



Market Scope

PHYSICIAN SURVEYS

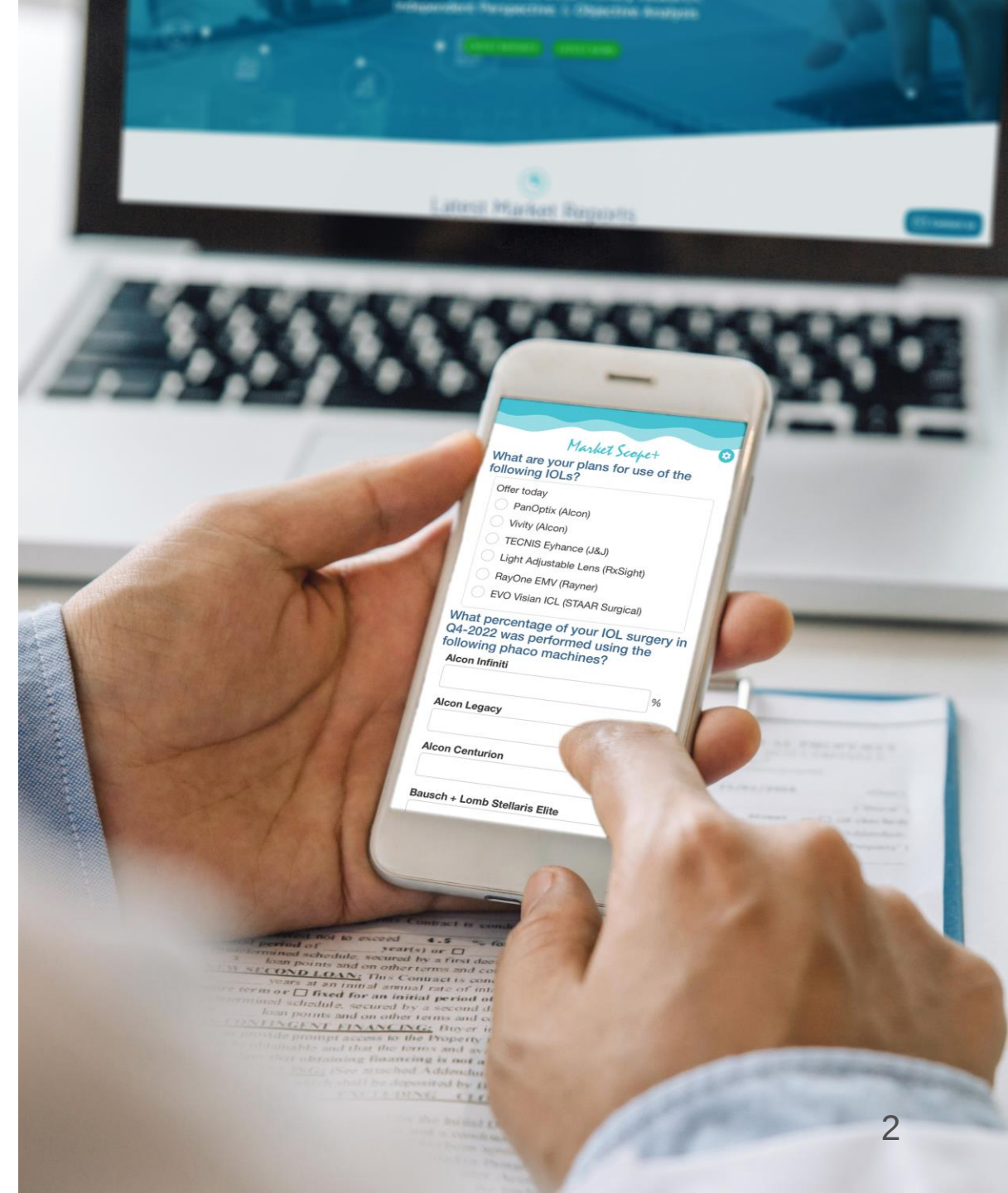
WHY MARKET SCOPE



Who we are

Since 2000, Market Scope has been surveying ophthalmologists and optometrists in the US—and more recently in Western Europe—on practice of medicine techniques, procedure volumes, preferences for new technology, marketing strategies and much more.

Our objective has always been to be a safe and unbiased third party that provides clinicians with real-time trends curated by a robust team of data and industry experts.



What makes Market Scope surveys unique?



Analysis

We take careful steps to cross-analyze and uncover trends beyond the individual data points.



History & Repetition

Many of our data points have extensive historical analysis. Our quarterly survey process also ensures that we are actively capturing market shifts.



Verification

We individually confirm all survey participants and require an NPI, or other unique identifier to register for all surveys.



Content

We actively update our questions to ensure that we are asking about topics of highest interest and relevance to the business of ophthalmology.



Review

All data points are carefully reviewed to minimize false inputs.



Why should I participate?



Industry Insights

Gain access to and stay up to date on industry insights and market trends.



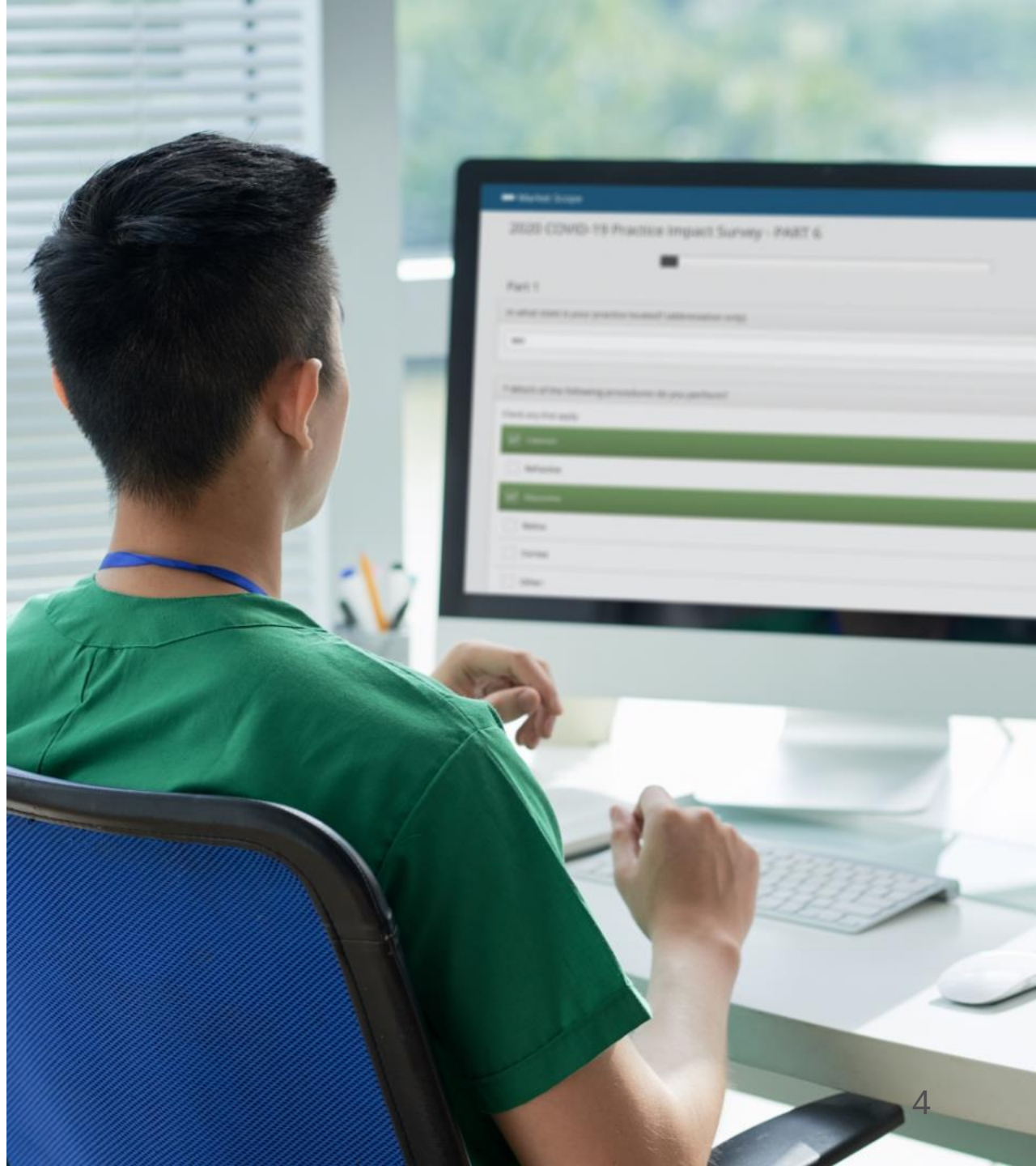
Make Your Voice Heard

Companies rely on Market Scope to provide guidance on the needs of ophthalmologists, so your participation can often help guide product development, messaging, pricing, and access.



Incentives

Most surveys include a donation to a charitable organization or an e-gift card.



Can I take more than one survey?

Yes. While our main quarterly survey can only be completed once per doctor, per quarter, we offer many custom surveys throughout the year.



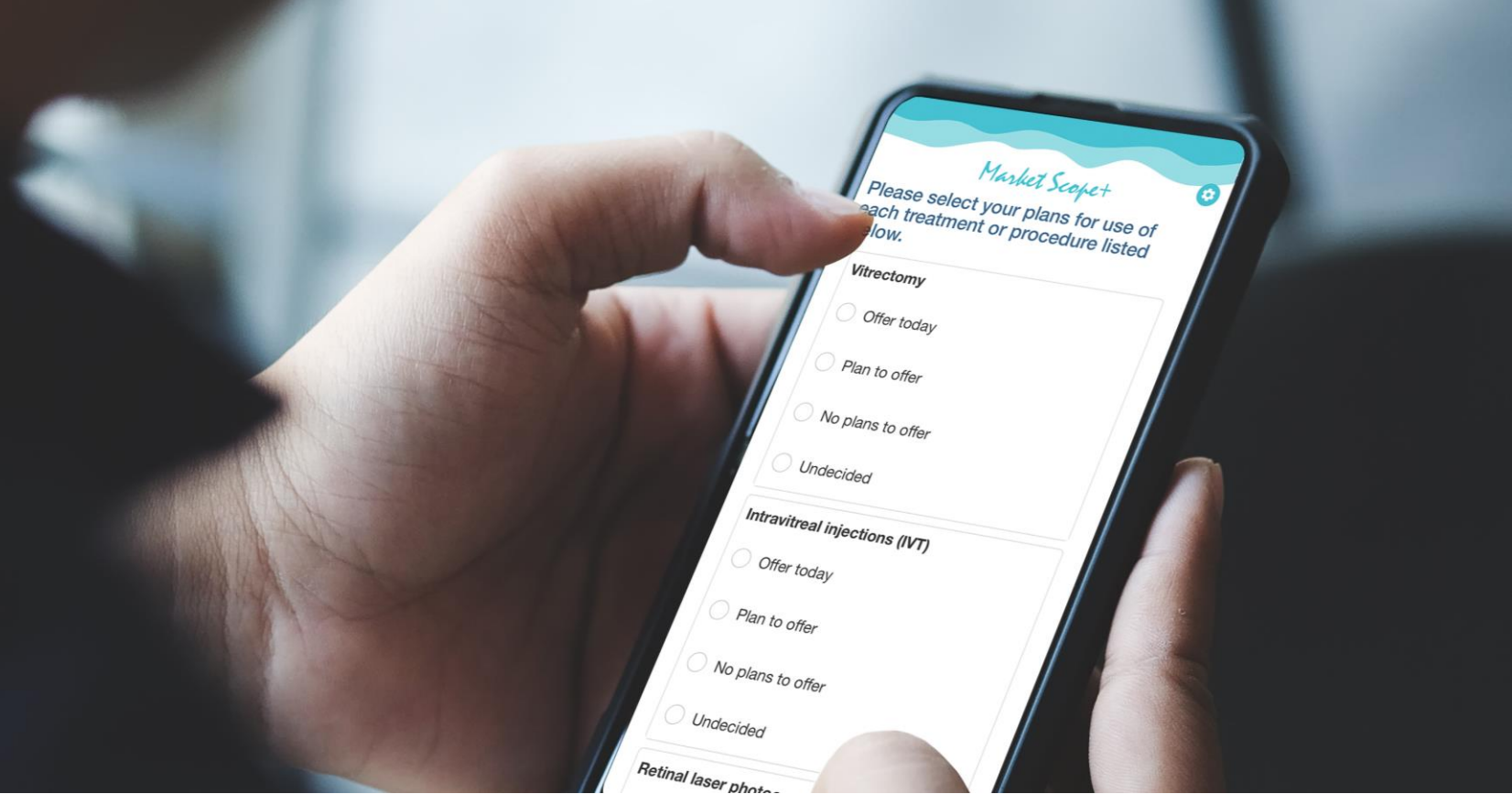
Email Invites

We send email invites to participants, and they will also show up on your dashboard.



Weekly Polls

We also have weekly polls available on your dashboard every Monday morning if you want to stay engaged with hot topics.



Can I take the survey on my phone?

Yes. All surveys are mobile and tablet friendly on our new Market Scope+ app, available for free download on the App Store and Google Play.



Can I stop and return to complete the survey?

Yes. Our surveys let you start, pause, and resume at your convenience.



Will I get access to survey results?

Yes. Instant results to select questions are available immediately after the survey, with a complete comprehensive report published a few weeks after the survey closes.

In cases of sponsored vendor surveys, results are sometimes kept confidential for reasons of competitive intelligence or to keep non-public information secure.





Can I use Market Scope charts in my PowerPoint presentations?

Yes. You are welcome to download any of the charts and tables from your Market Scope Clinical Dashboard, and we can also prepare slides for meetings, CME, etc.





Will Market Scope conduct a survey for my society or professional organization?

Yes. We often collaborate with local and national ophthalmological and optometric organizations, private equity, and practice management to develop special surveys that are of high interest to members. These surveys often generate charitable donations to the non-profit organizations and/or custom survey reports for participants and society leadership.



Will my data be shared with other colleagues/companies?

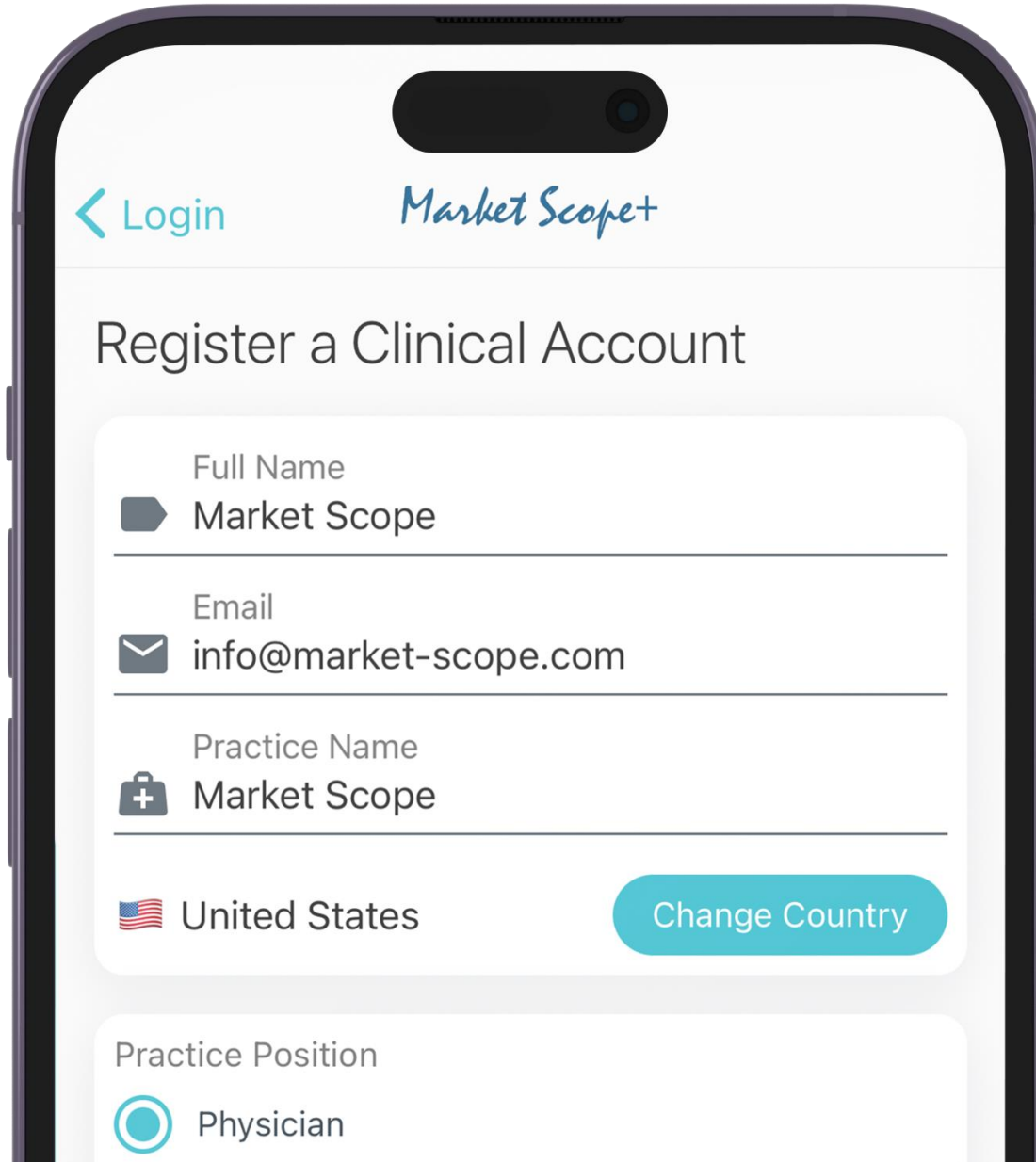


Yes and no. Market Scope only reports aggregated data in our survey reports that are shared with participants or included in the market reports that we publish for purchase.



Confidentiality

Your individual responses will always be de-identified before summary analysis to safeguard your anonymity. Our business is built on the privacy and trust of our customers and is fundamental to our mission statement.



The image shows a smartphone screen with the Market Scope+ app interface. At the top, there is a back arrow and the text 'Login', followed by the 'Market Scope+' logo. The main heading is 'Register a Clinical Account'. Below this, there are three input fields: 'Full Name' with a dropdown menu showing 'Market Scope', 'Email' with a dropdown menu showing 'info@market-scope.com', and 'Practice Name' with a dropdown menu showing 'Market Scope'. Below these fields, there is a section for 'United States' with a flag icon and a 'Change Country' button. At the bottom, there is a 'Practice Position' section with a radio button selected for 'Physician'.

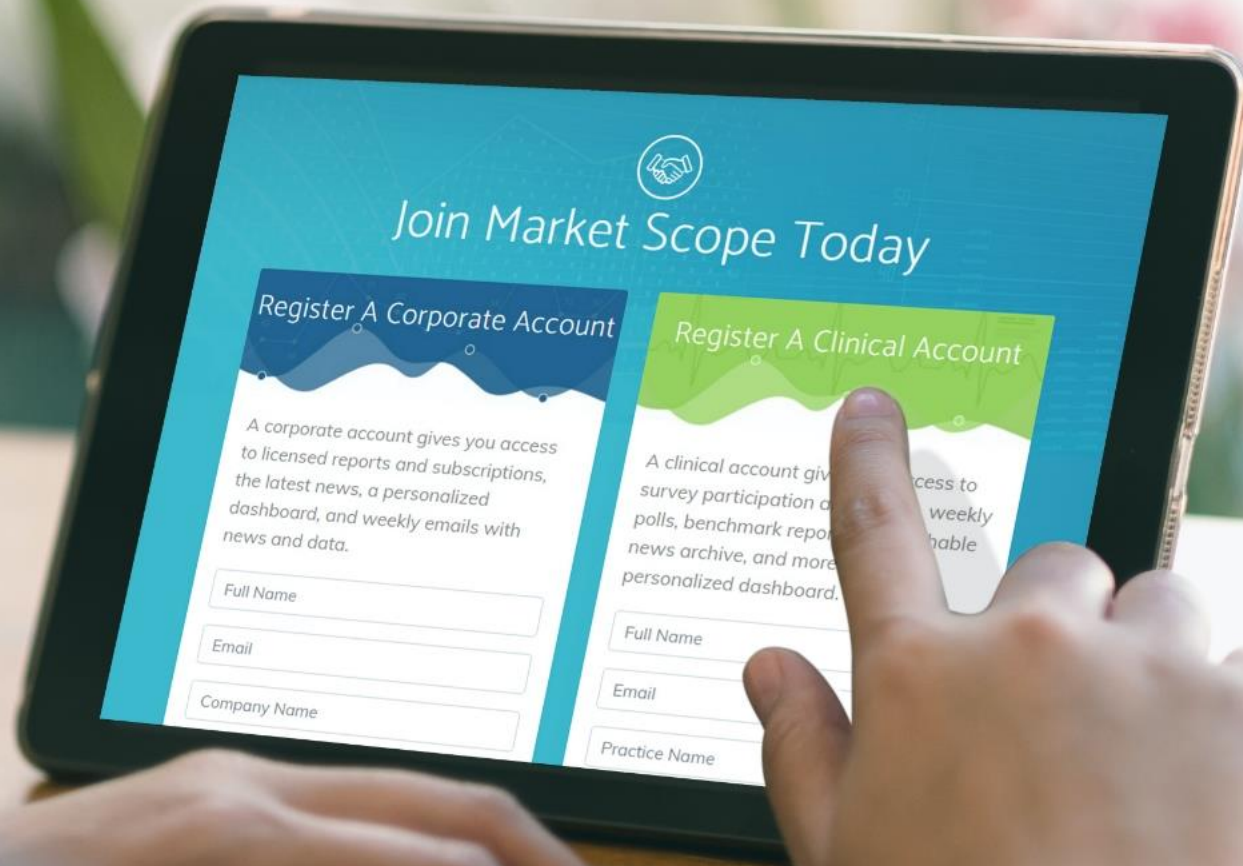


Download Market Scope+

Market Scope+ is our new robust app that allows ophthalmic and optometric survey participants to easily participate in syndicated and sponsored surveys, review practice benchmark reports, weigh in with weekly polls on new technology adoption, and read the latest trending news in an ad-free environment.

Download for free on the App Store or Google Play.

REGISTER



Login on our website

In addition to the Market Scope+ app, our Market-Scope.com website provides users with a personalized dashboard featuring survey results, weekly polls, benchmark reports, a searchable news archive, and more.



Contact us

314-835-0600

info@market-scope.com

13421 Manchester Road,
Suite 101, St. Louis, MO 63131