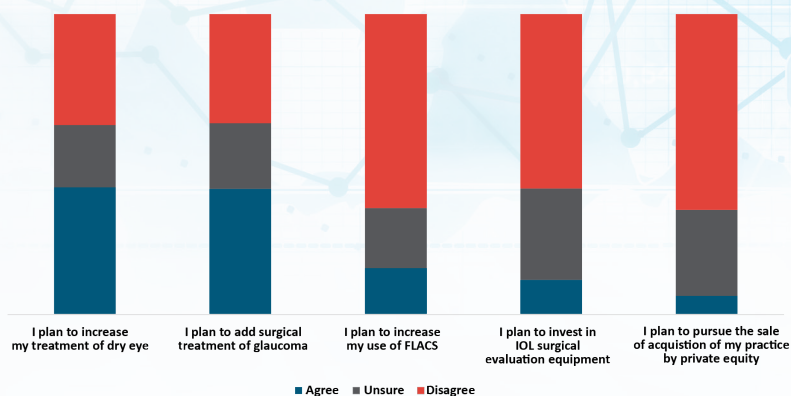
- ✓ A two-week period is reserved for sponsor to review the survey in its entirety.
- ✓ Custom questions and edits may be submitted during the three-week review period.
- ✓ Over 3,500 US cataract surgeons are invited to participate online and by paper over a 30-day period.
- ✓ Market Scope's analytics team will compile data and prepare a comprehensive report. Many questions include up to a four-year analysis to demonstrate trends over time.

Sponsors receive a downloadable PDF version, Excel file, and a PowerPoint slide show.

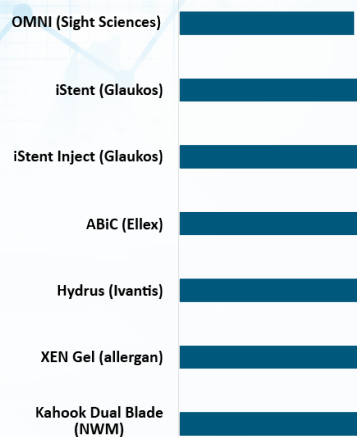
### Two options for sponsorship, both billed upon delivery of the final report in May:

- ✓ Single-user license for \$8,500
- ✓ Enterprise license for \$13,000

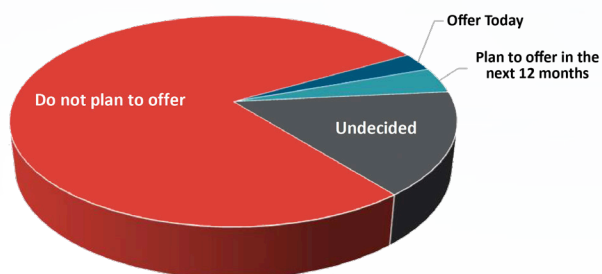
Practice Plans for the Next 12 Months



Ease-of-Use Ranking of Glaucoma Procedures



Plans for Office Cataract Surgery



Plans for Offering Dry Eye Treatment

