



AAOE MEMBER SURVEY OPHTHALMIC MARKETING



AMERICAN ACADEMY
OF OPHTHALMIC EXECUTIVES
Solutions for Practice Management

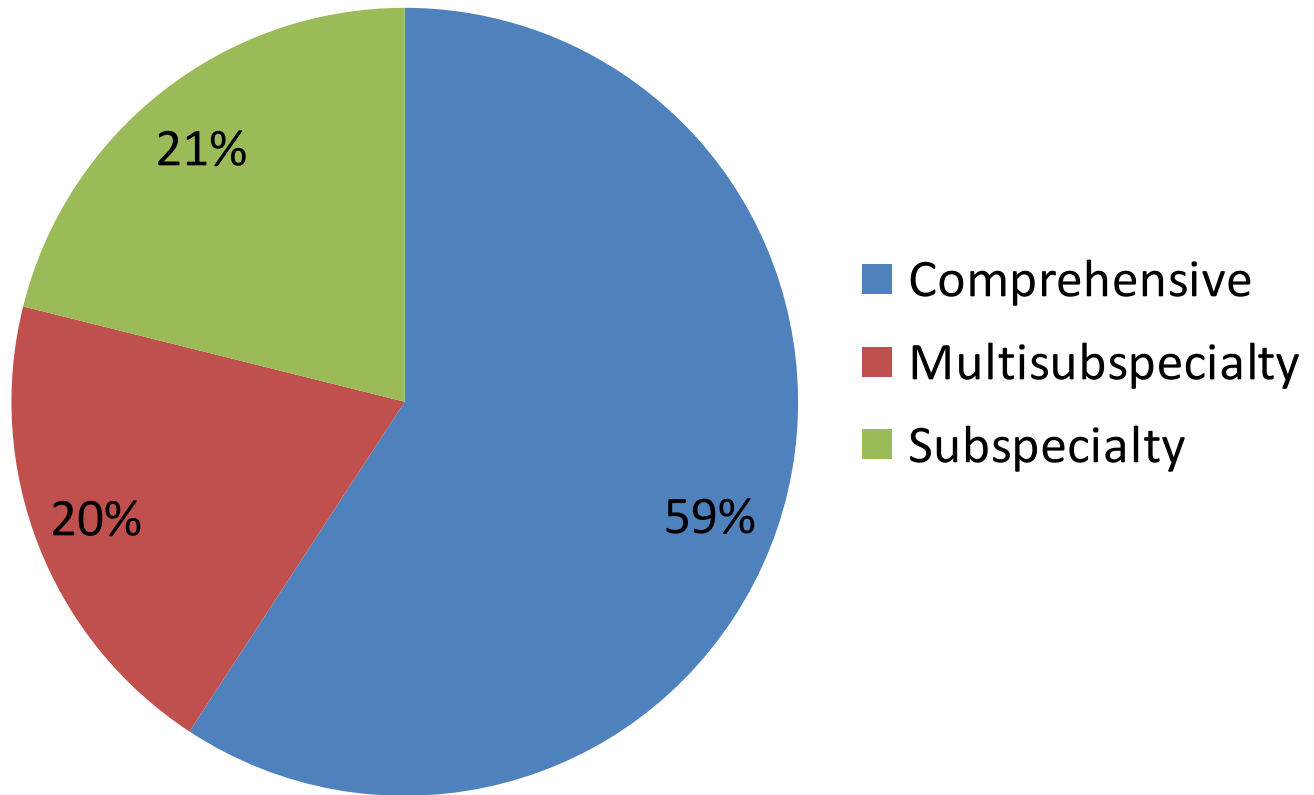
Background Information

- Sent to 1500 AAOE members in Oct. 2009
- 76 respondents
- Response rate 5%

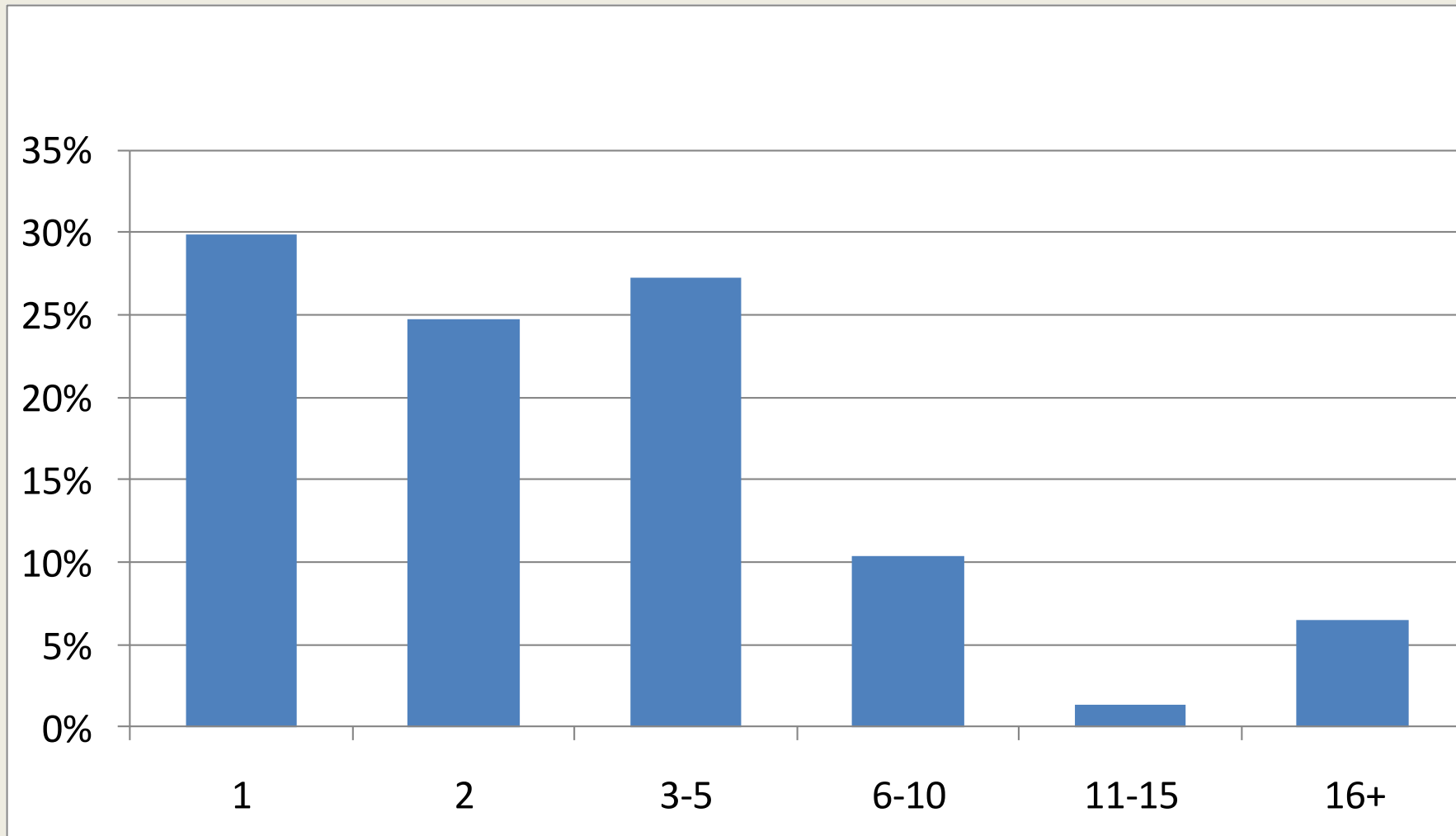
Comparison to 2008 survey

- Overall results very similar to [2008 Survey](#)
- A few noteworthy changes:
 - Practice revenue up more than 10%:
 - 37% reported a 10% or greater increase in 2008
 - Only 7% reported a 10% or greater increase in 2009
 - Plan to spend less on marketing over next year:
 - 11% plan to do so in 2008
 - 22% plan to do so in 2009

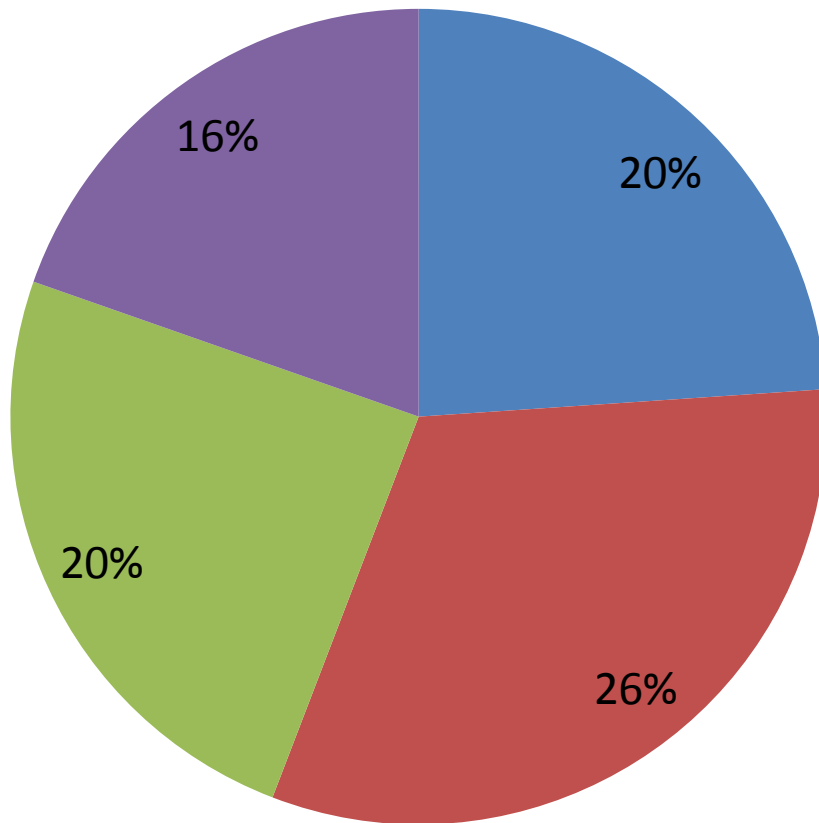
Practice Focus



Number of FTE MDs in practice

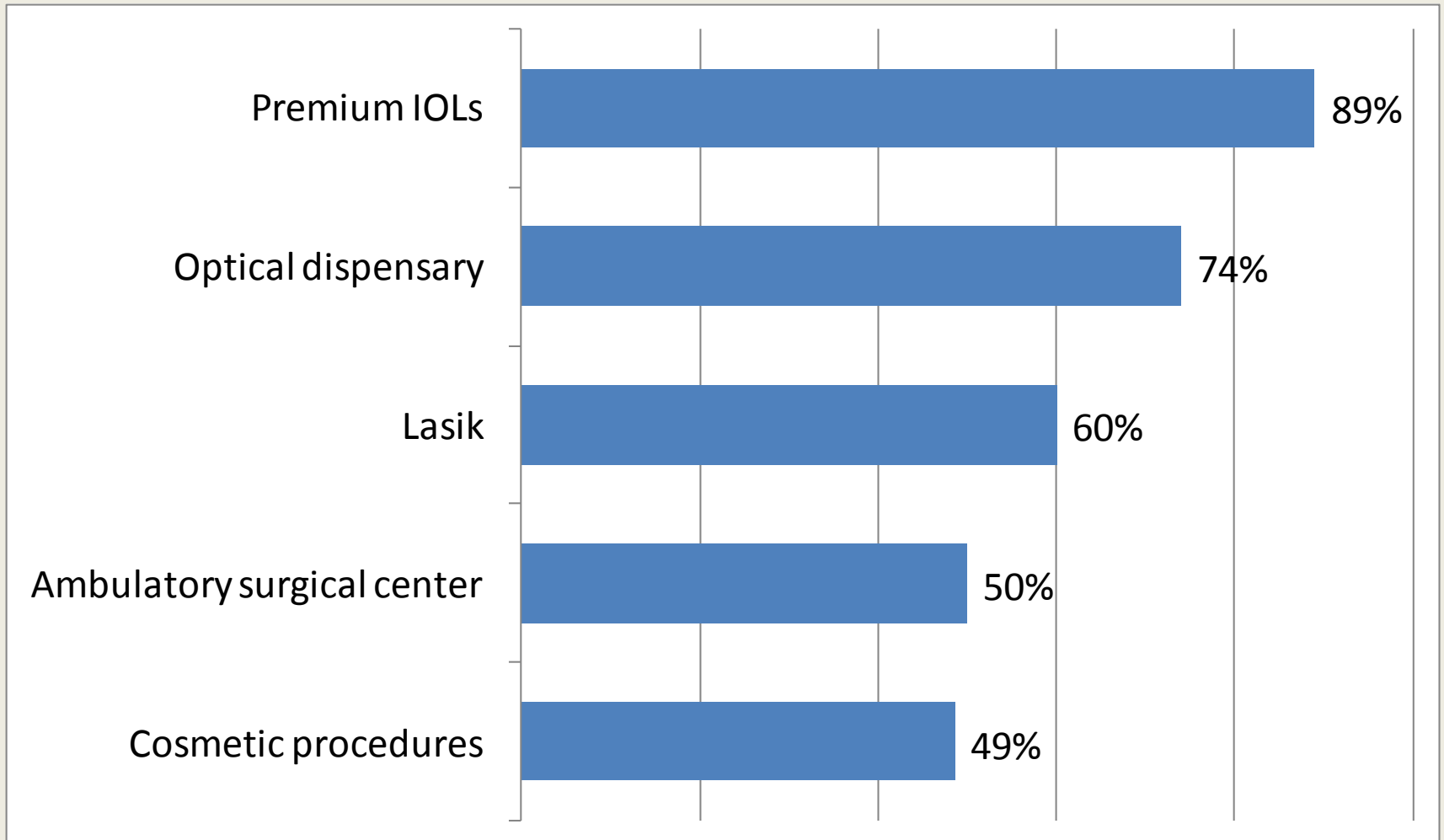


Metropolitan Area

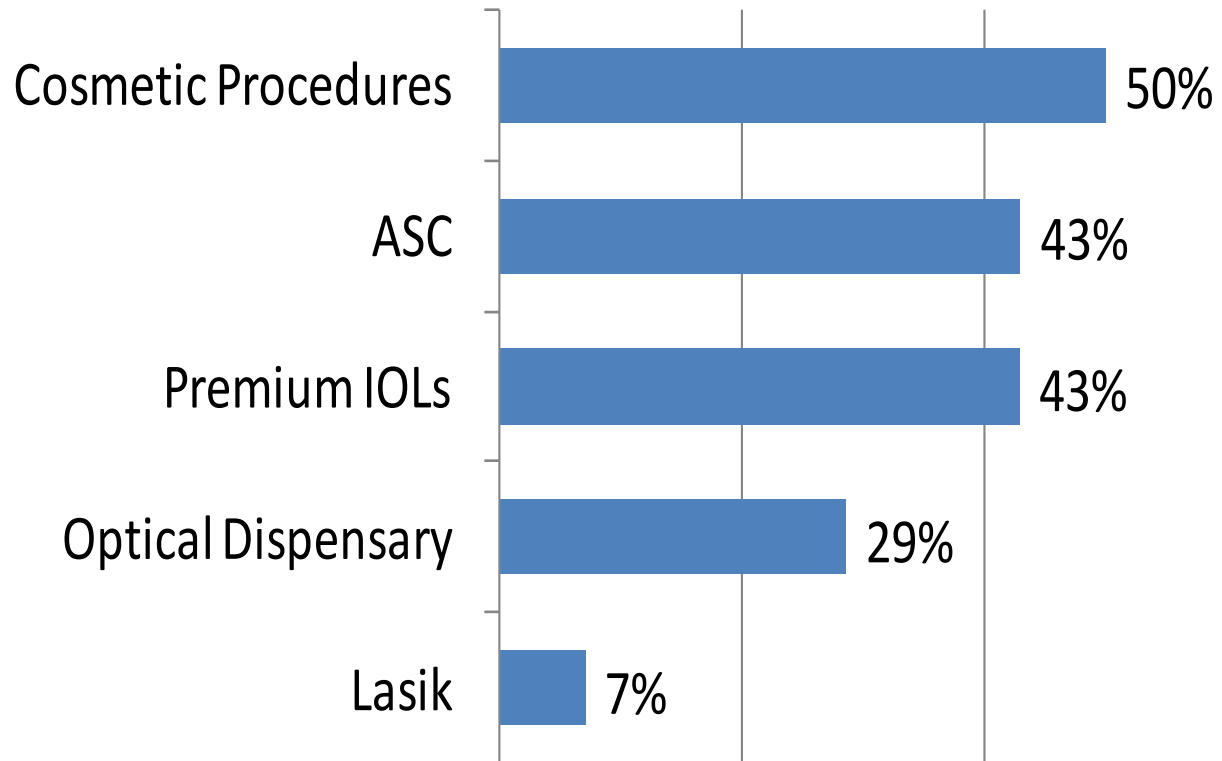


- Nonmetropolitan (less than 50,000)
- Metropolitan (50,000 to 250,000)
- Metropolitan (250,000 to 1,000,000)
- Metropolitan (Greater than 1,000,000)

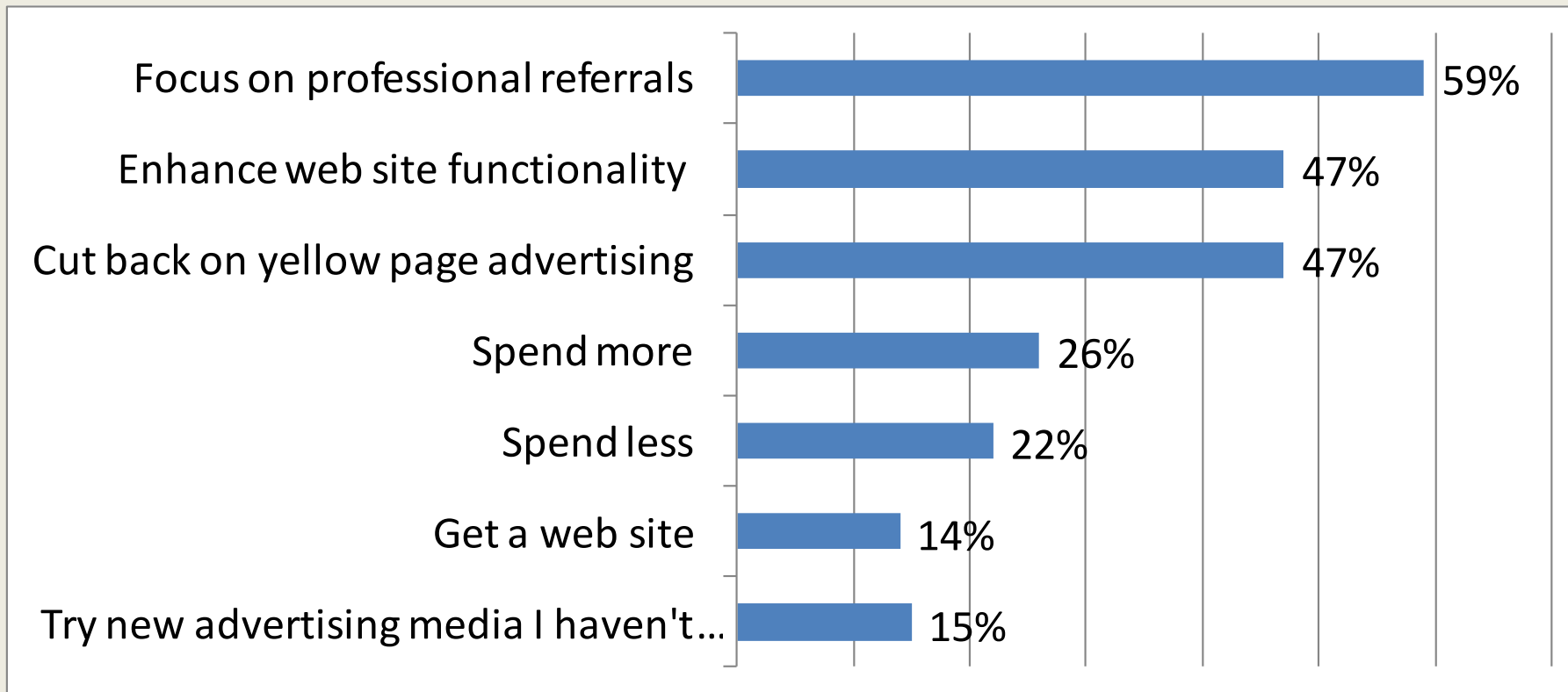
Products/services currently provided by the practice
include (check all that apply):



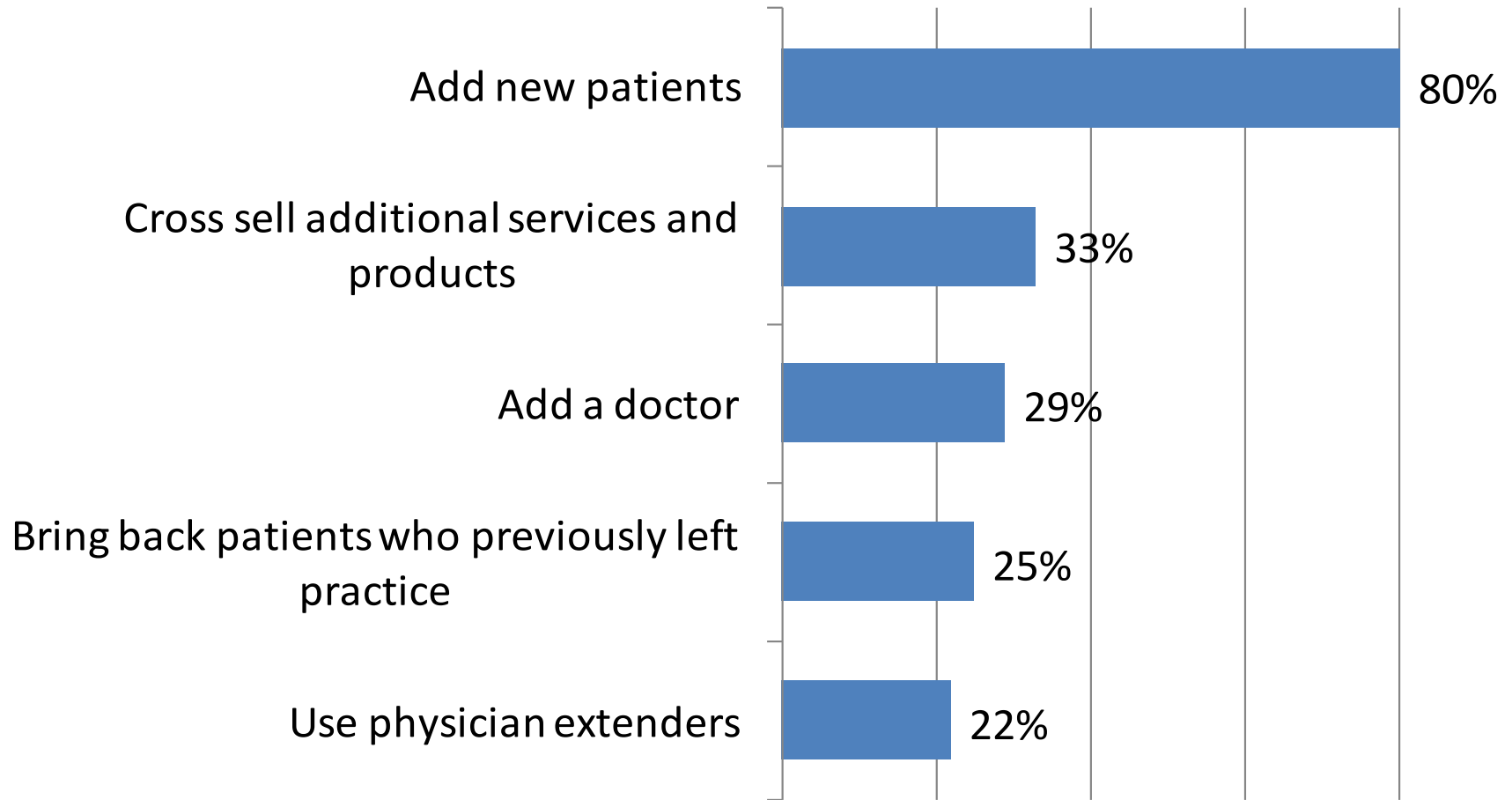
What products/services is your practice planning to add? (check all that apply)



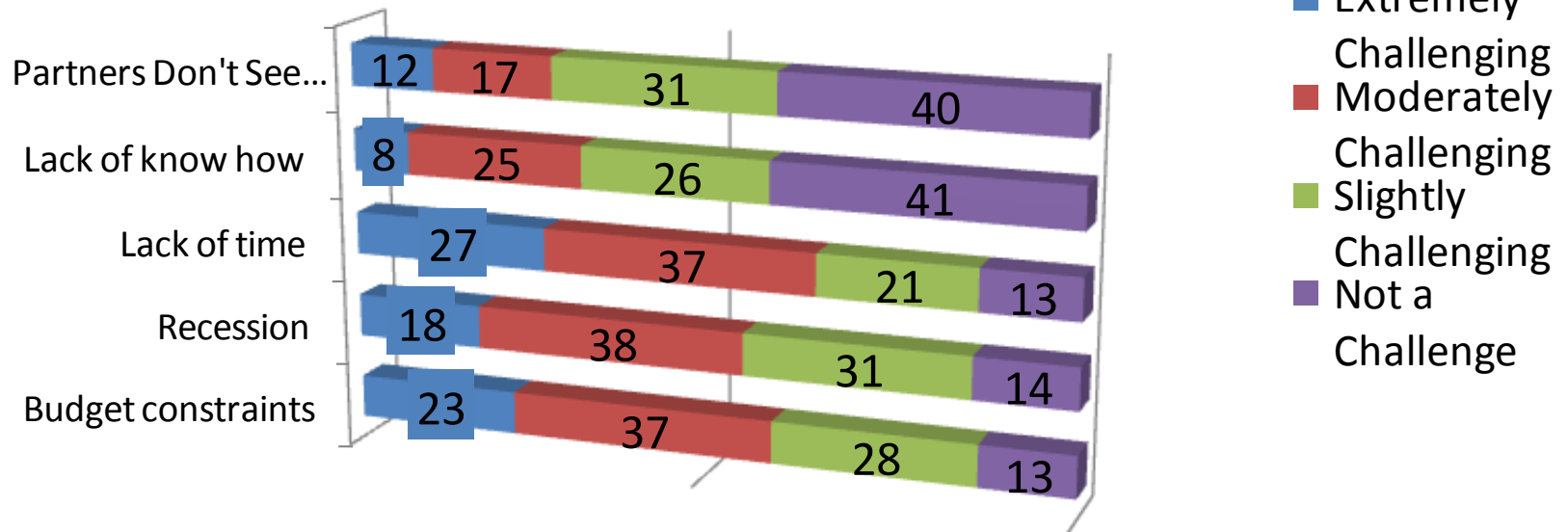
Looking forward to the next 12 months, what marketing changes do you intend to make? (check all that apply)



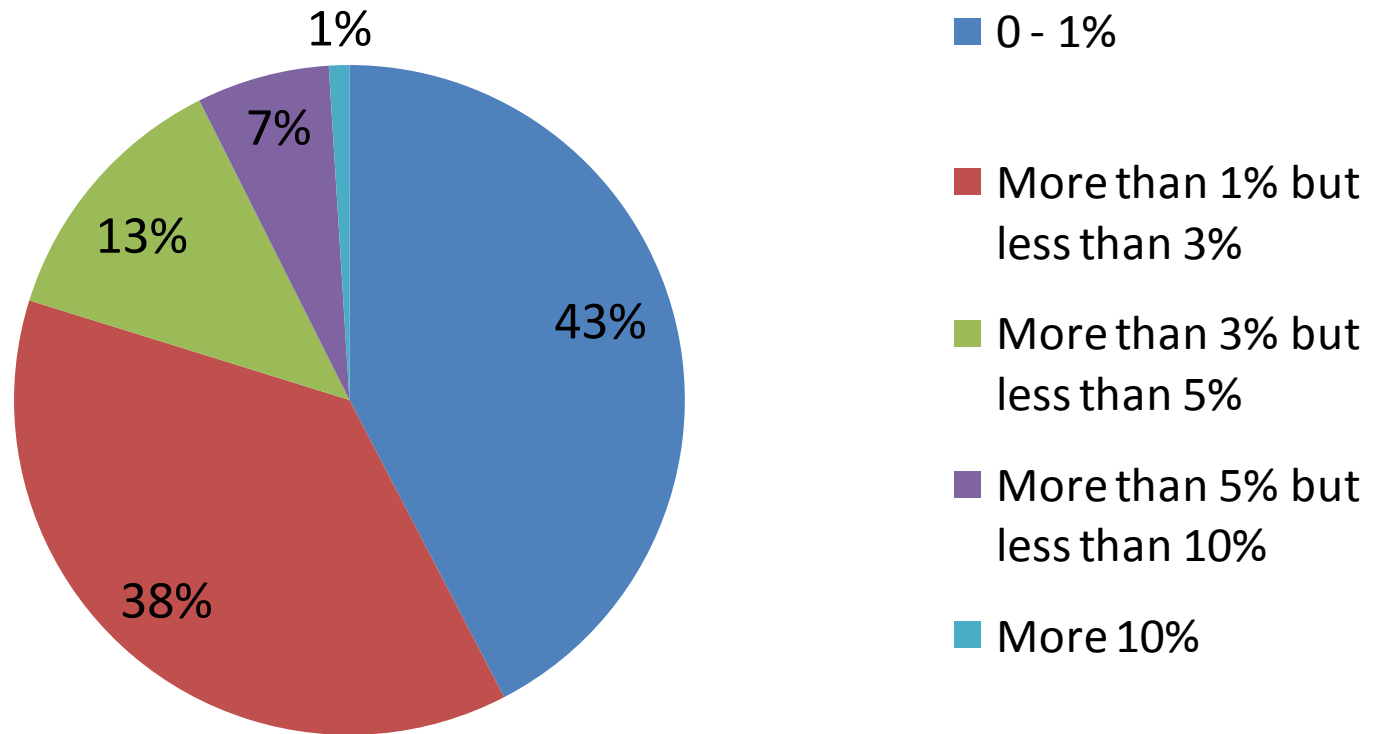
What do you consider to be the biggest opportunities to improve your practice profits? (check all that apply)



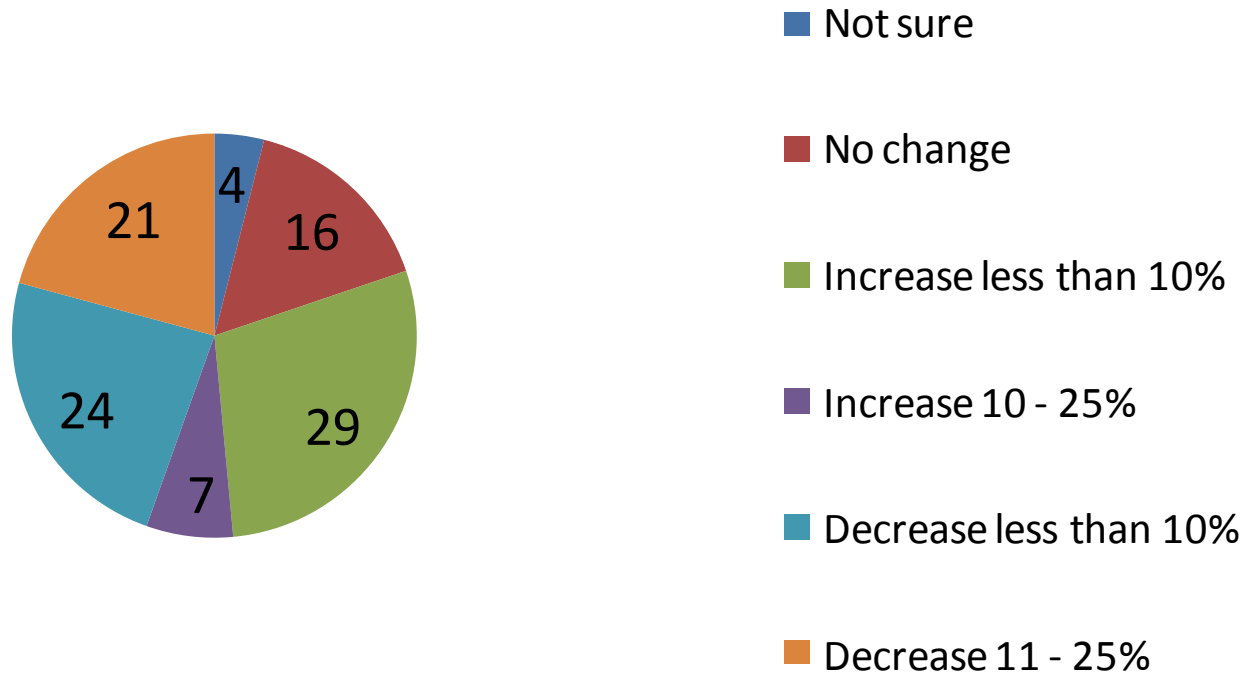
Marketing challenges



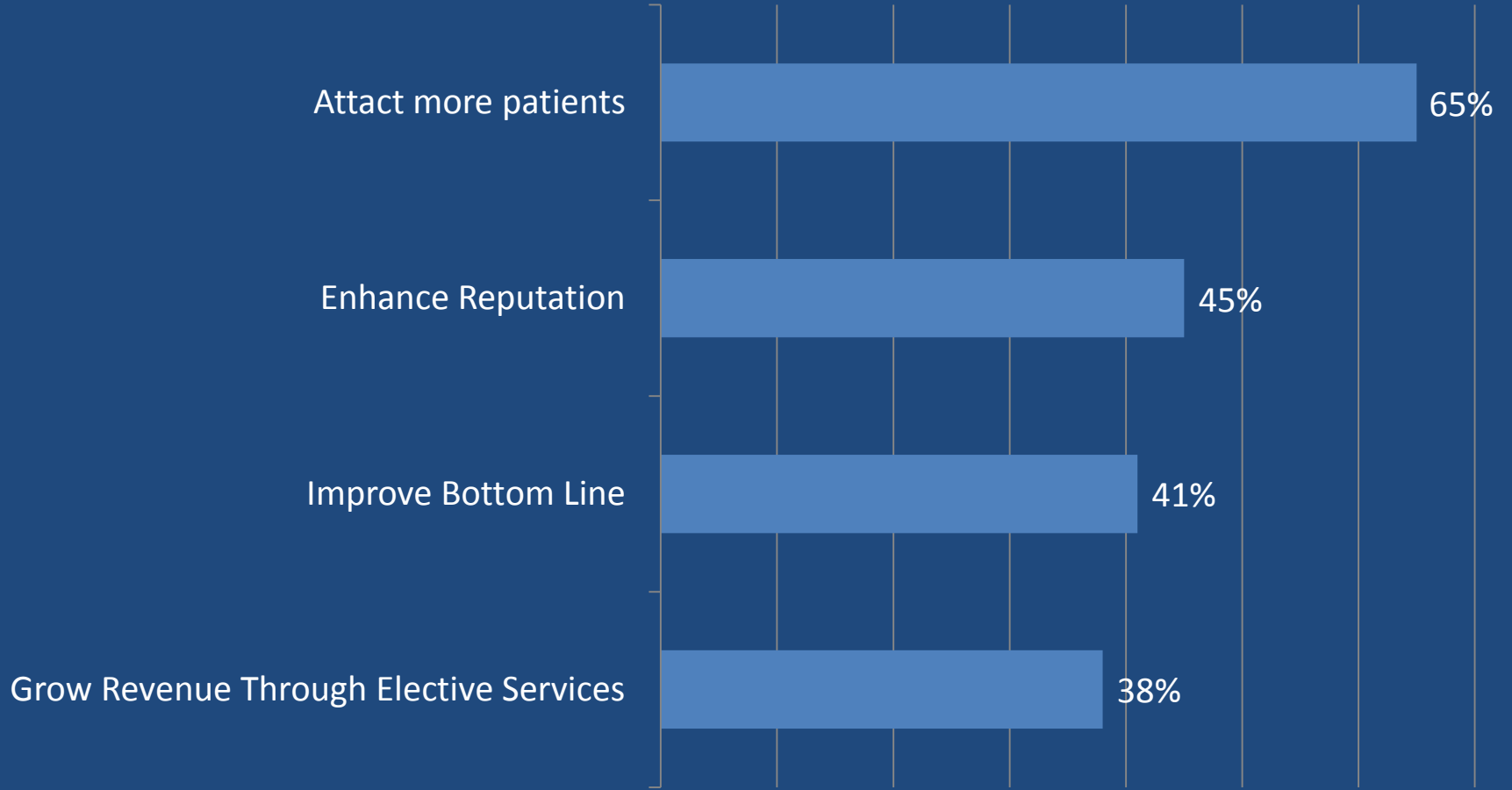
What percent of revenue is allocated to marketing?



What has the revenue growth trend been for your practice over the past 12 months?



Top Marketing Goals



Effective At Attracting New Patients

- Extremely Effective
 - Referrals
 - From Patients
 - From Optometrists
- Somewhat Ineffective
 - Yellow Page ads

- Somewhat Effective
 - Patient recall system
 - Practice brochure
 - Practice Web site
 - Newspaper ads
 - Health Expos
 - Participate in insurance plans