



# 2021 US Diagnostic Equipment Sponsored Survey

Market Scope is launching a new United States diagnostic equipment survey and is allowing sponsors to add questions to better understand industry dynamics, gain important insights into leading trends, and explore surgeons' opinions regarding current and future technologies.

## Survey topics will include:

- ✓ Product ownership
- ✓ Pricing models
- ✓ Equipment purchasing plans
- ✓ Extended service plans
- ✓ Preference for new/used equipment
- ✓ Next-generation features
- ✓ Product availability & pricing
- ✓ Company perception ratings

## Equipment categories will include:

- ✓ OCT
- ✓ Fundus imaging
- ✓ Visual fields
- ✓ OR microscopes
- ✓ Optical biometers
- ✓ Visualization systems
- ✓ Digital services
- ✓ Artificial intelligence

## The sponsorship process is simple:

- ✓ A three-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.
- ✓ Sponsors have the option to have results from their questions be reported back only to them.
- ✓ Email invitations will be sent to Market Scope's proprietary online database of verified US ophthalmologists.
- ✓ Market Scope's data team will analyze results and prepare a comprehensive report for all participating sponsors in December/January.

Sponsors will receive a downloadable PDF version of the report and Excel file.

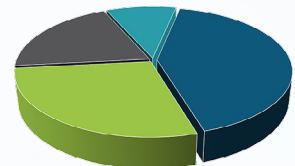
## Licensing and delivery:

- ✓ Sponsorship of this survey is \$10,000
- ✓ Sponsorships will be invoiced upon delivery of the report — but can be invoiced earlier for budgetary purposes, if requested.

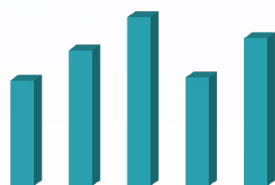


**2021  
& 2022  
purchase  
plans analyzed**

**40+ devices  
measured for  
adoption**



**6 metrics rating  
the perception of  
major competitors**



**Confidential and  
customizable  
results**