

CORONAVIRUS ECP STUDY

WAVE 10

May 22-26

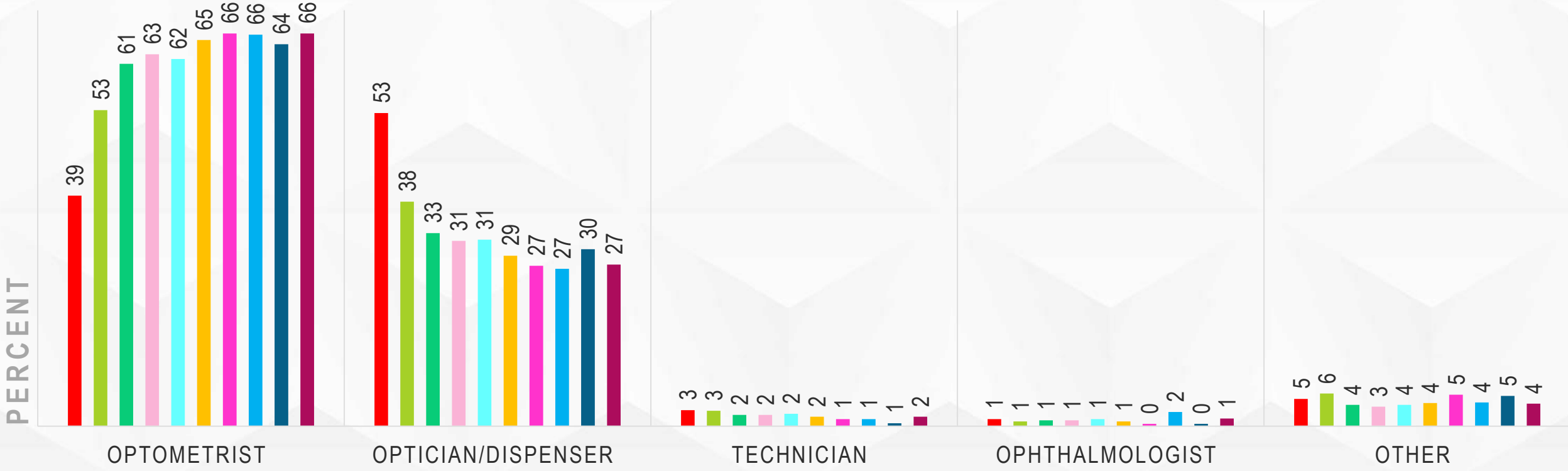


RESPONDENTS

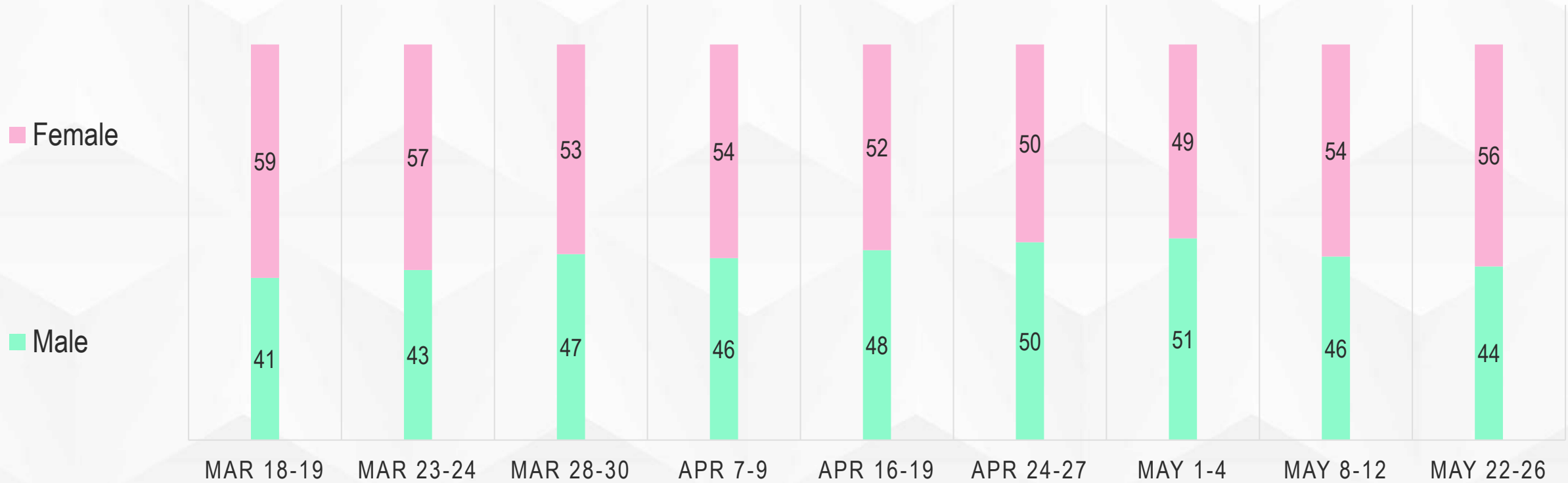
- This survey was asked in several waves.
 - Wave 1 ran from Mar 13-17. 583 completes.
 - Wave 2 ran from Mar 18-19. 1,341 completes.
 - Wave 3 ran from Mar 23-24. 1,285 completes
 - Wave 4 ran from Mar 28-30. 1,769 completes.
 - Wave 5 ran from Apr 7-9. 1,306 completes.
 - Wave 6 ran from Apr 16-19. 1,110 completes.
 - Wave 7 ran from Apr 24-27. 922 completes.
 - Wave 8 ran from May 1-4. 699 completes.
 - Wave 9 ran from May 8-12. 557 completes.
 - Wave 10 ran from May 22-26. 758 completes.
- Questions varied slightly in each wave
- Comparisons are shown wherever possible.

RESPONDENT PROFESSION

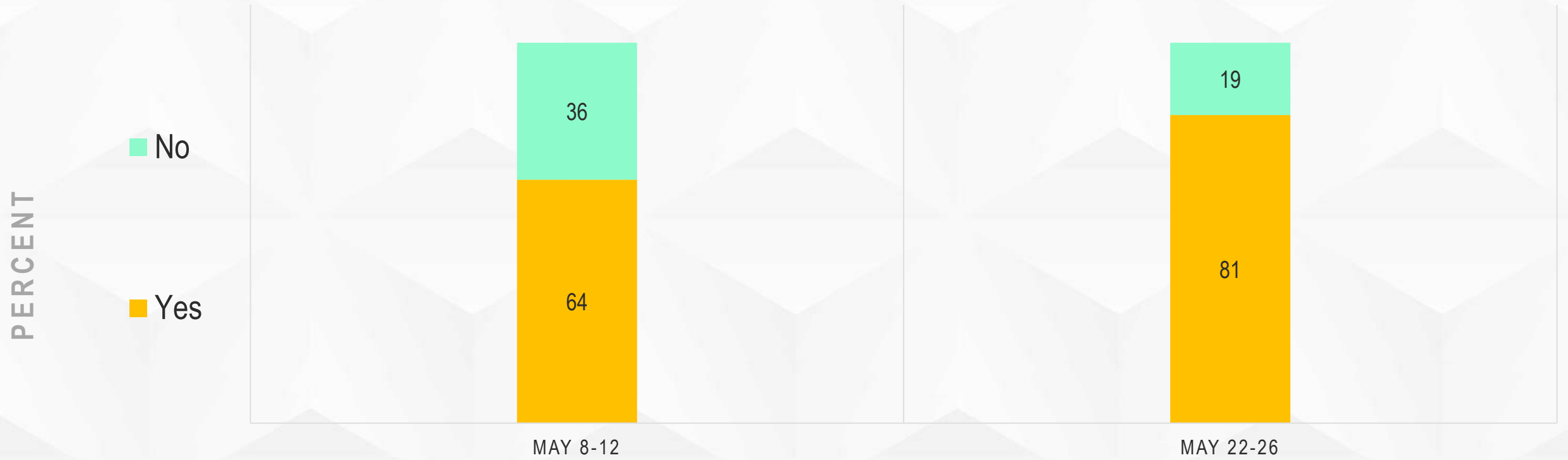
■ Mar13-17
 ■ Mar 18-19
 ■ Mar 23-24
 ■ Mar 28-30
 ■ Apr 7-9
 ■ Apr 16-19
 ■ Apr 24-27
 ■ May 1-4
 ■ May 8-12
 ■ May 22-26



GENDER

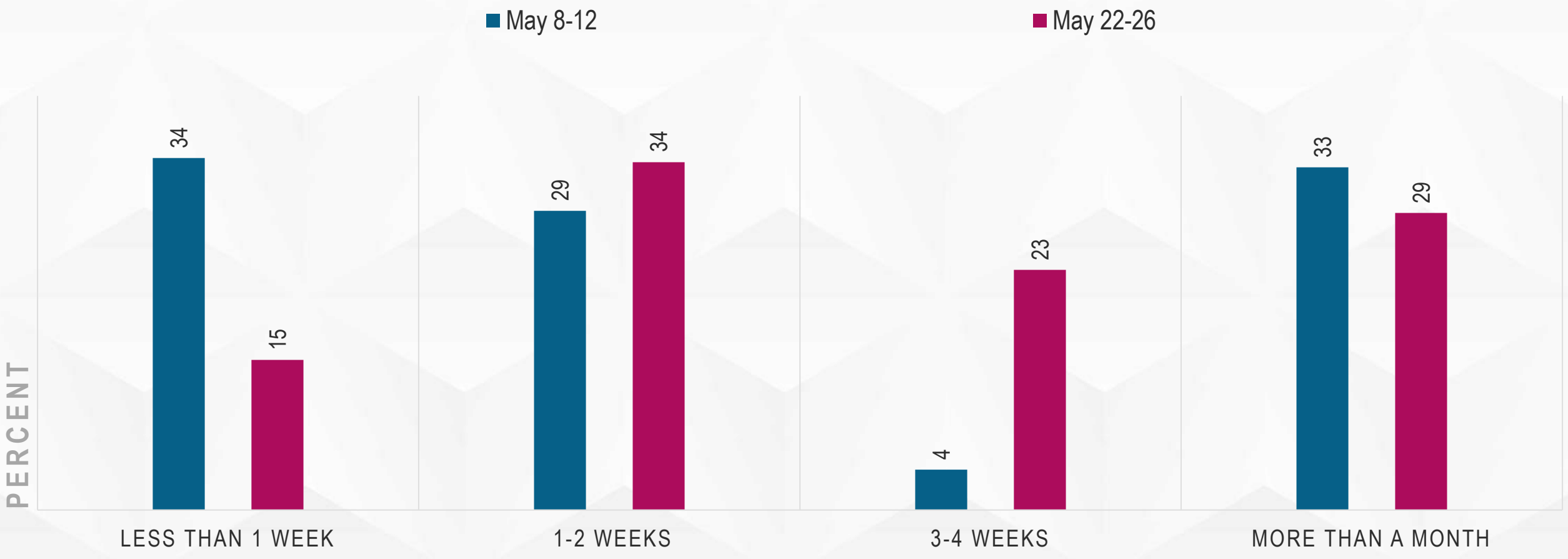


LOCATION OPEN?



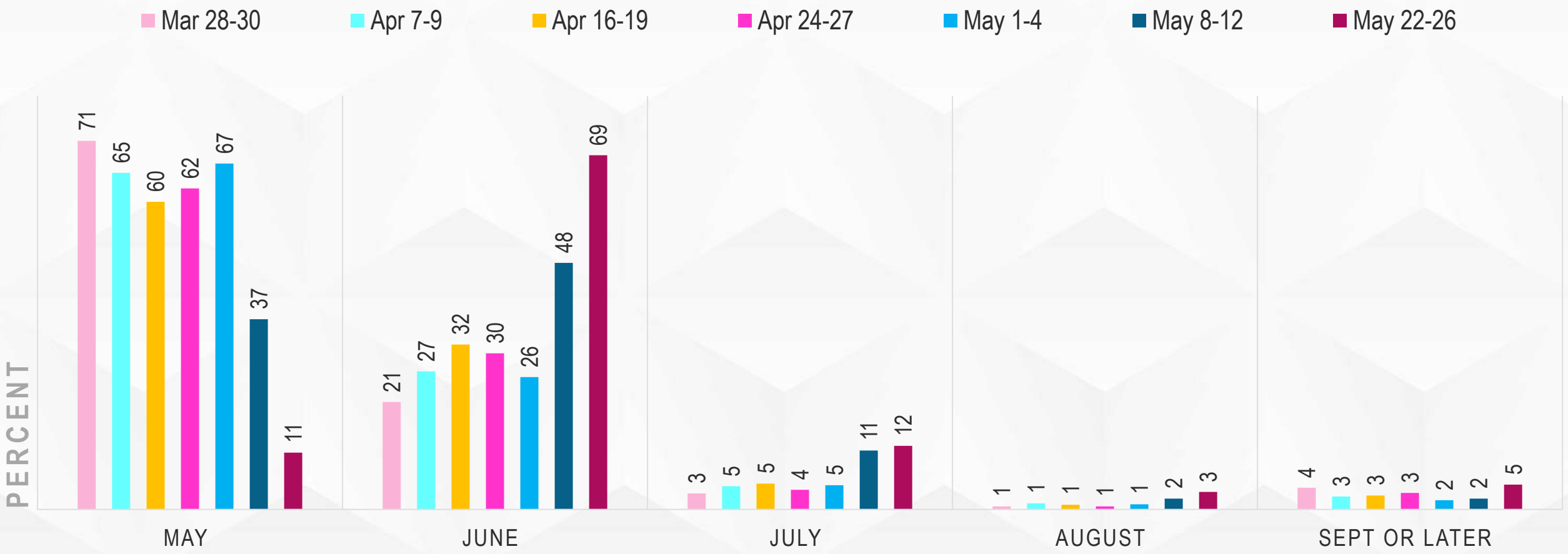
If open:

HOW LONG HAVE YOU BEEN OPEN FOR?

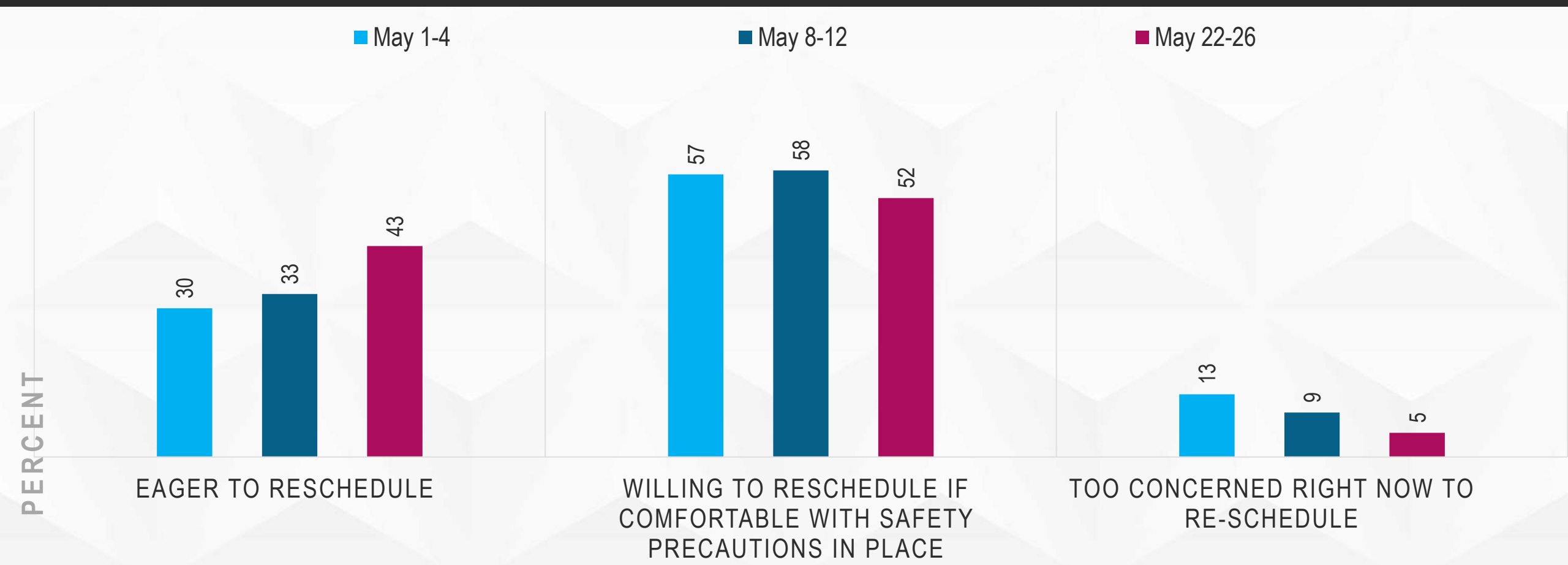


If closed:

WHEN ARE YOU STARTING TO RESCHEDULE APPOINTMENTS FOR?



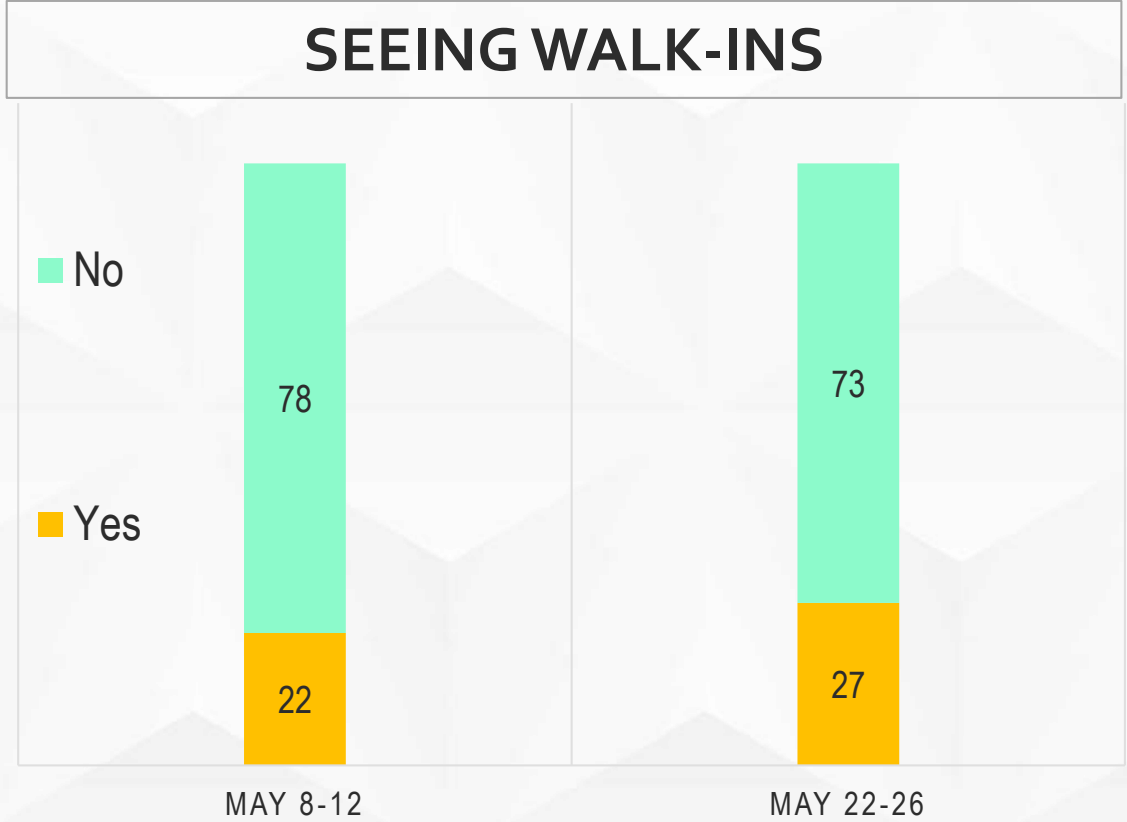
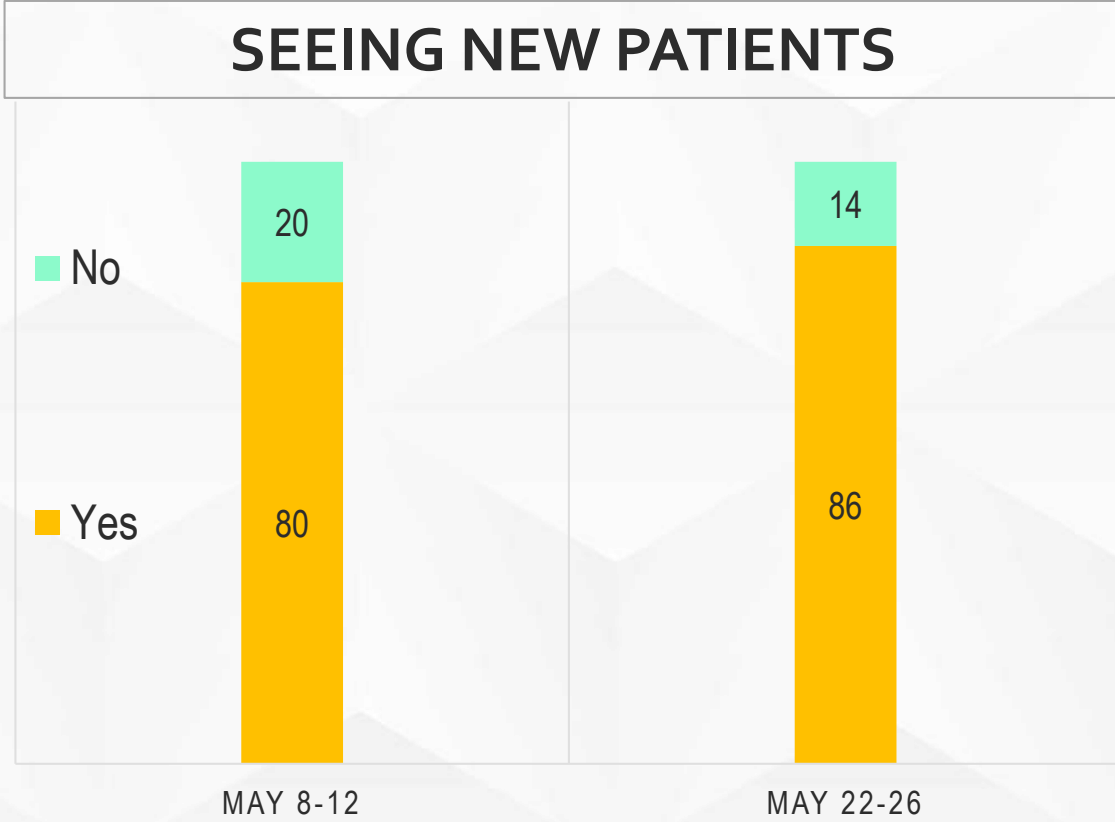
HOW ARE YOUR PATIENTS REACTING WHEN YOU ARE CONTACTING TO RESCHEDULE?



If open:

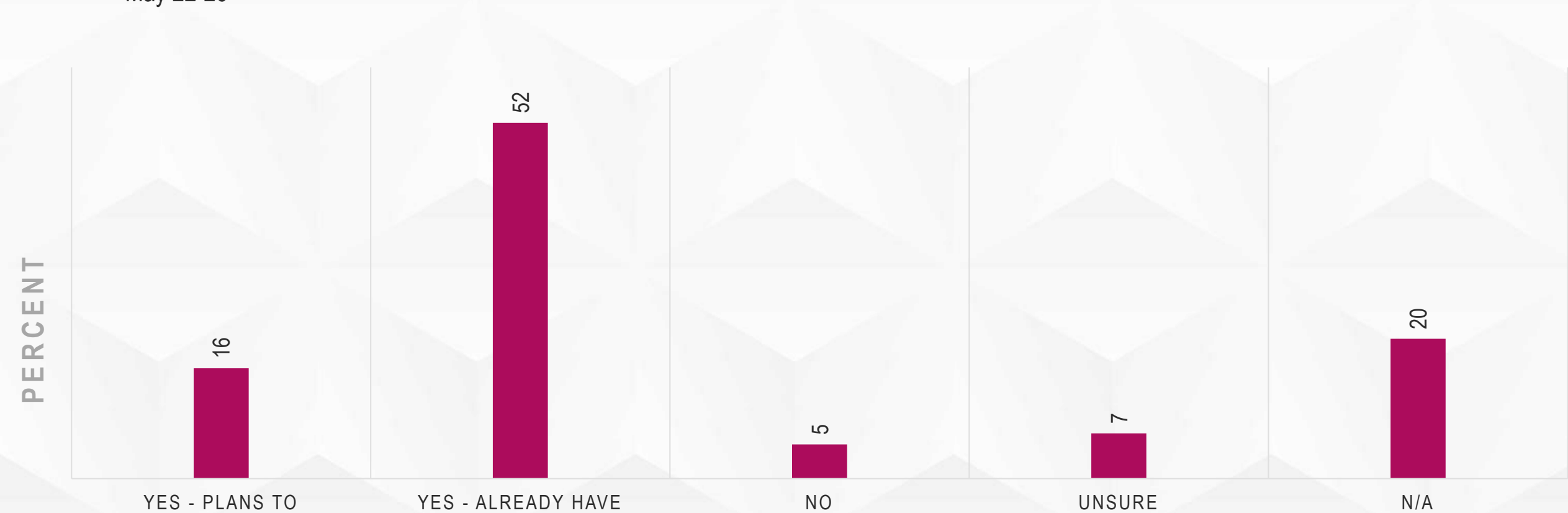
TYPES OF PATIENTS SEEING

PERCENT



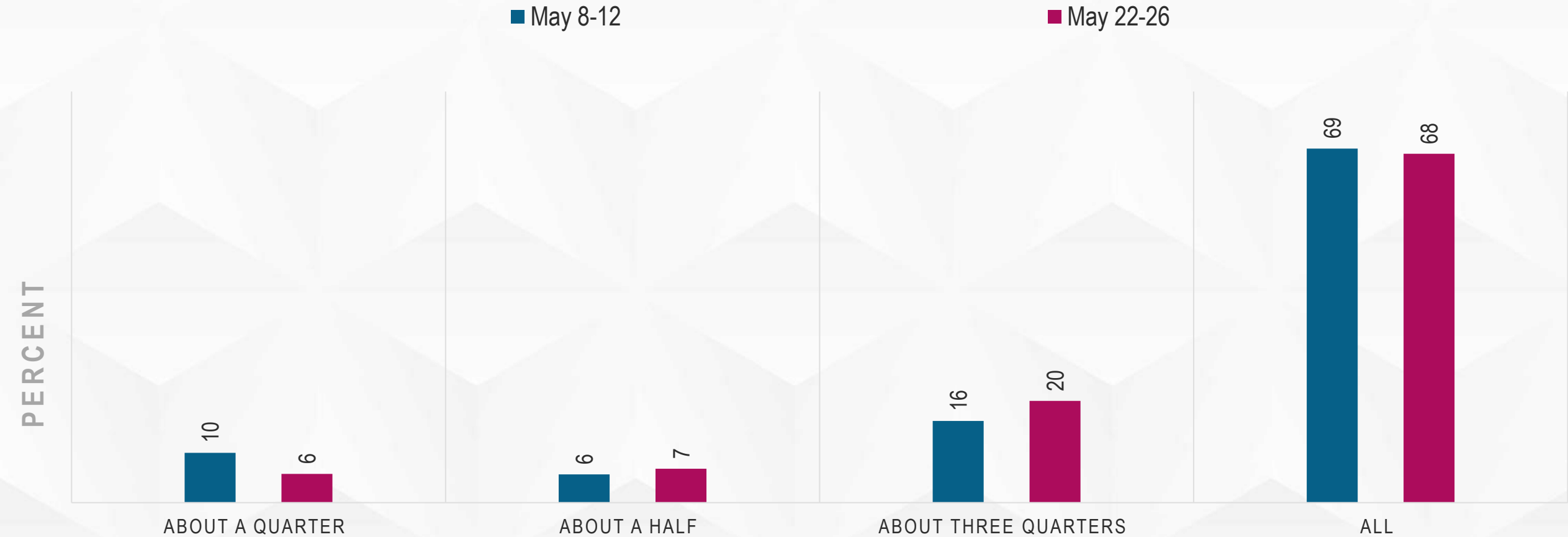
ARE THERE PLANS TO RE-HIRE ANY STAFF THAT WAS LAID OFF?

■ May 22-26



IF PLANS TO RE-HIRE:

HOW MUCH OF THE STAFF THAT WAS LAID OFF IS EXPECTED TO BE RE-HIRED?



HAS THE CORONAVIRUS INFLUENCED YOUR CONSIDERATION OF OFFERING TELEHEALTH SERVICES/OPTIONS?

■ Mar13-17 ■ Mar 18-19 ■ Mar 23-24 ■ Mar 28-30 ■ Apr 7-9 ■ Apr 16-19 ■ Apr 24-27 ■ May 1-4 ■ May 8-12 ■ May 22-26



IF OFFERING TELEHEALTH: CONTINUE TO OFFER TELEHEALTH SERVICES?

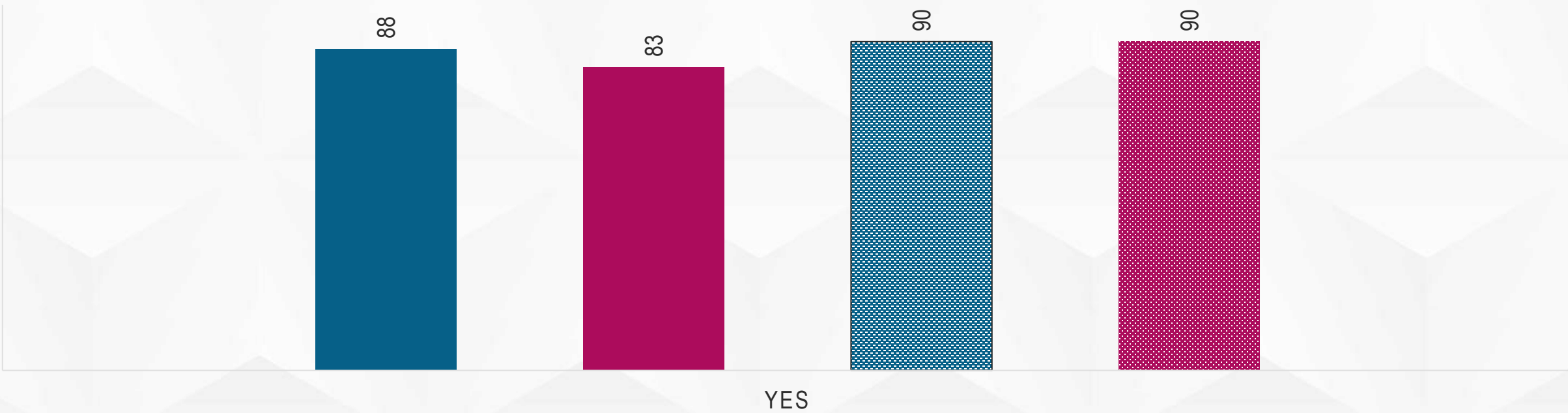
■ May 8-12 ■ May 22-26

Plans for locations currently closed when re-opening

■ May 8-12 ■ May 22-26

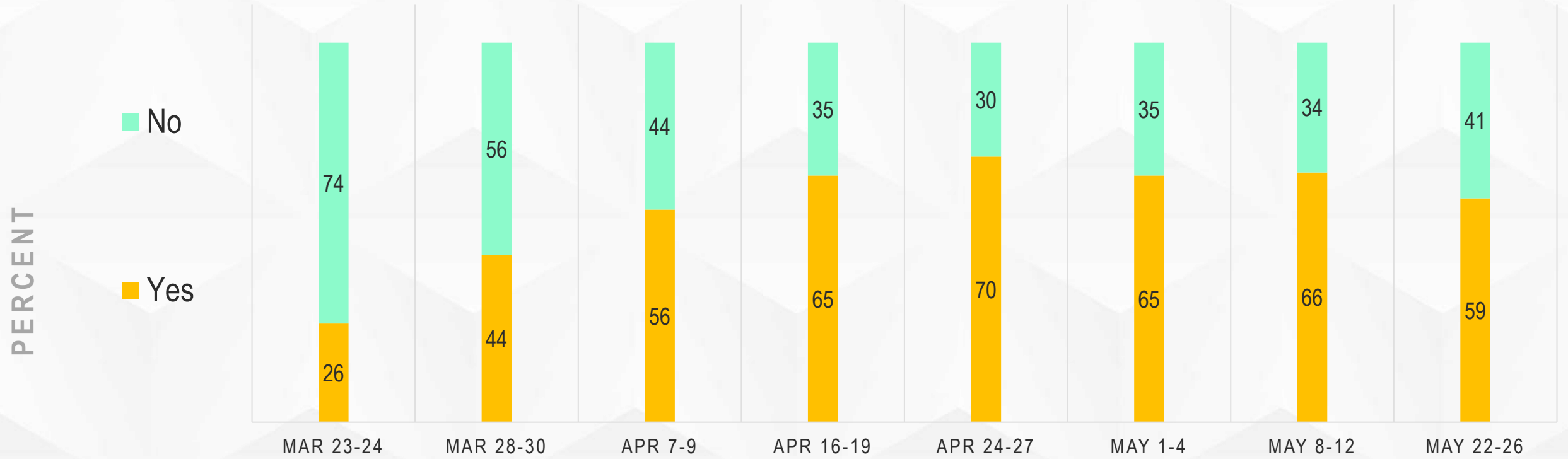
Actual for open locations

PERCENT



IF OFFERING TELEHEALTH:

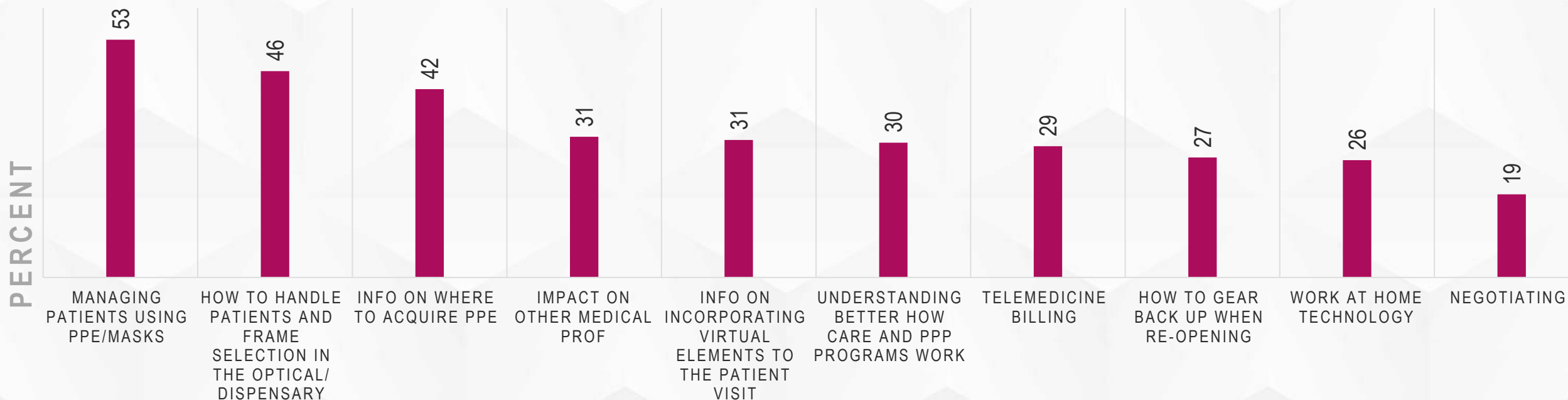
HAVE YOU BILLED FOR TELEHEALTH SERVICES IN THE LAST TWO WEEKS?



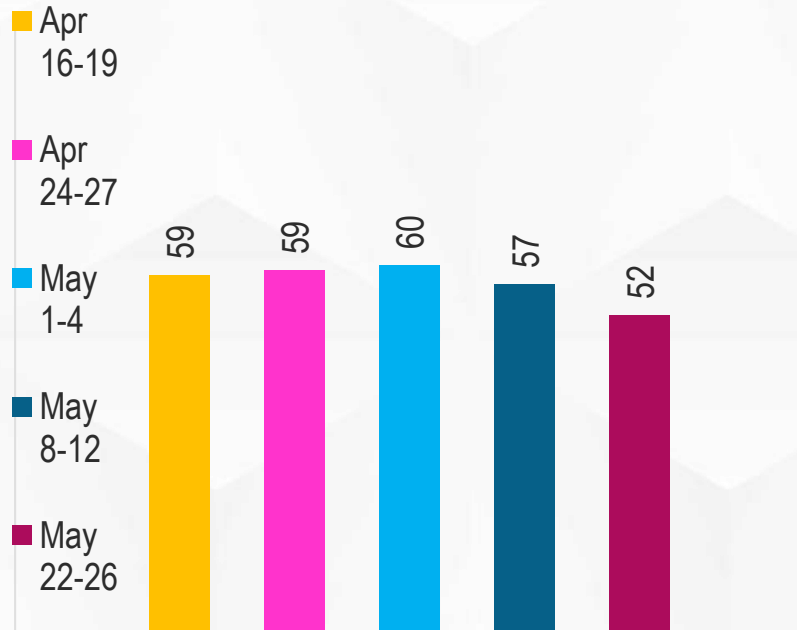
WHAT WOULD HELP YOU NOW?

CHECK ALL THAT APPLY.

■ May 22-26

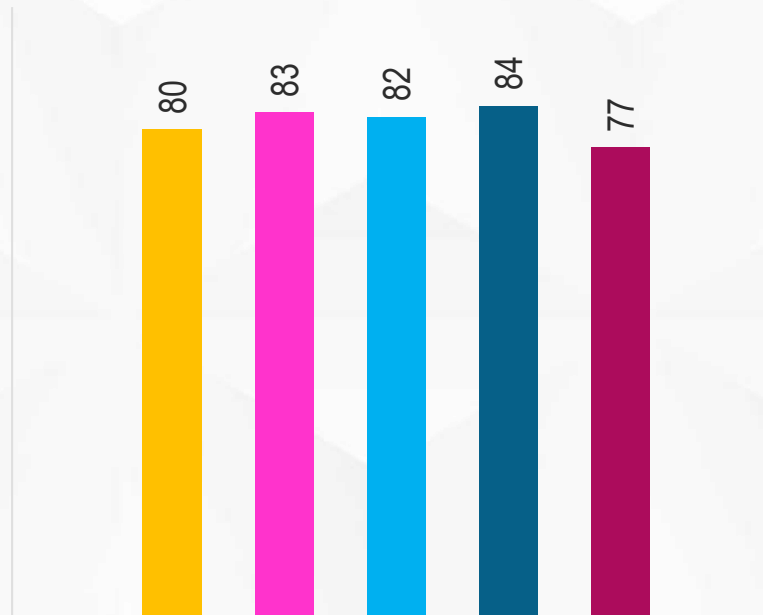


OWNERS



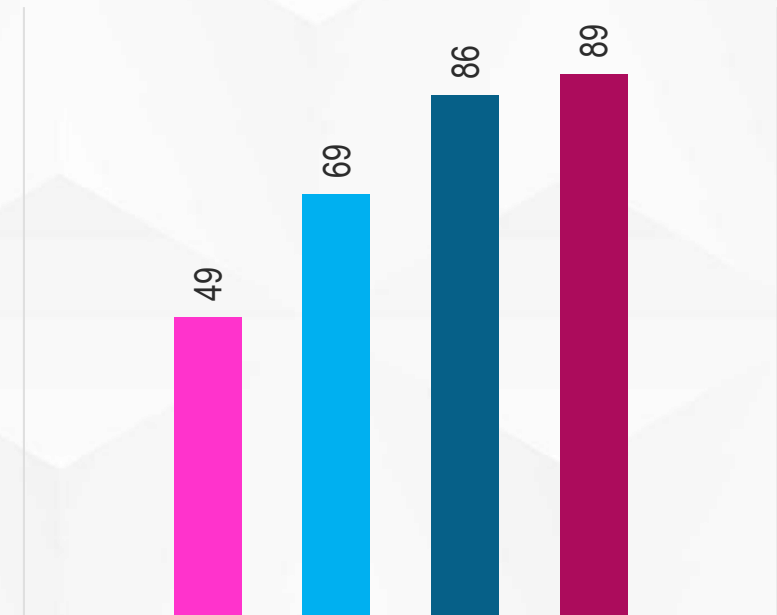
PERCENT OF RESPONDENTS THAT ARE OWNER

If owner:



PERCENT OF OWNERS THAT APPLIED FOR THE CARES ACT

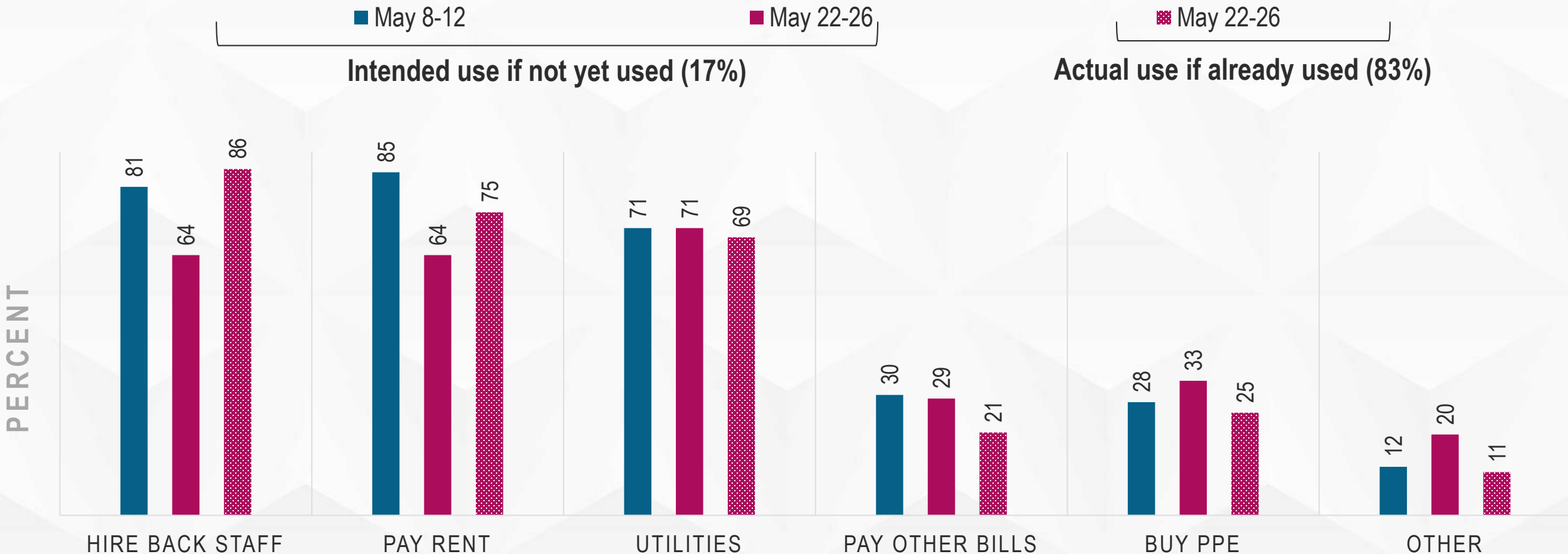
If applied for the CARES act:



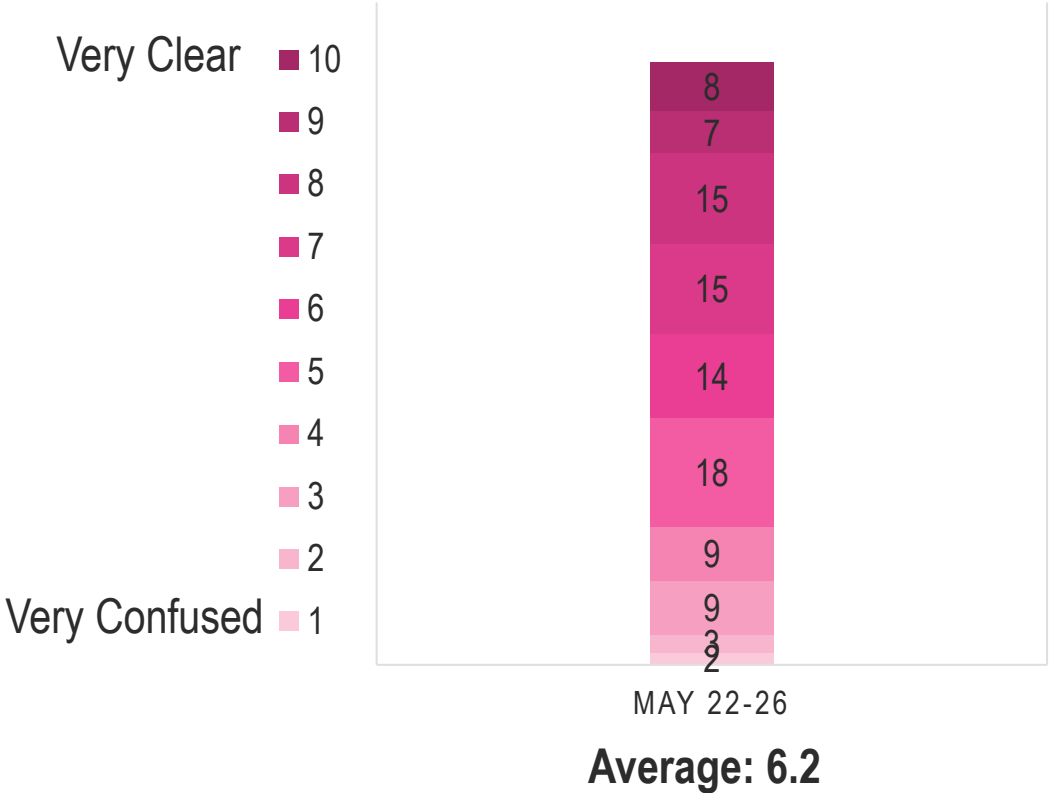
PERCENT THAT WERE APPROVED FOR THE CARES ACT

IF APPROVED FOR THE CARES ACT: USE FOR CARES ACT MONEY

CHECK ALL THAT APPLY.



HOW CLEAR OR CONFUSED ARE YOU BY THE OFFERINGS FROM THE GOVERNMENT TO YOUR BUSINESS? (CARES, PPP, EIP, ETC)



HAVE YOU RECEIVED ANY OF THE FOLLOWING ASSISTANCE FROM YOUR SUPPLIERS? *CHECK ALL THAT APPLY.*

Apr 7-9

Apr 16-19

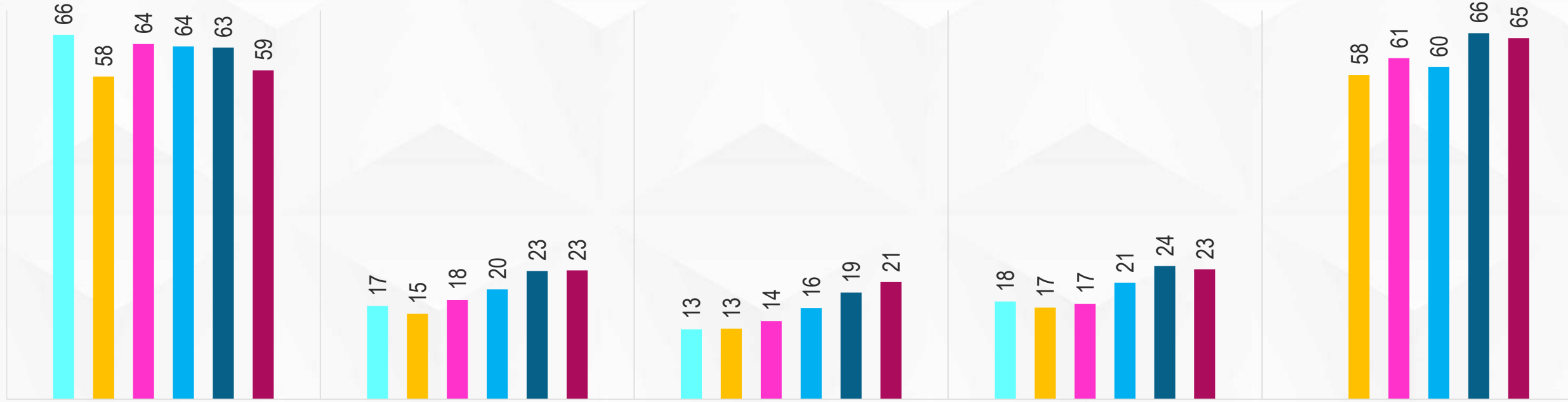
Apr 24-27

May 1-4

May 8-12

May 22-26

PERCENT



MORE LENIENT PAYMENT TERMS

SMALLER MINIMUM ORDERS

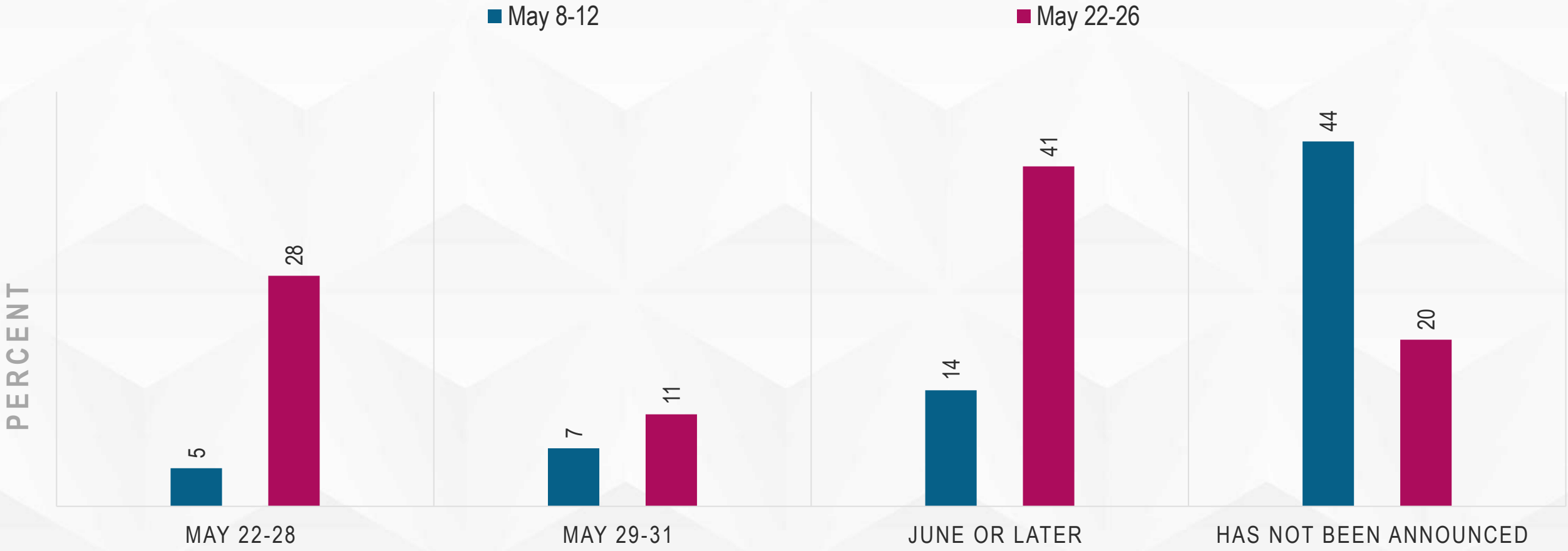
ADVERTISING/ MARKETING SUPPORT

SOCIAL MEDIA SUPPORT

FREE SHIPPING

If closed:

IF YOUR STATE OR COUNTY HAS ANNOUNCED WHEN YOU ARE PERMITTED TO RE-OPEN, WHEN IS THAT?



NEW HOURS OF OPERATION

Apr 16-19

Apr 24-27

May 1-4

May 8-12

May 22-26

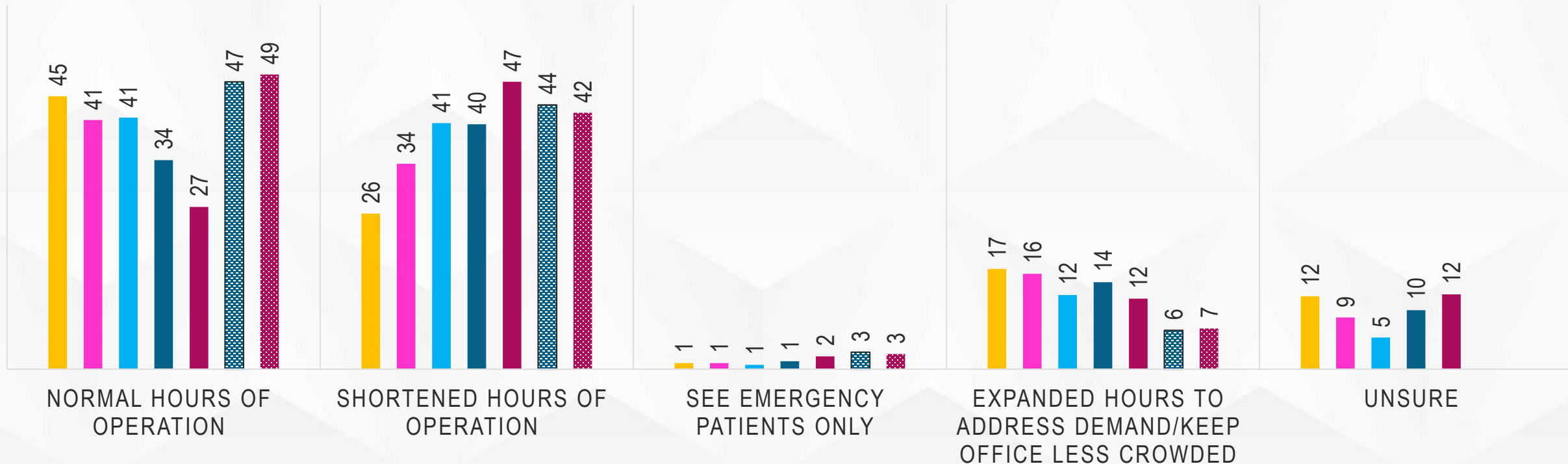
May 8-12

May 22-26

Anticipated Hours for locations currently closed

Actual Hours for open locations

PERCENT



BEFORE THE CORONAVIRUS PANDEMIC, WHAT WAS THE AVERAGE NUMBER OF PATIENTS YOUR PRACTICE WOULD SEE IN A DAY?

If closed:

NOW, HOW MANY PATIENTS WILL YOUR PRACTICE **TARGET** TO SEE PER DAY?

May 1-4	May 8-11	May 22-26
25.2	28.5	24.4

May 1-4	May 8-11	May 22-26
14.3	12.1	11.0

If open:

HOW MANY PATIENTS IS YOUR PRACTICE SEEING NOW PER DAY?

May 8-11	May 22-26
14.5	14.4

WHAT PERCENT OF THE PATIENTS YOU ARE SEEING NOW PER DAY ARE MAKING A PURCHASE ?

May 22-26
54%

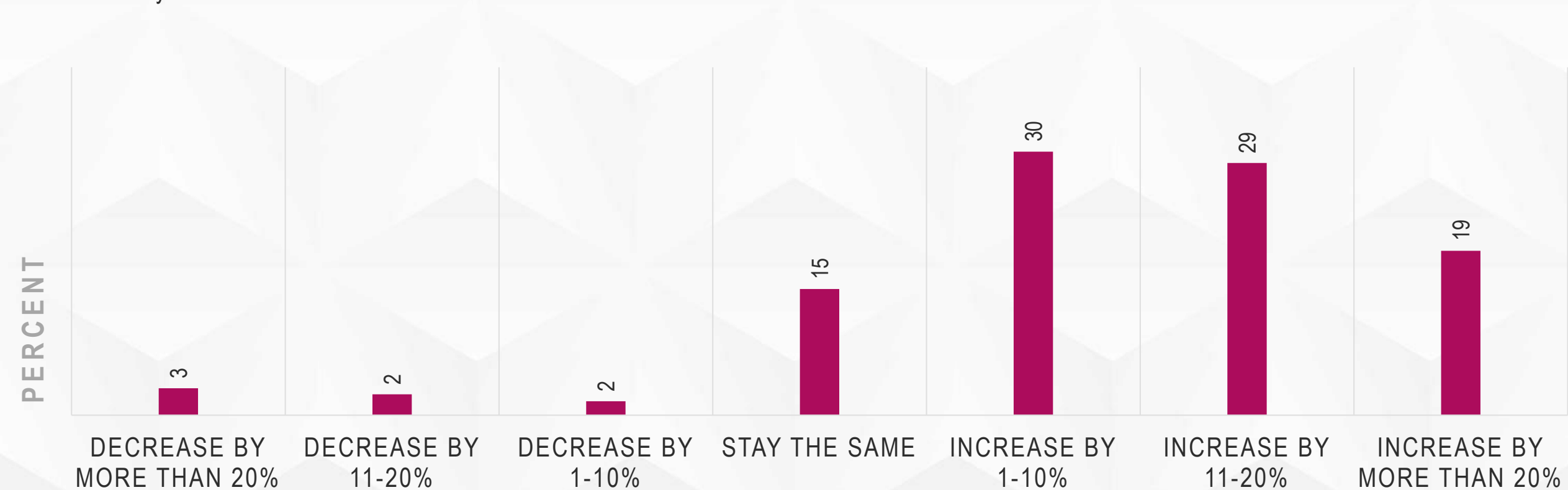
WHAT WOULD YOU ESTIMATE YOUR OVERALL REVENUE PER WEEK IS CURRENTLY AS A PERCENTAGE OF THE REVENUE YOU COLLECTED DURING AN AVERAGE WEEK BEFORE CORONAVIRUS?

May 22-26
51%

If open:

HOW DO YOU THINK THE # OF PATIENTS YOU SEE PER DAY WILL CHANGE OVER THE NEXT 30 DAYS.?

■ May 22-26



If closed:

STARTING WITH THE WEEK OF 5/18, HOW MANY MORE WEEKS DO YOU THINK YOUR BUSINESS CAN SURVIVE NOT BEING PERMITTED TO BE OPEN?

■ May 22-26



CHANGES TO THE PRACTICE

Apr 16-19

Apr 24-27

May 1-4

May 8-12

May 22-26

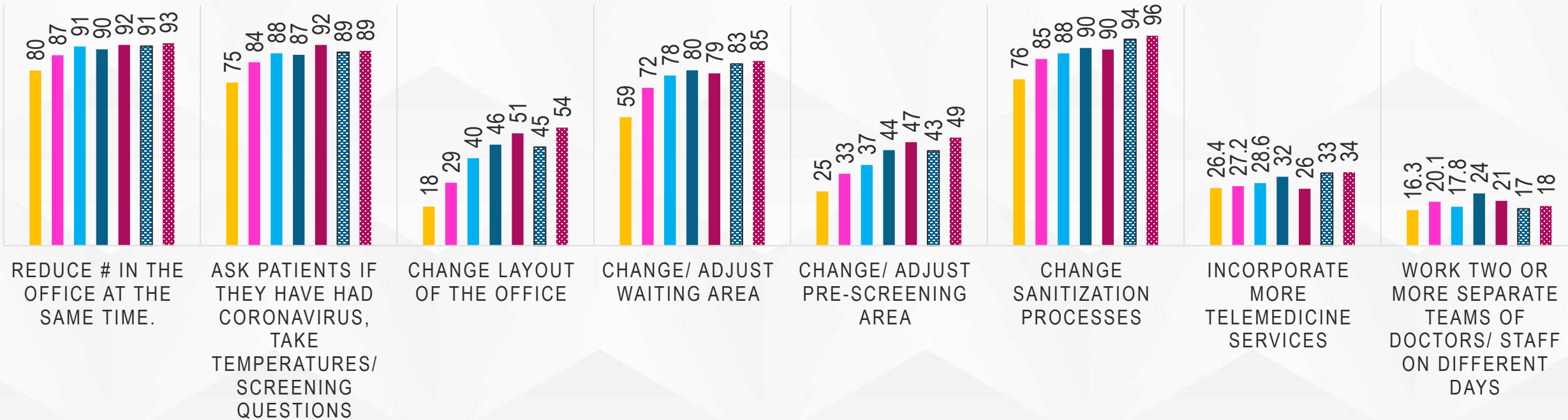
May 8-12

May 22-26

Plans for locations currently closed

Actual for open locations

PERCENT



CHANGES TO EXAM PROCEDURES THAT REQUIRE CLOSE CONTACT

Apr 24-27

May 1-4

May 8-12

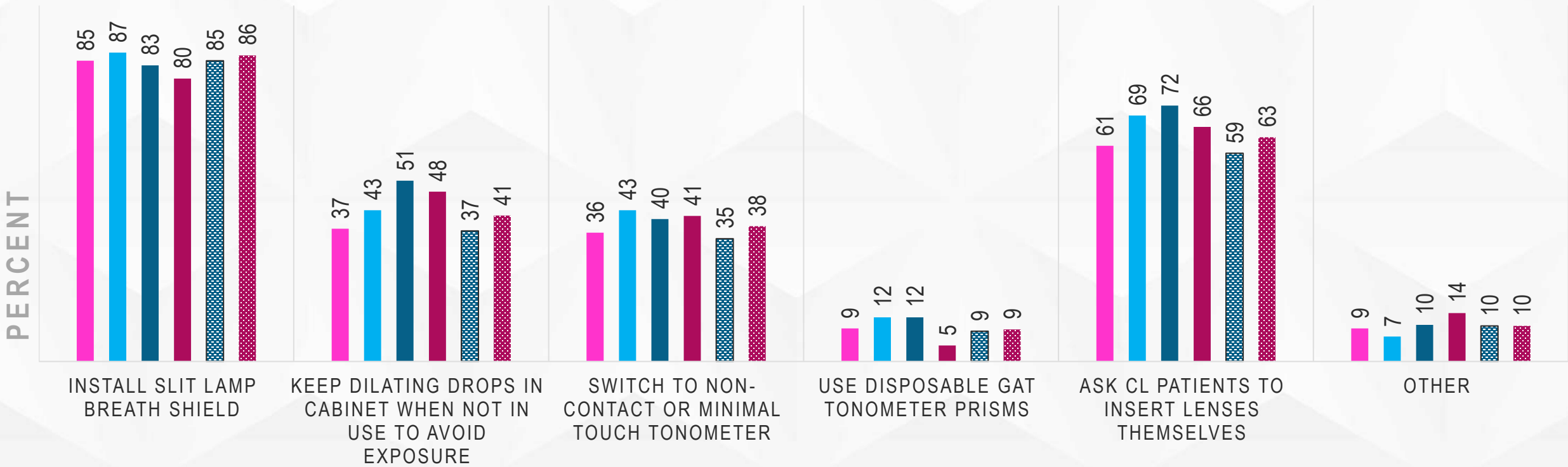
May 22-26

May 8-12

May 22-26

Plans for locations currently closed

Actual for open locations



CHANGES TO DISPENSARY

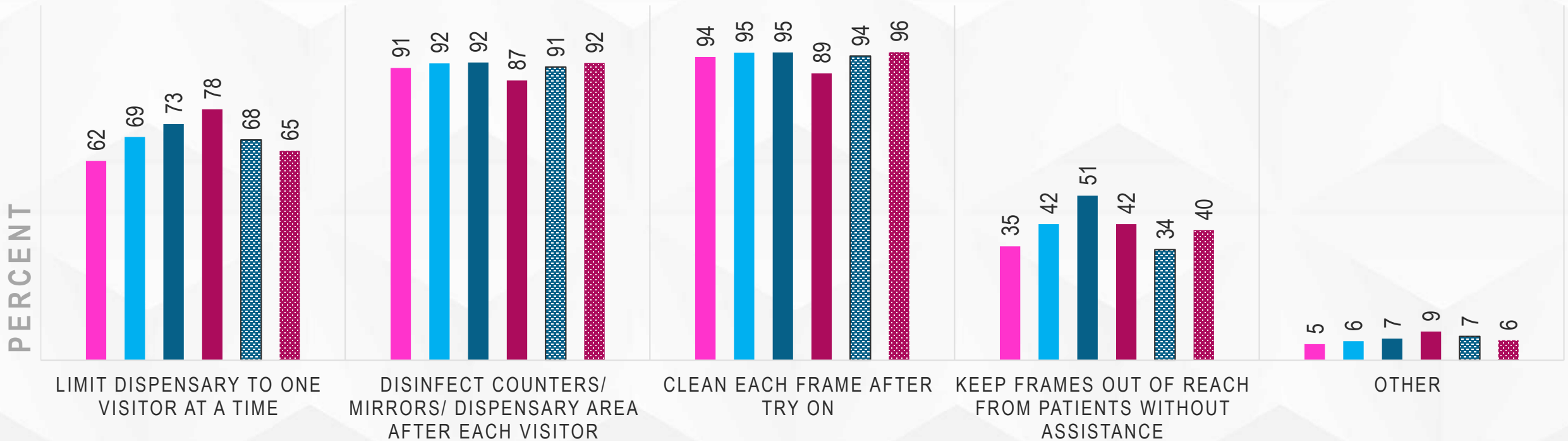
■ Apr 24-27
 ■ May 1-4
 ■ May 8-12
 ■ May 22-26

■ May 8-12

■ May 22-26

Plans for locations currently closed

Actual for open locations



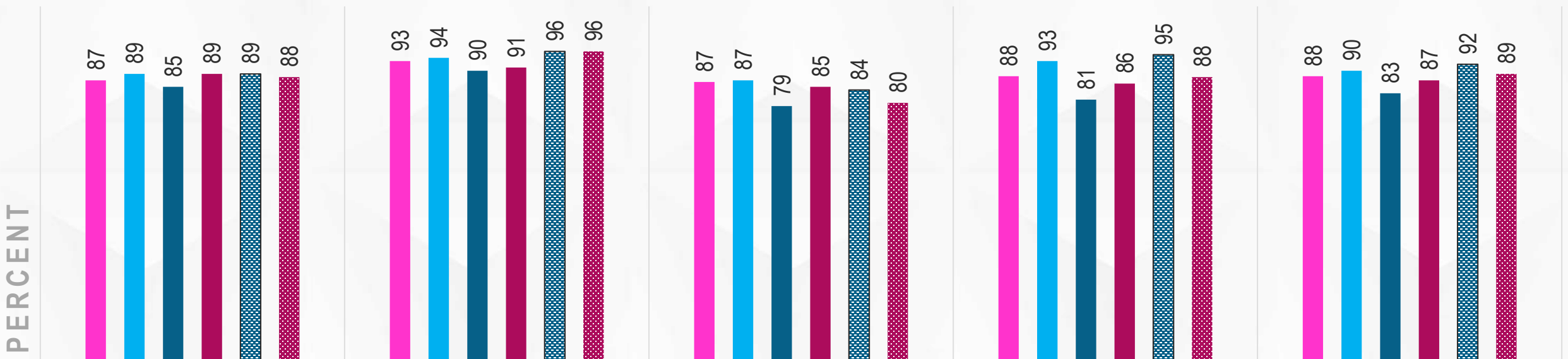
PPE REQUIREMENTS: *DOCTORS*

■ Apr 24-27
 ■ May 1-4
 ■ May 8-12
 ■ May 22-26

■ May 8-12
 ■ May 22-26

Plan to require for locations currently closed

Actually require for open locations



GLOVES

MASKS

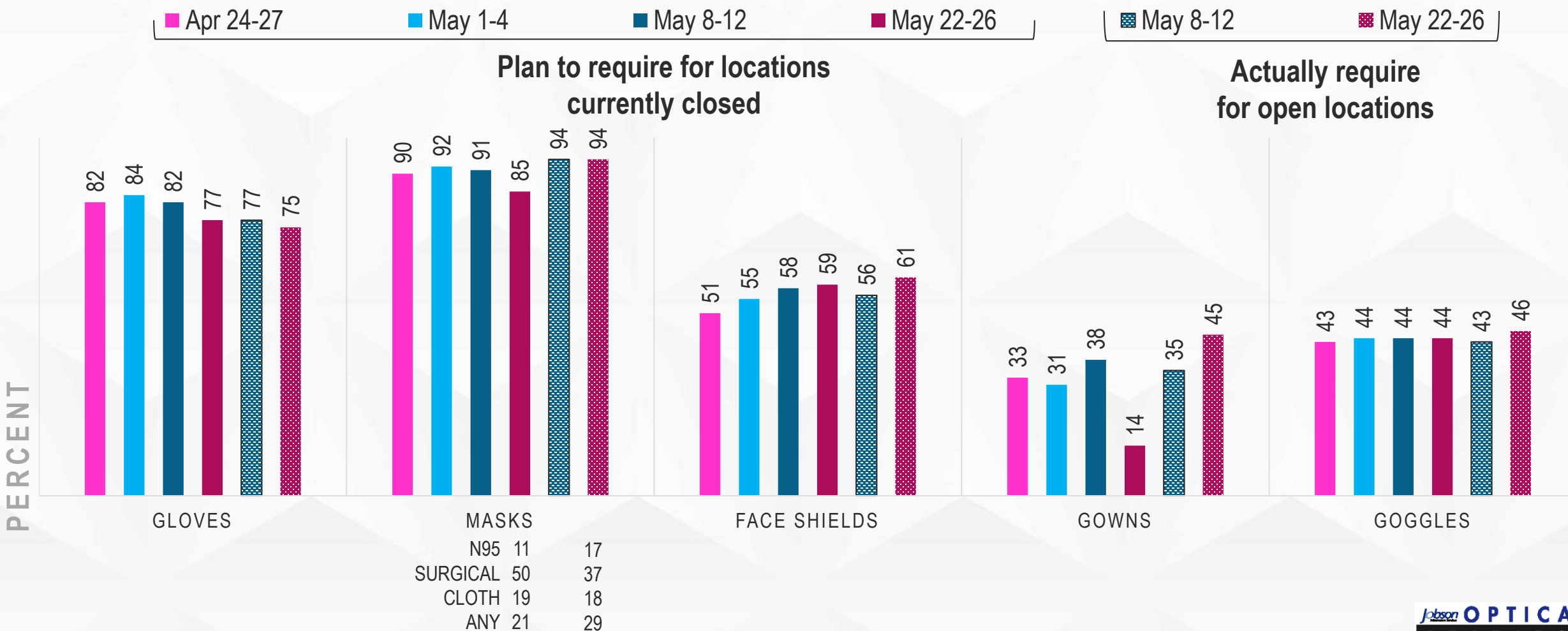
FACE SHIELDS

GOWNS

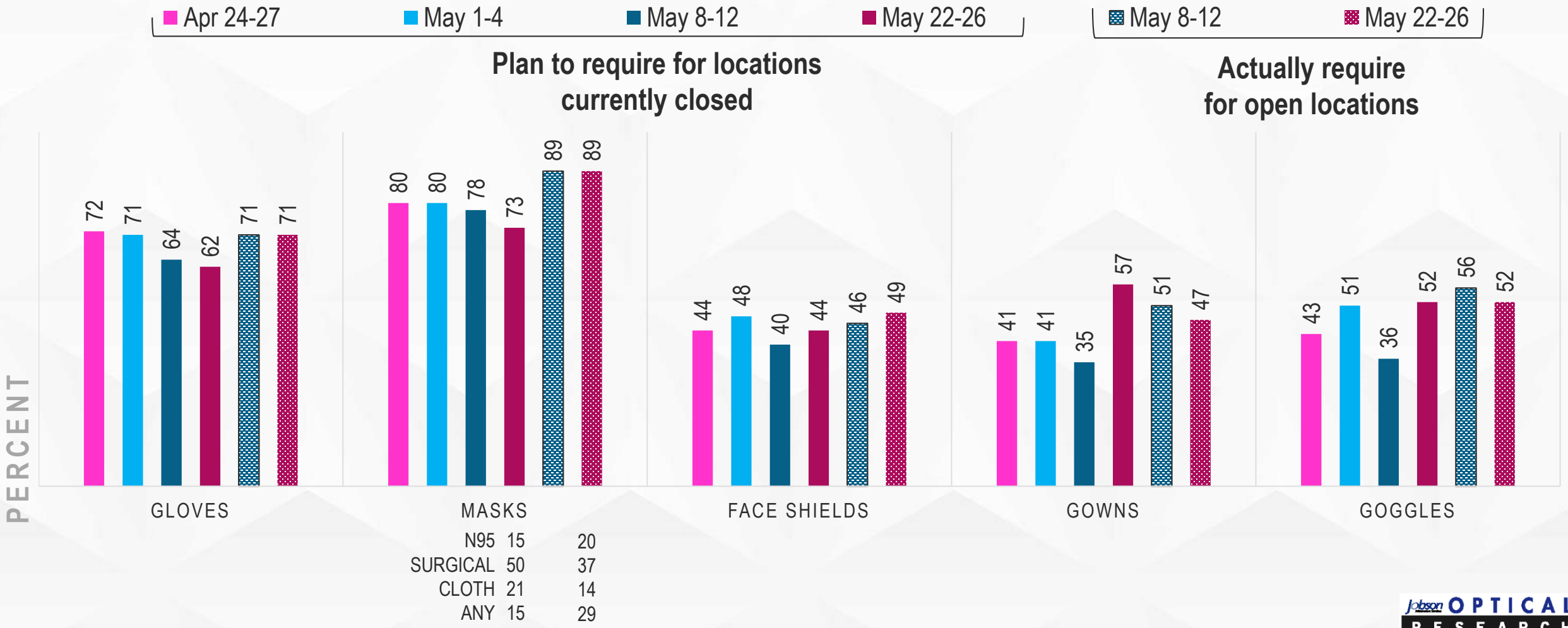
GOGGLES

N95	39	36
SURGICAL	37	32
CLOTH	6	11
ANY	18	22

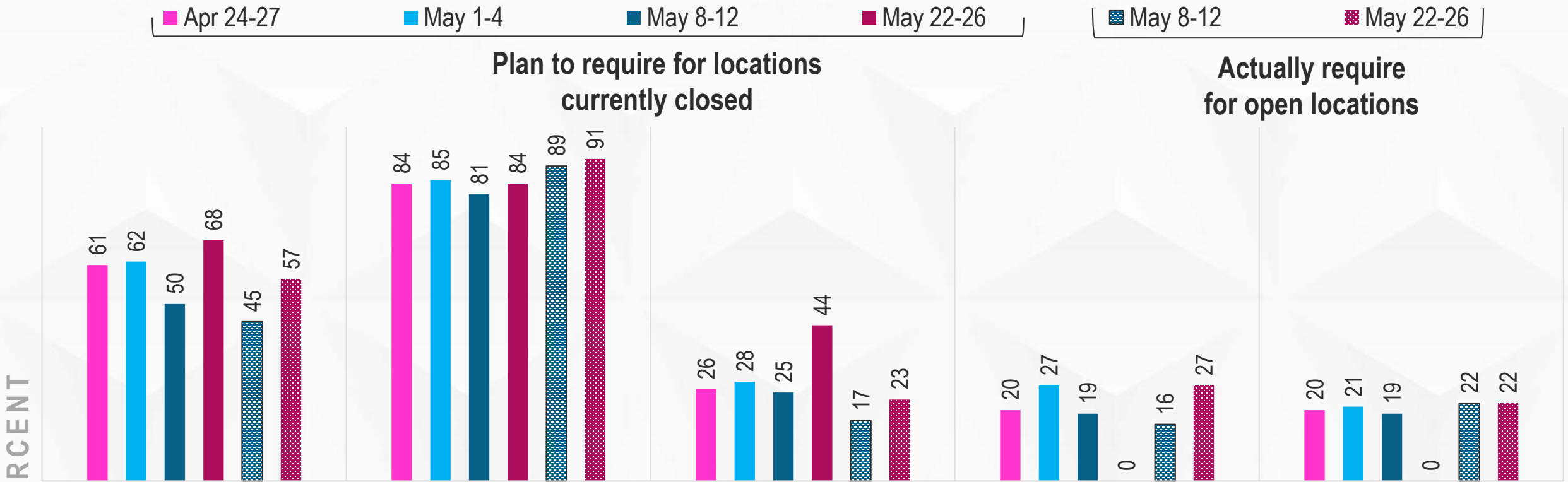
PPE REQUIREMENTS: *OPTICIANS/DISPENSERS*



PPE REQUIREMENTS: *TECHS*



PPE REQUIREMENTS: *RECEPTION/STAFF*



PERCENT

GLOVES

MASKS

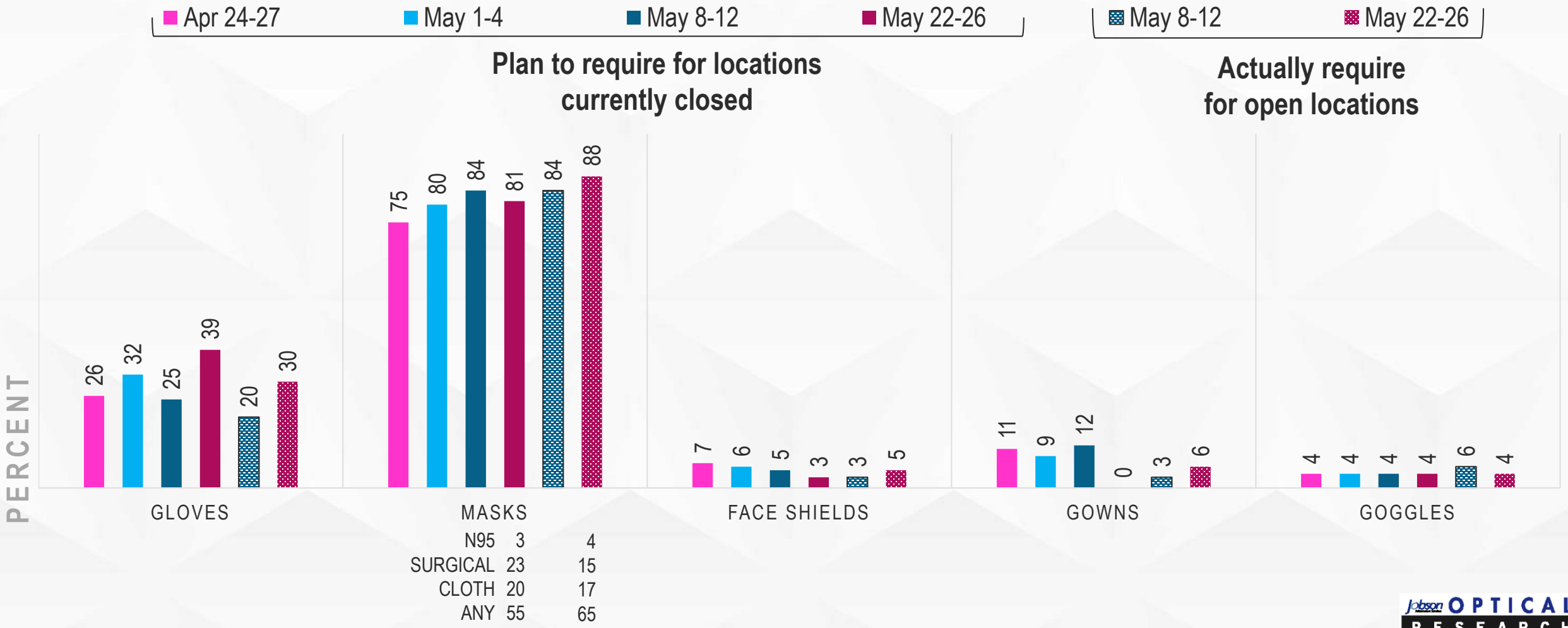
FACE SHIELDS

GOWNS

GOGGLES

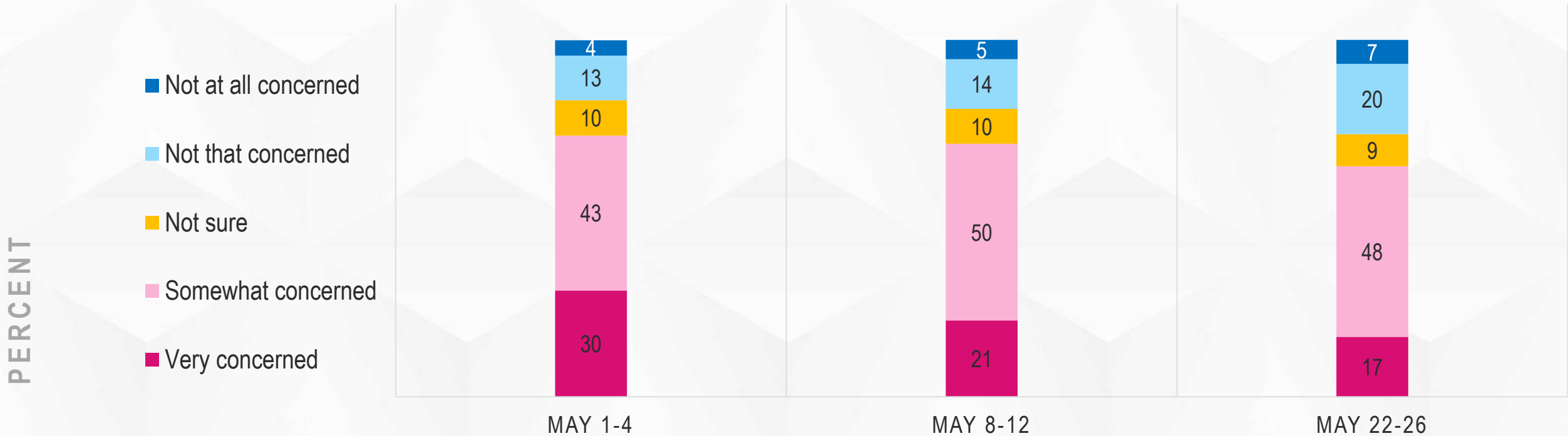
N95	5	12
SURGICAL	46	36
CLOTH	23	20
ANY	26	32

PPE REQUIREMENTS: *PATIENTS*



If closed:

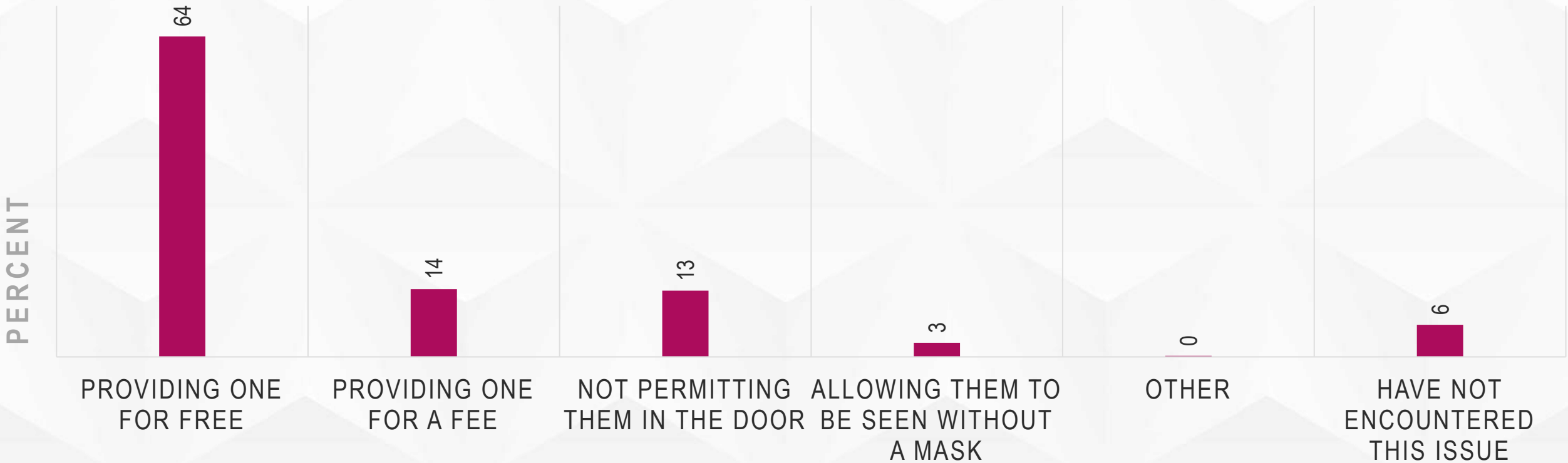
CONCERN ABOUT ACQUIRING NEEDED PPE



If open:

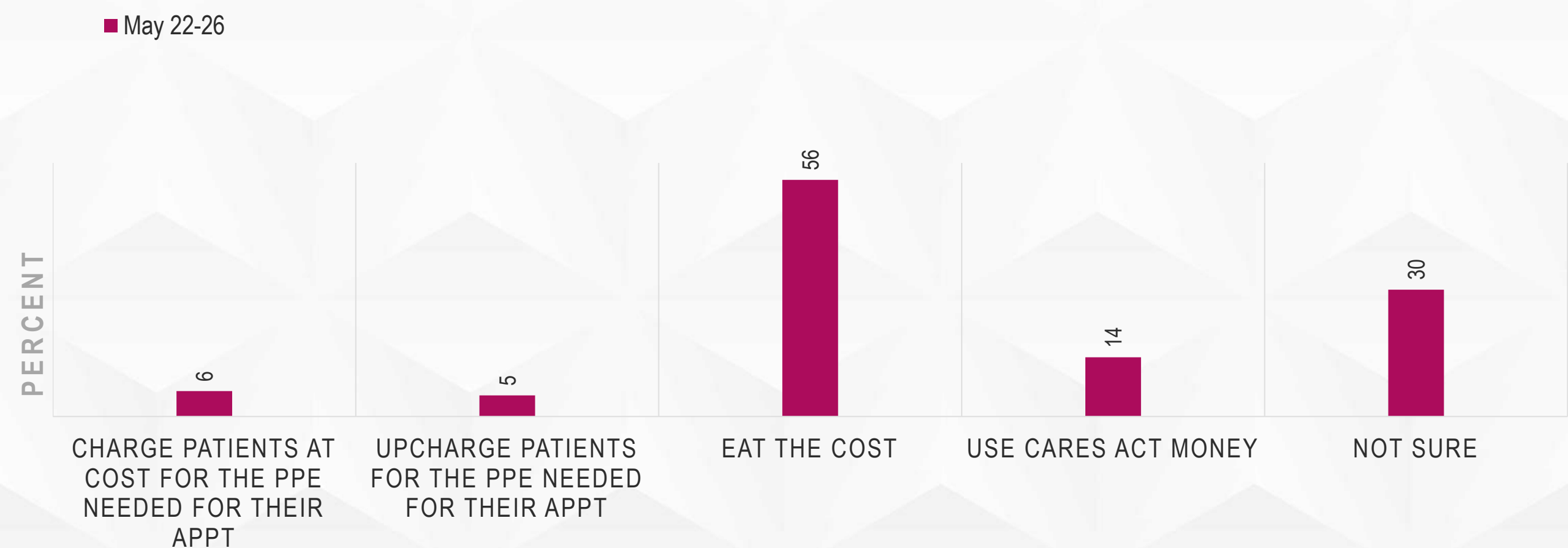
HOW ARE YOU HANDLING PATIENTS WHO ARRIVE WITHOUT A MASK?

■ May 22-26



HOW WILL YOU HANDLE THE ADDITIONAL COSTS OF PPE?

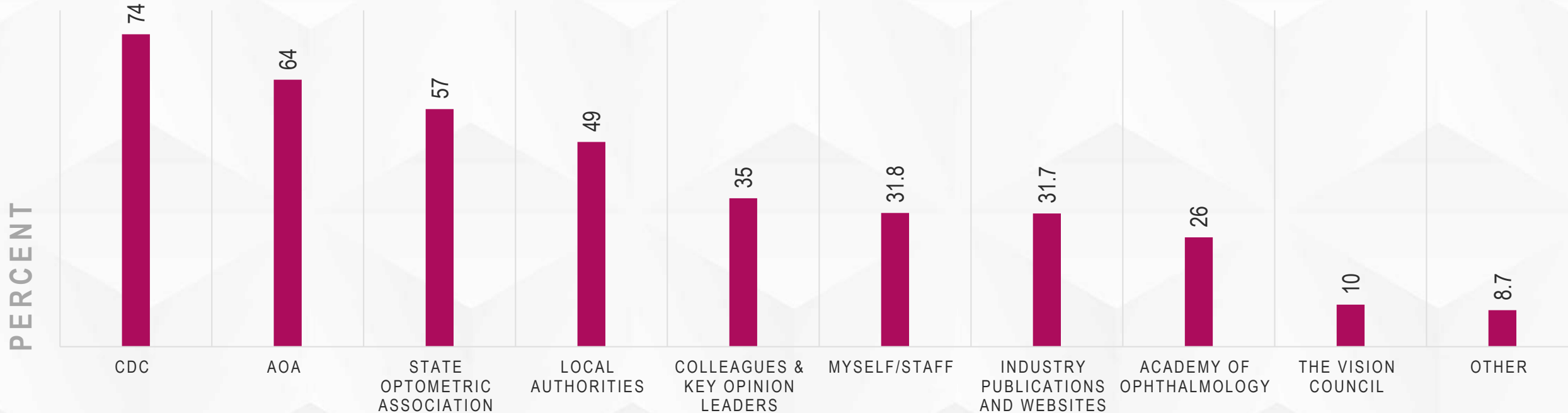
■ May 22-26



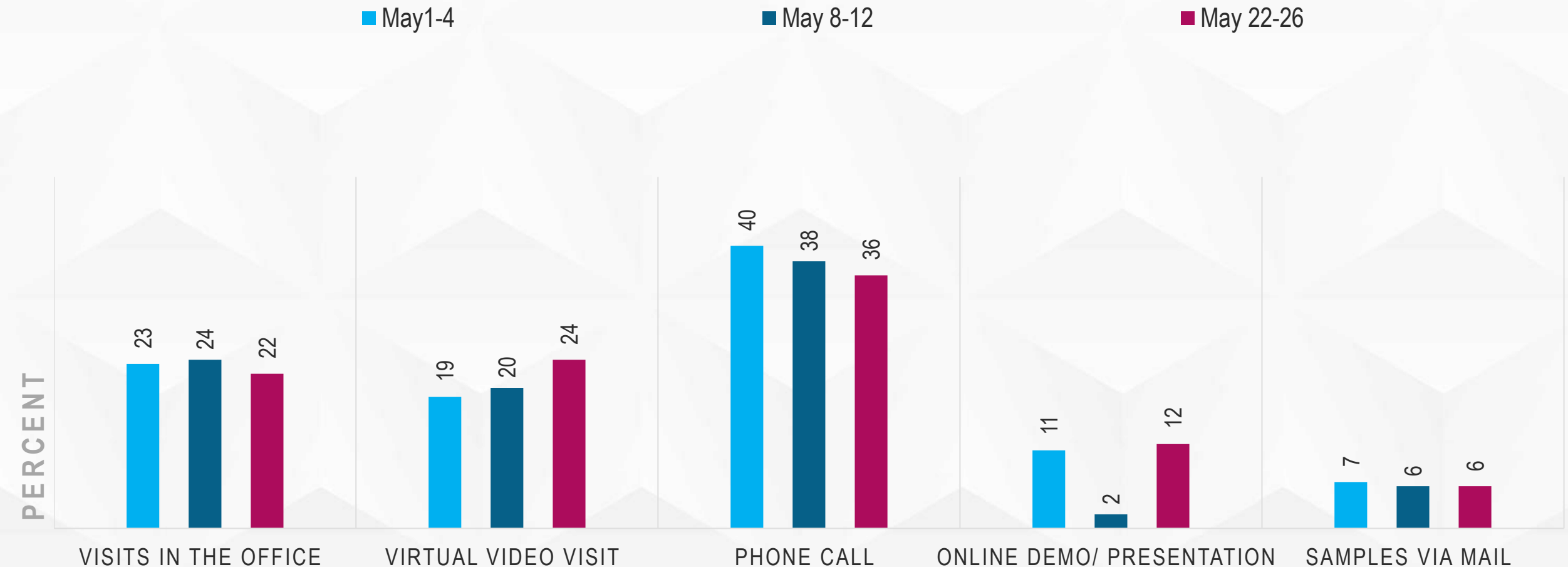
WHO ARE YOUR GO TO SOURCES FOR INFORMATION ON THE PANDEMIC AS IT RELATES TO YOUR PRACTICE?

CHECK ALL THAT APPLY.

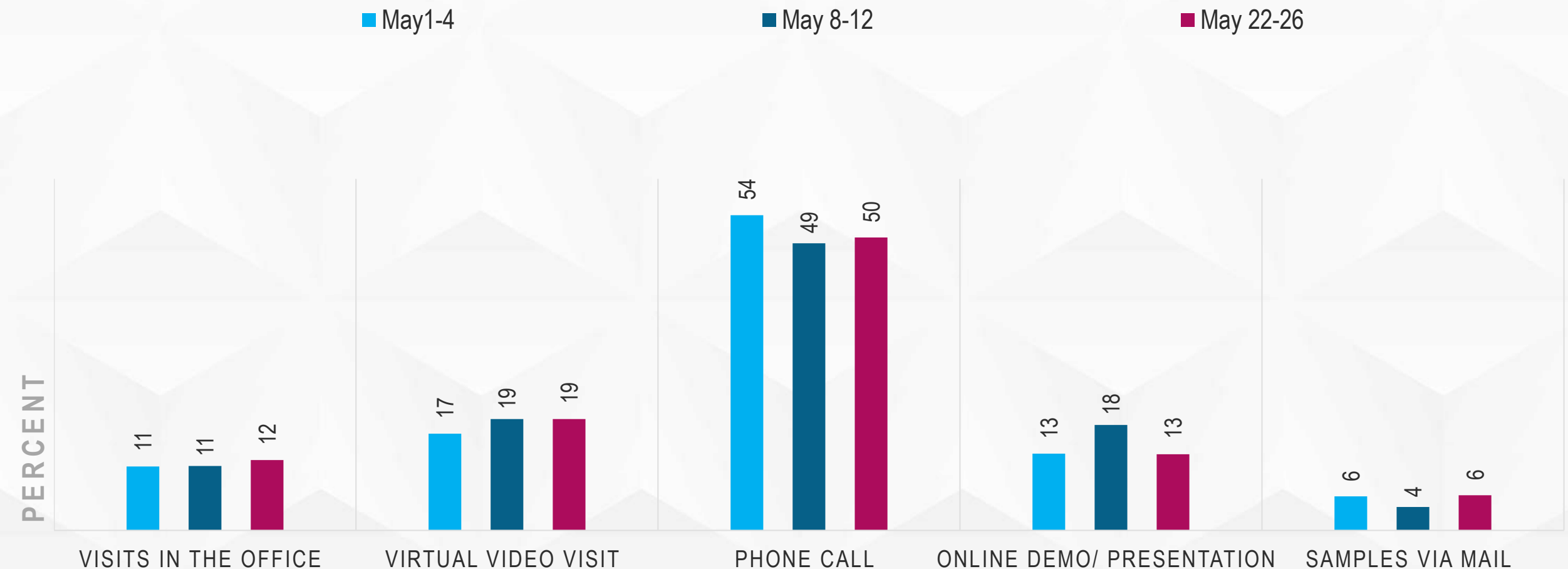
■ May 22-26



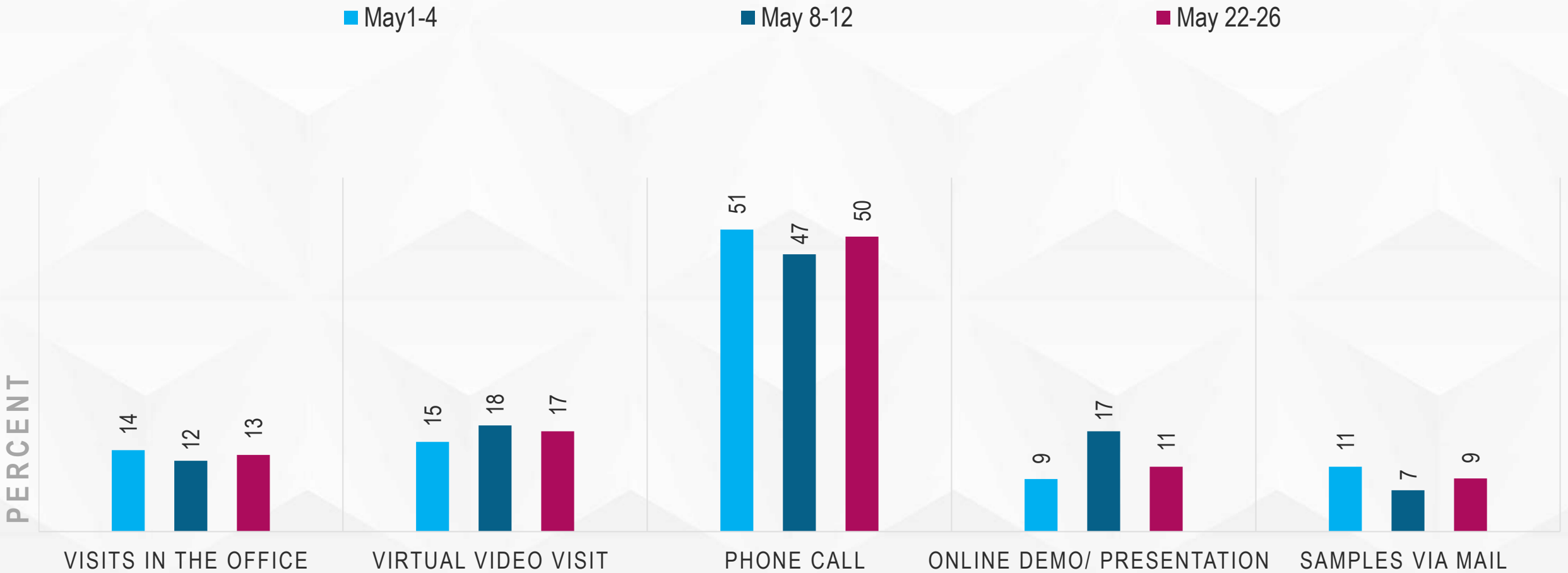
HOW DO YOU PREFER TO ENGAGE WITH **FRAMES SALES REPS** OVER THE NEXT FEW MONTHS?



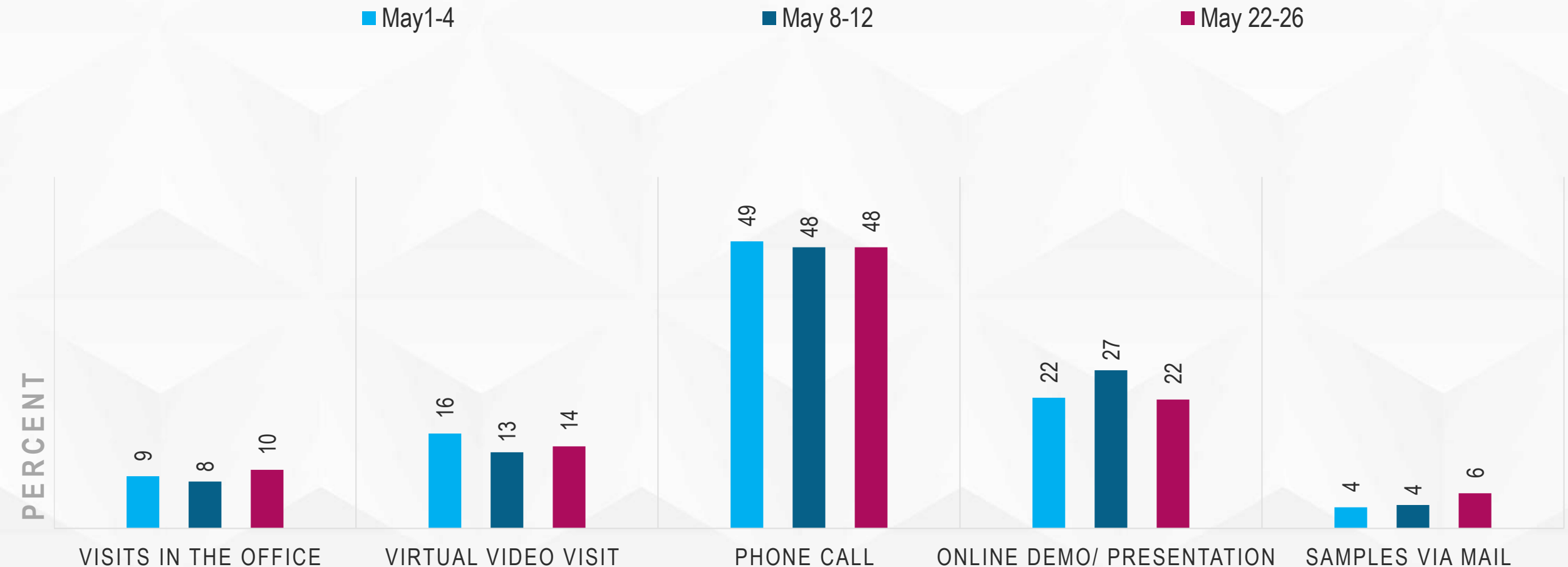
HOW DO YOU PREFER TO ENGAGE WITH LENS SALES REPS OVER THE NEXT FEW MONTHS?



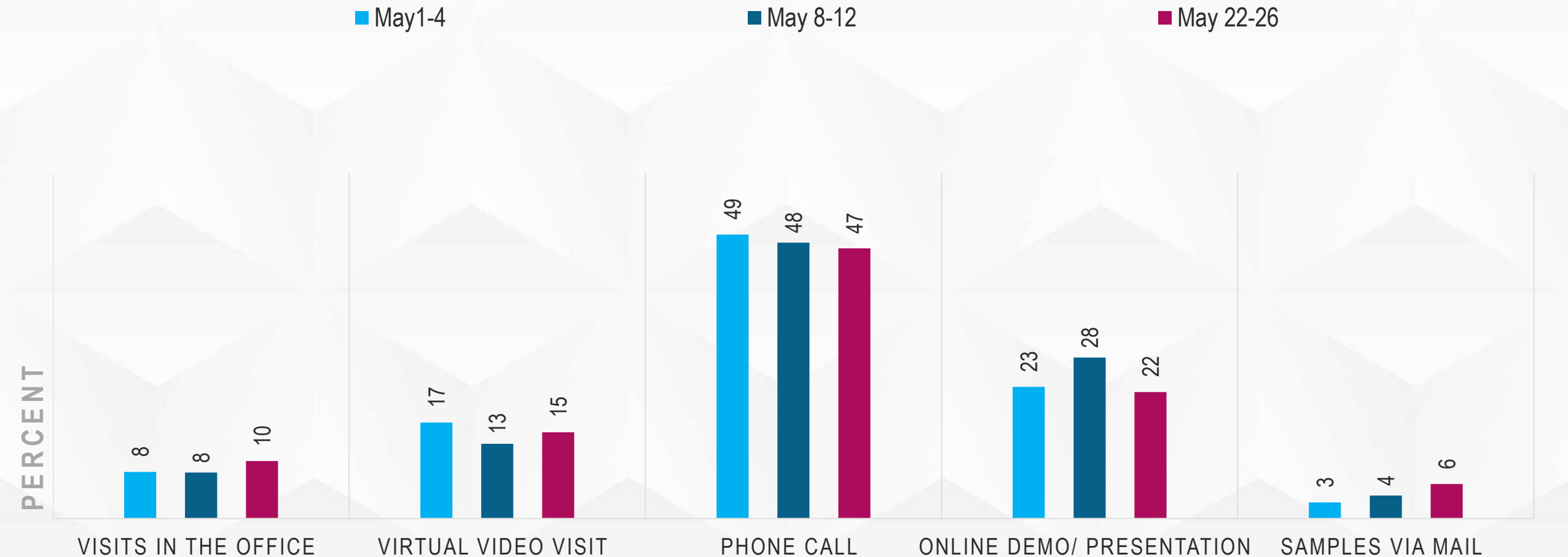
HOW DO YOU PREFER TO ENGAGE WITH CONTACT LENS SALES REPS OVER THE NEXT FEW MONTHS?



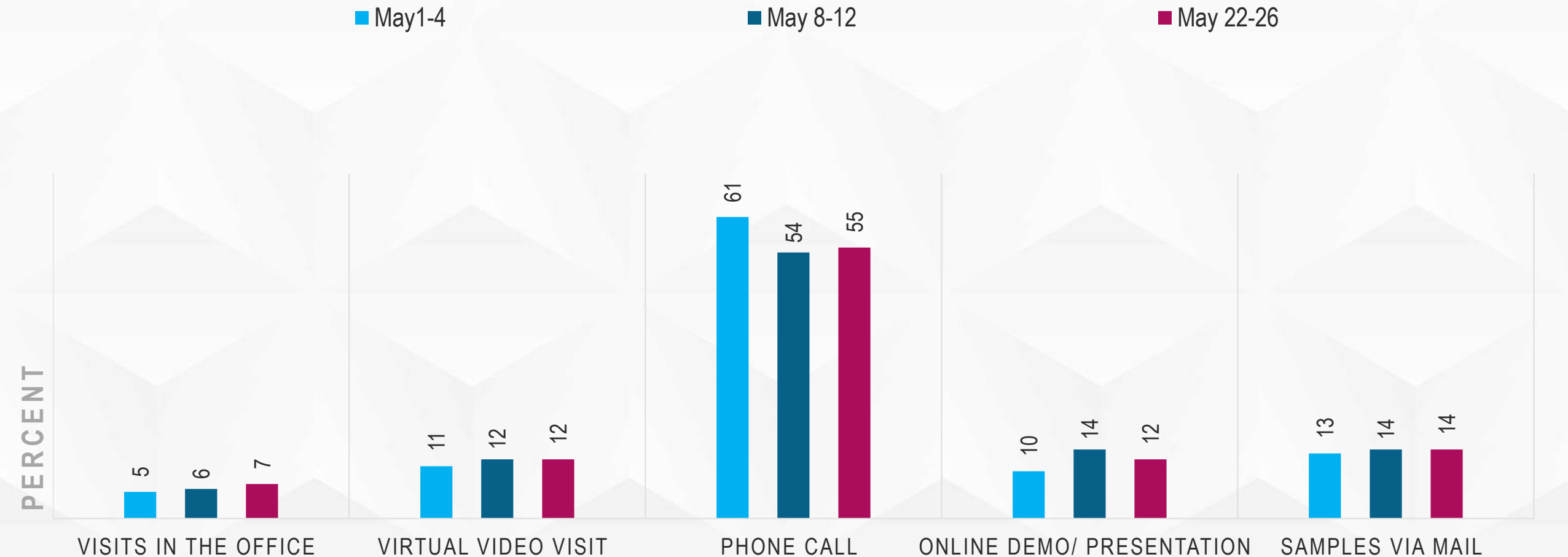
HOW DO YOU PREFER TO ENGAGE WITH EQUIPMENT SALES REPS OVER THE NEXT FEW MONTHS?



HOW DO YOU PREFER TO ENGAGE WITH INSTRUMENT SALES REPS OVER THE NEXT FEW MONTHS?



HOW DO YOU PREFER TO ENGAGE WITH SUPPLIES SALES REPS OVER THE NEXT FEW MONTHS?



ASSUMING PUBLIC HEALTH GUIDANCE ALLOWS GATHERINGS AND TRAVEL, WHEN DO YOU ANTICIPATE BEING COMFORTABLE TRAVELING TO INDUSTRY EVENTS/MEETINGS?

WITHIN DRIVING DISTANCE

■ Apr 16-19 ■ Apr 24-27 ■ May 1-4 ■ May 8-12 ■ May 22-26



ASSUMING PUBLIC HEALTH GUIDANCE ALLOWS GATHERINGS AND TRAVEL, WHEN DO YOU ANTICIPATE BEING COMFORTABLE TRAVELING TO INDUSTRY EVENTS/MEETINGS?

TRAVELING ON A PLANE

Apr 16-19

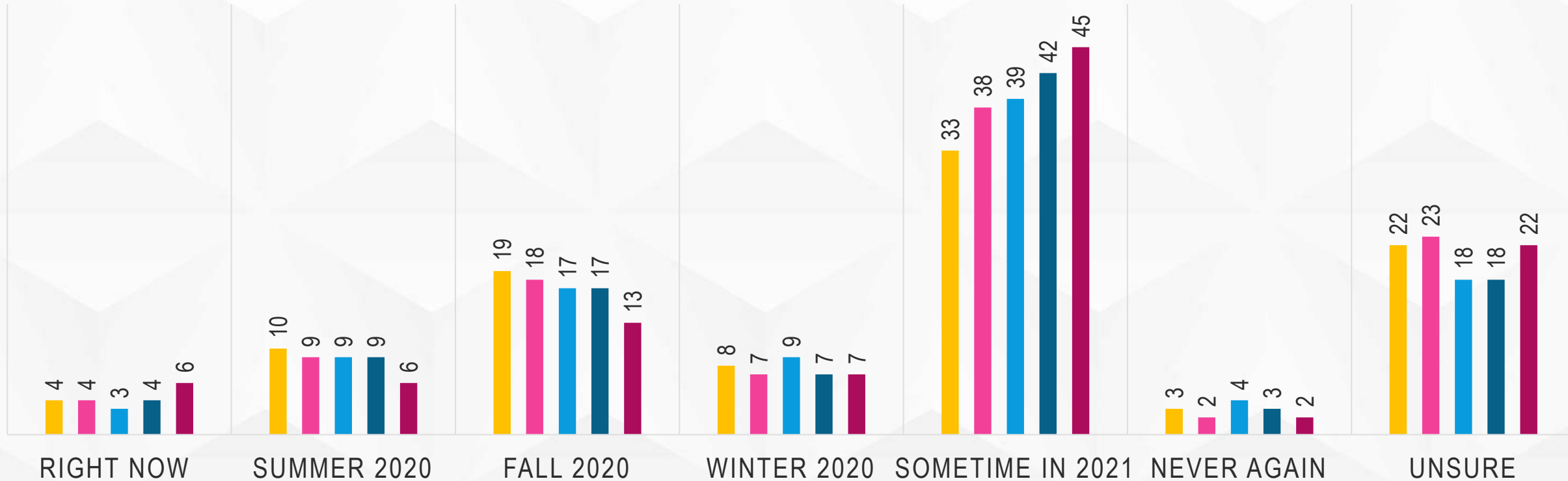
Apr 24-27

May 1-4

May 8-12

May 22-26

PERCENT



If open:

IS THERE ANYTHING YOU HAVE LEARNED BEING OPEN DURING THIS TIME THAT WOULD BE VALUABLE INSIGHT FOR OTHERS PLANNING TO OPEN?

People are saying....

*PENT UP DEMAND/ SURGE OF PATIENTS/
PATIENT ARE EAGER BUT ANXIOUS*

*TELL PATIENTS WHAT YOU ARE DOING TO
KEEP THEM SAFE AND WHAT TO EXPECT
WHEN THEY COME IN*

LET PATIENTS SEE YOU CLEANING

*PROTECT PATIENTS AND STAFF/ HAVE
WRITTEN PROTOCOLS THAT ALL ARE MADE
AWARE OF*

*EVERYTHING TAKES LONGER/
BE PATIENT*

*MAKE APPOINTMENTS FOR ALL
SERVICES INCLUDING THE DISPENSARY*

*WEARING A MASK ALL DAY IS
EXHAUSTING AND UNCOMFORTABLE -
PRACTICE WEARING FOR EXTENDED
PERIODS*

START SOURCING PPE

DO YOU HAVE ANY IDEAS FOR GENERATING EXTRA REVENUE?

People are saying....

SELLING ANTI-FOG PRODUCTS

BILLING FOR TELEHEALTH

HAVE PATIENTS PURCHASE CONTACT LENSES THROUGH YOUR OWN WEBSITE

VIRTUAL TRY-ON/ORDERING

DISCOUNTS FOR MULTI-PAIR PURCHASES

RECCOMEND COMPUTER GLASSES/ BLUE LIGHT PROTECTION

INCREASE HOURS

SELL ON YOUR WEBSITE

SELL COVID KITS (MASK/HAND SANITIZER/CLOTH/ETC)