

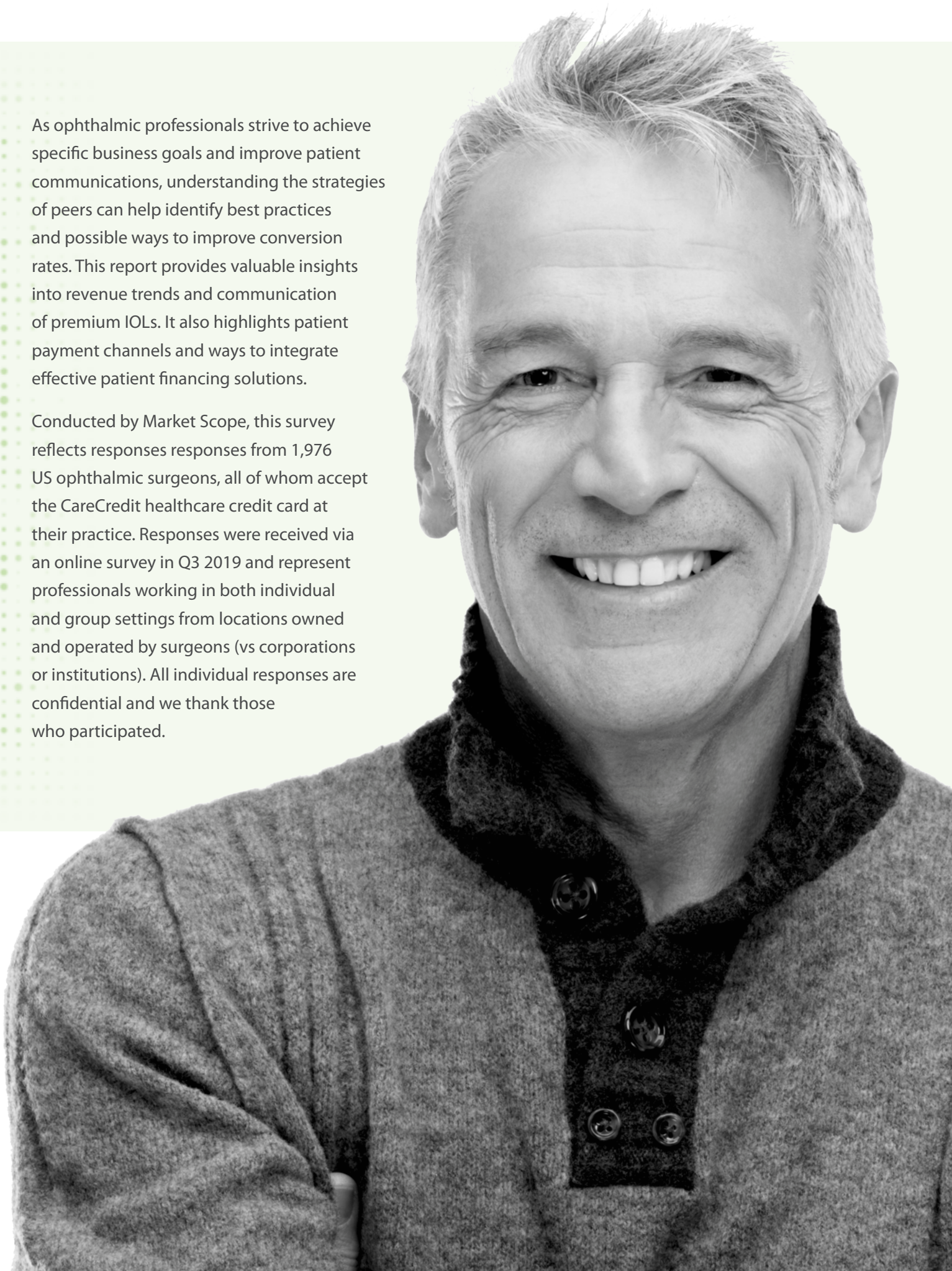
# Ophthalmic

PROVIDER SURVEY | 2019



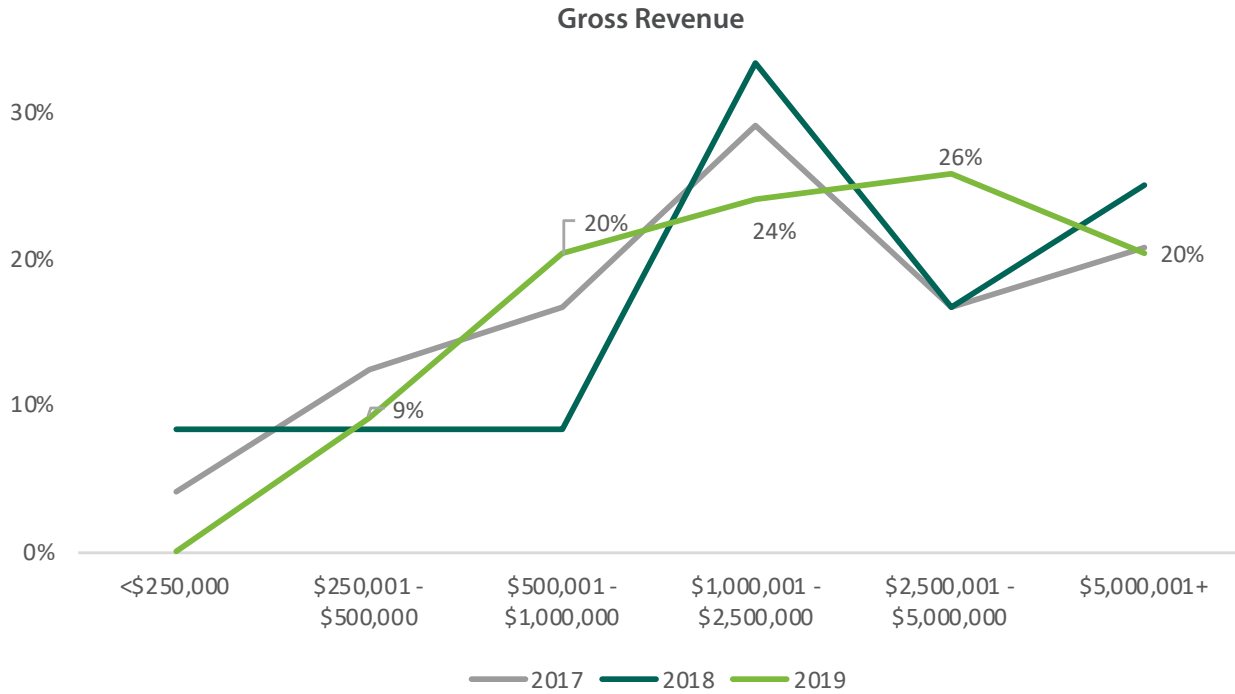
As ophthalmic professionals strive to achieve specific business goals and improve patient communications, understanding the strategies of peers can help identify best practices and possible ways to improve conversion rates. This report provides valuable insights into revenue trends and communication of premium IOLs. It also highlights patient payment channels and ways to integrate effective patient financing solutions.

Conducted by Market Scope, this survey reflects responses from 1,976 US ophthalmic surgeons, all of whom accept the CareCredit healthcare credit card at their practice. Responses were received via an online survey in Q3 2019 and represent professionals working in both individual and group settings from locations owned and operated by surgeons (vs corporations or institutions). All individual responses are confidential and we thank those who participated.

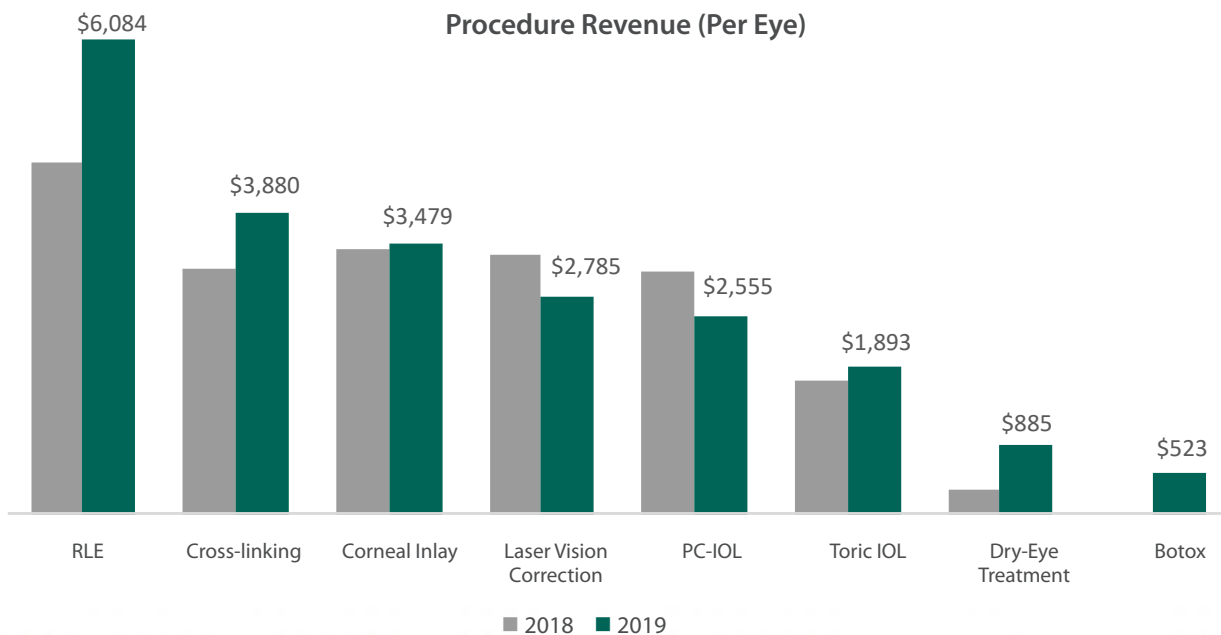


# GROSS REVENUE AND PRICING

Gross revenue within the respondent pool varied widely. In 2019, nearly 26% of practices reported revenues between \$2.5 – 5 million, 24% reported between \$1 – 2.5 million and 20% reported \$5+ million.

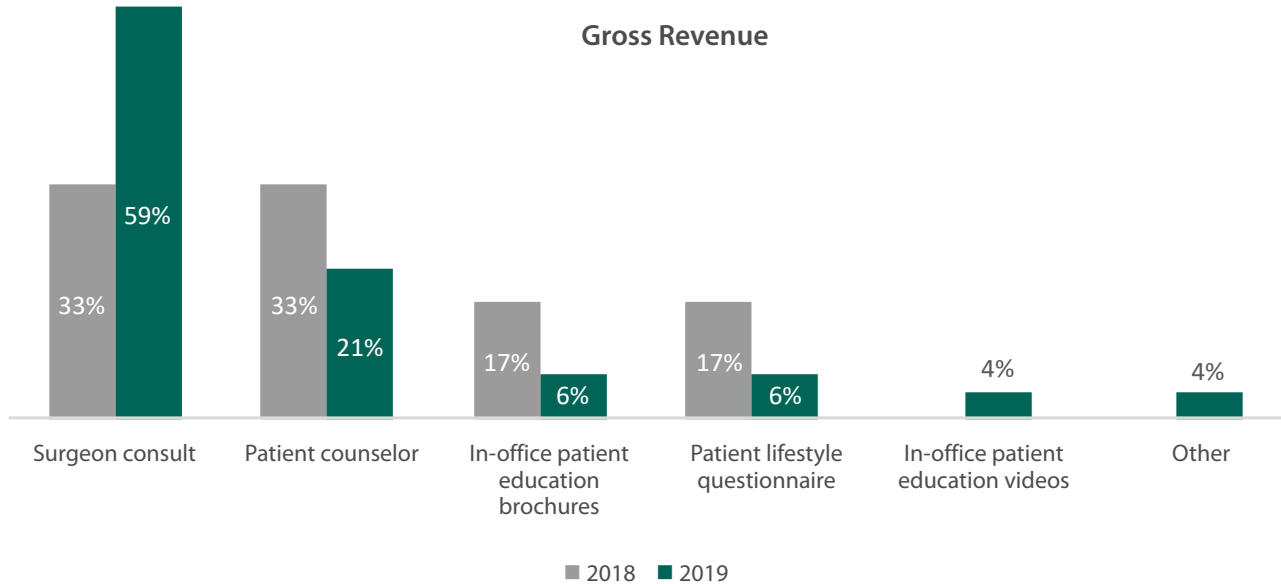


In 2019, participants reported an average price of \$6,084 for an RLE procedure. Cross-linking cost \$3,880 and corneal inlays \$3,479. LVC procedures had an average price of \$2,785.



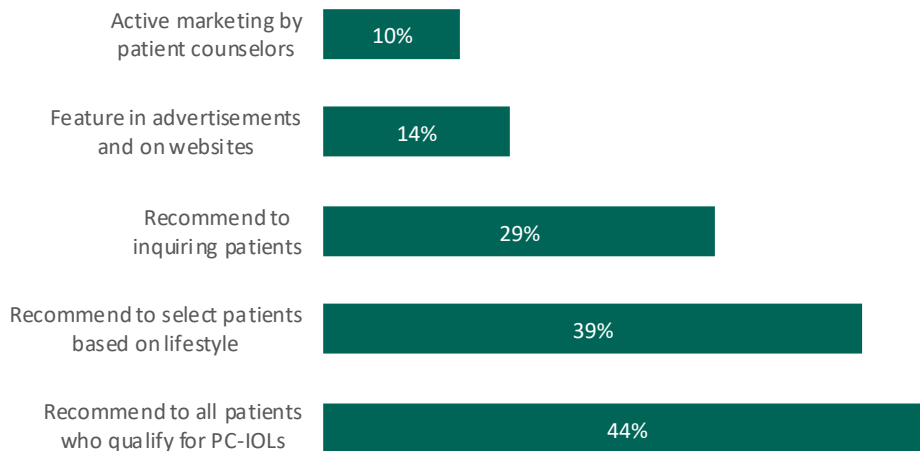
# PREMIUM IOLS: PATIENT SCREENING, SELECTION & COMMUNICATION

In 2019, practices relied more heavily upon the consultation with the surgeon to screen for premium IOLs. In fact, 59% of respondents indicated this source over patient counselors, educational materials and questionnaires. In turn, 43% felt the patient selection criteria had become more selective.

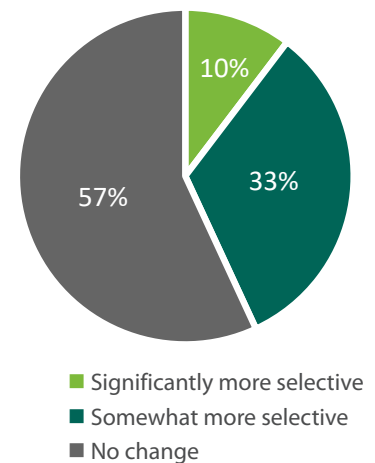


44% of practices who offer PC-IOLs offered them to all qualified patients while 39% offered them to select patients based upon their lifestyle.

### PC-IOL Marketing Strategies



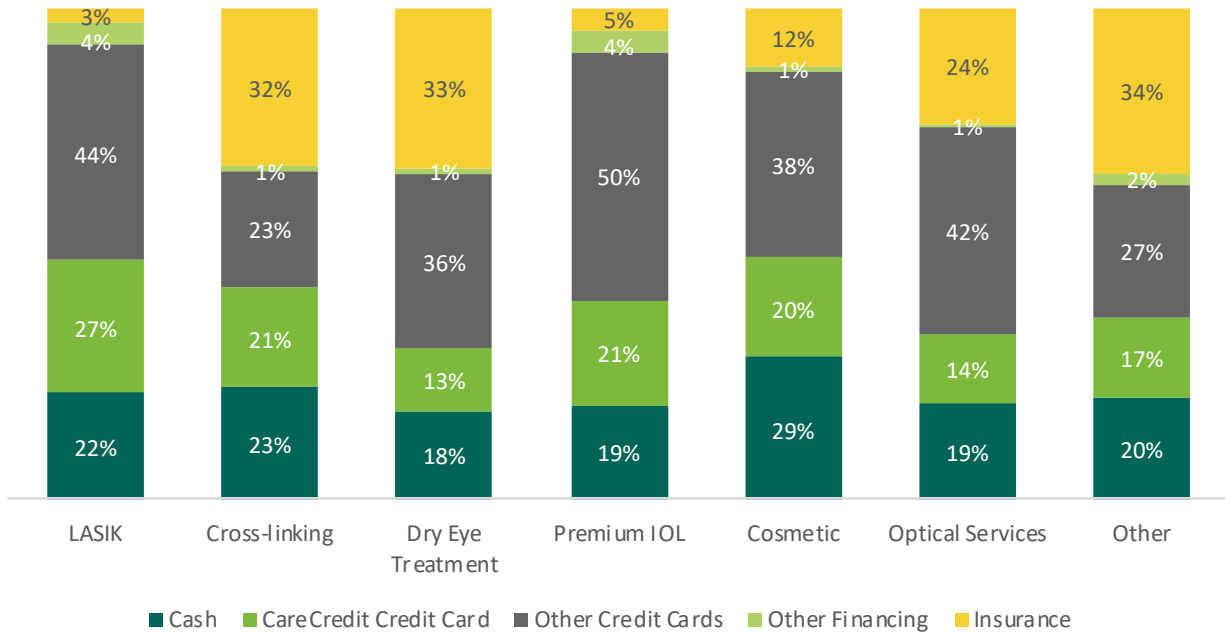
### Premium IOL Patient Selection Criteria



# PATIENT FINANCING PREVALENCE AND COMMUNICATIONS

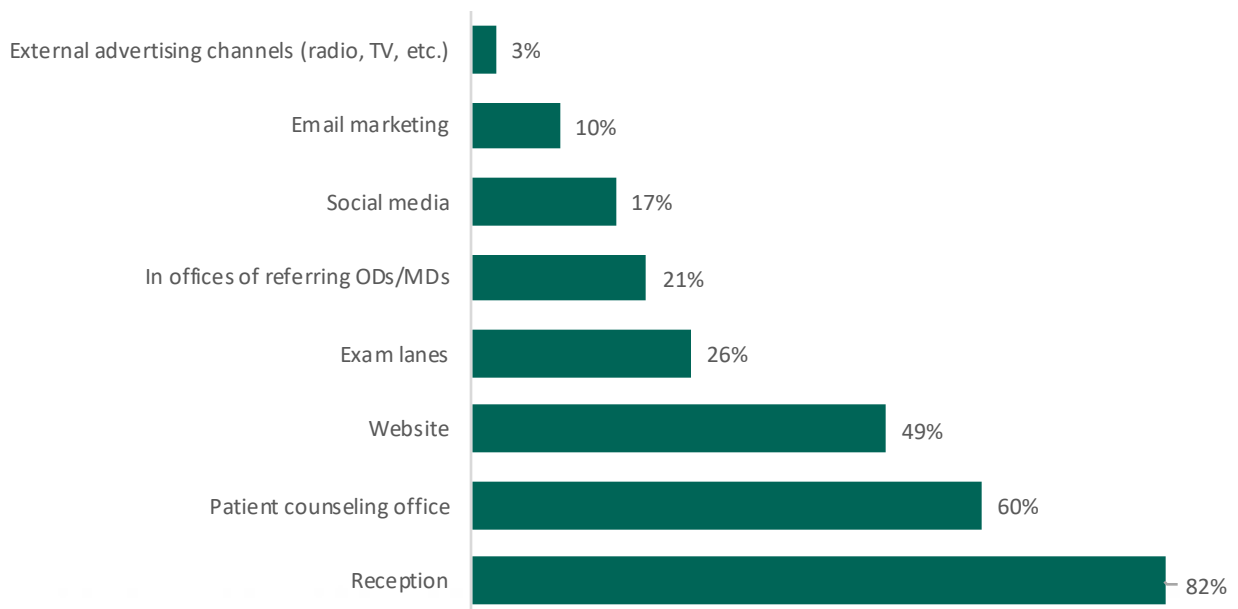
27% of patients use CareCredit to pay for their LASIK surgery and over 20% use it to pay for cross-linking, premium IOLs and cosmetic procedures. Another 13-17% use it to pay for dry eye treatments, optical services and other products/services.

**Patient Payment Channels**



82% display financing information in the reception area, 60% in the counselor's office, 49% on the practice website, 26% in the exam lanes and 21% include it in the offices of referring doctors.

**Patient Financing Information**



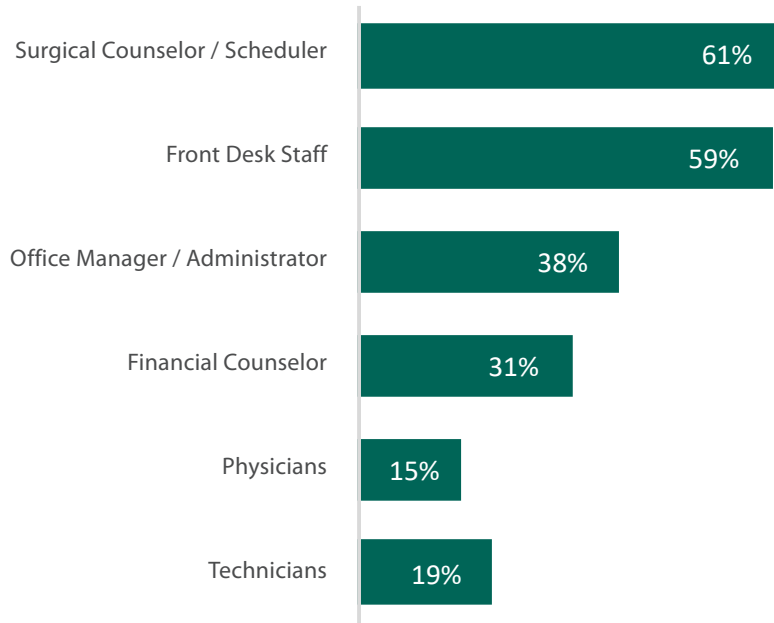


Over 20% of patients use CareCredit to pay for services such as LASIK, cross-linking, premium IOLs and cosmetic procedures.

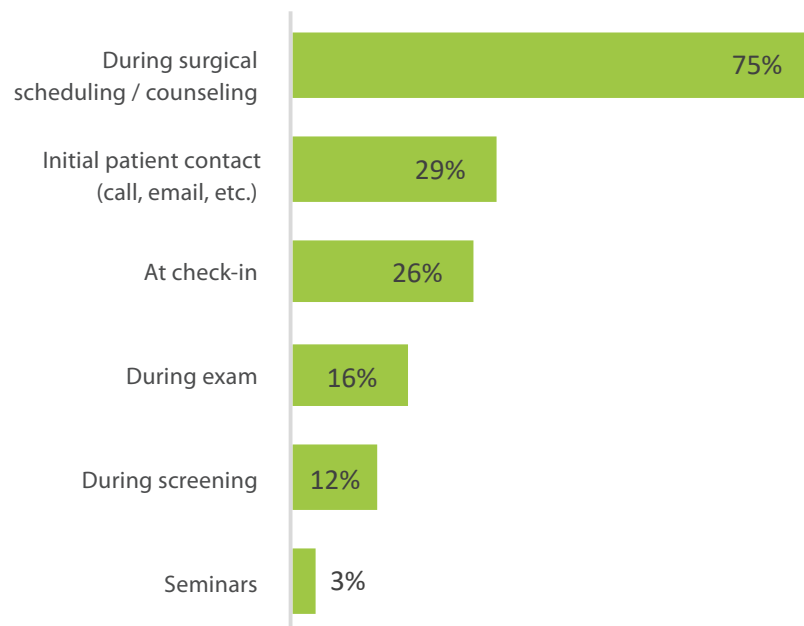
# PATIENT FINANCING INTEGRATION

From counselors to reception staff to physicians and technicians, many key staff members were able to discuss financing options with patients. The most common times for patients to review these options were during surgical scheduling (75%), on the initial call/email and at check-in (26%).

## Team Members Who Discuss Financing



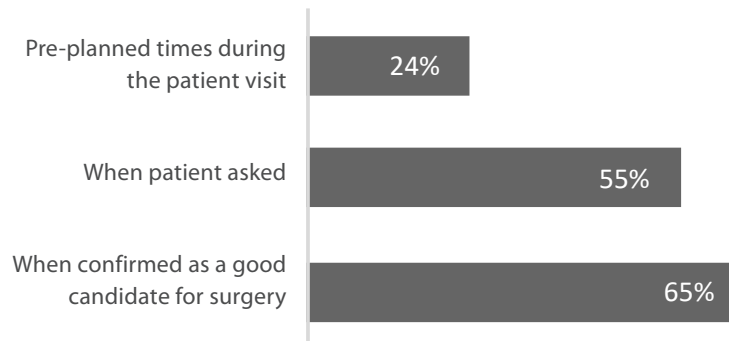
## Location of Financing Conversation



# PATIENT FINANCING INTEGRATION

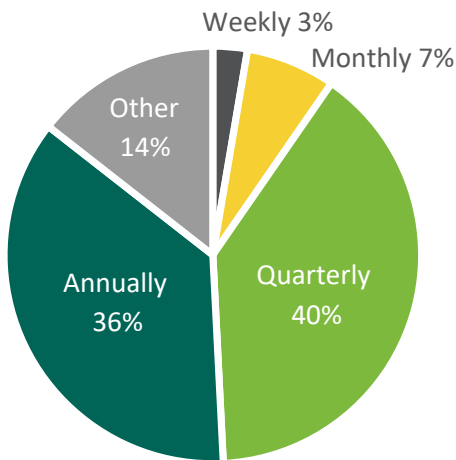
In 2019, 65% of respondents discussed financing when the patient was confirmed as a good candidate for surgery, 55% discussed it when the patient inquired and 24% discussed at pre-planned times during the visit.

## Triggers of the Financing Discussion

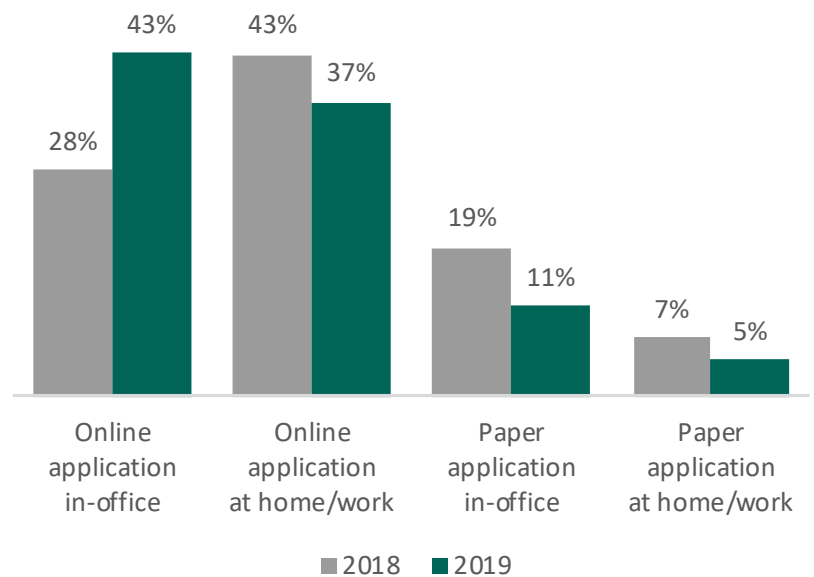


40% of participants in 2019 trained staff on patient financing options quarterly, while 36% trained on an annual basis. 7% train monthly and just 3% train weekly. Online applications while patients were in the practice increased in 2019 to 43% while online applications outside of the practice declined to 37%.

## Frequency of Team Trainings



## Application Channels





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Providers enrolled with CareCredit may call the Practice Development Team at 800-859-9975 (option 1, then 6).

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