



2022 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/maintenance purchase plans
- ✓ Preference for new/used equipment
- ✓ Next-generation features
- ✓ Product availability & pricing
- ✓ Consumer behavior
- ✓ Company perception ratings

Equipment categories will include:

- ✓ OCT
- ✓ Fundus imaging
- ✓ Perimeters
- ✓ OR microscopes
- ✓ Optical biometers
- ✓ Visualization systems
- ✓ Digital applications
- ✓ Artificial intelligence

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 two-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.

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

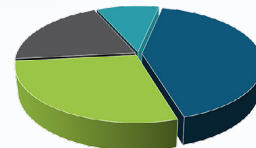
Licensing and delivery:

- ✓ Sponsorship of this survey is \$10,250
- ✓ Sponsorships will be invoiced upon delivery of the report — but can be invoiced earlier for budgetary purposes, if requested.

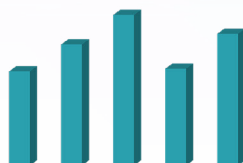


2022 & 2023
budgets and
purchase plans
analyzed

60+ devices
measured for
adoption



6 rating categories
measuring the perception
of major competitors



**Confidential and
customizable
results**

