

# CORONAVIRUS ECP STUDY

WAVE 9

May 8-12

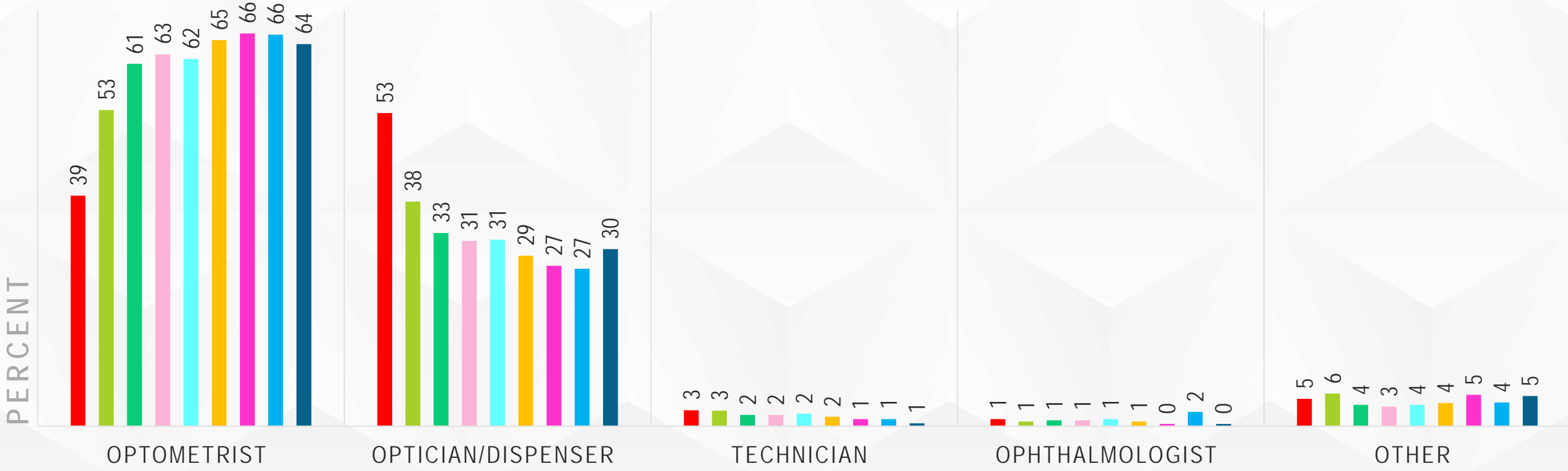


# RESPONDENTS

- 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.
- Questions varied slightly in each wave
- Comparisons are shown wherever possible.

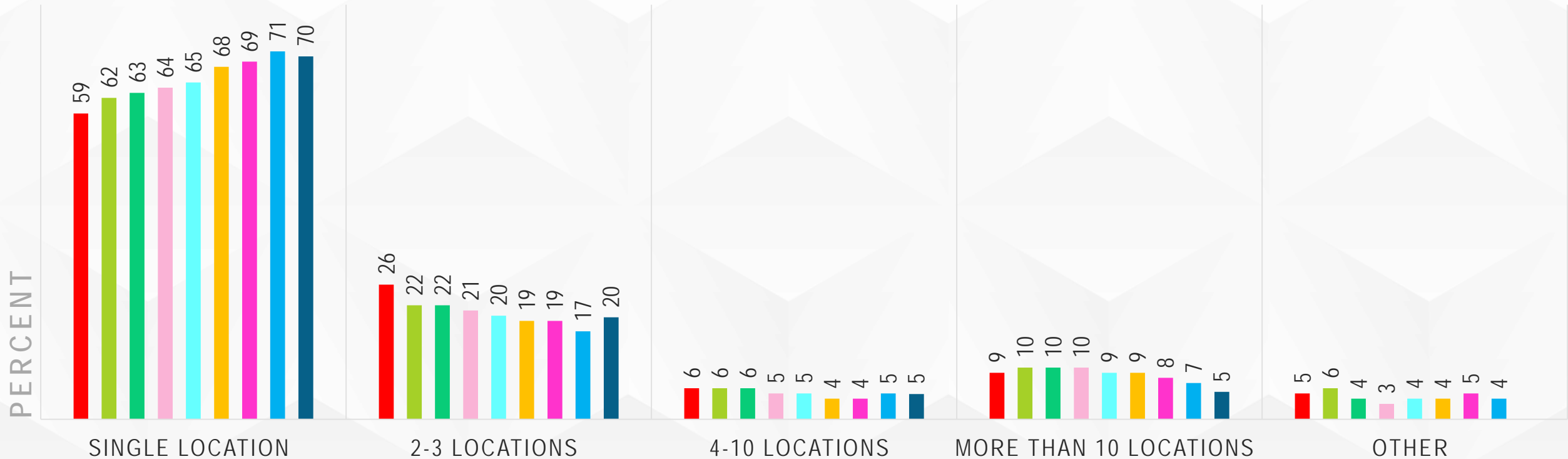
# RESPONDENT PROFESSION

■ 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

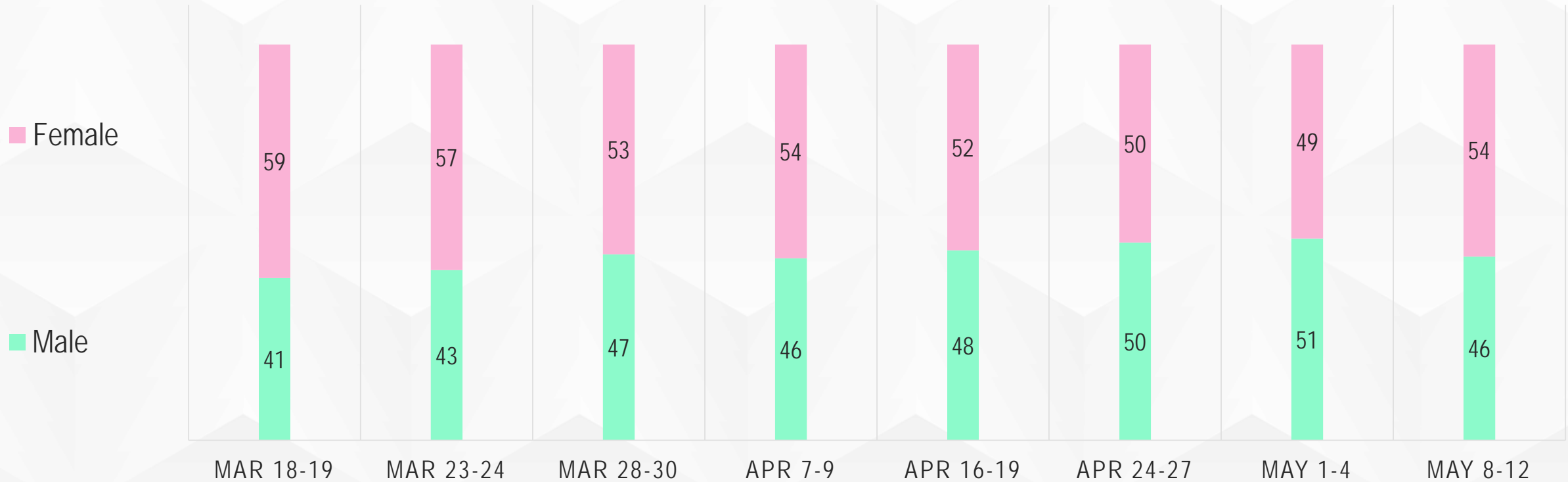


# LOCATIONS IN PRACTICE

■ 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



# GENDER



# LOCATION STATUS

■ May 8-12

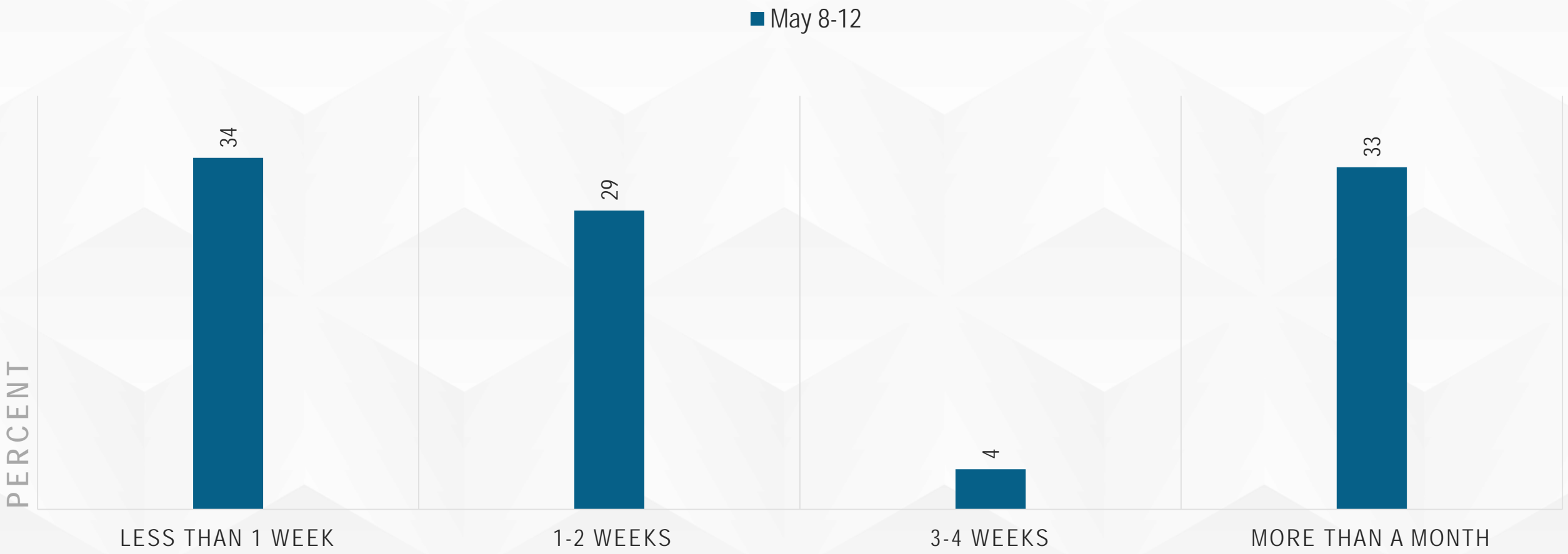


IN AN AREA THAT IS PERMITTED TO BE  
OPEN FOR REGULAR BUSINESS

IS CURRENTLY OPEN

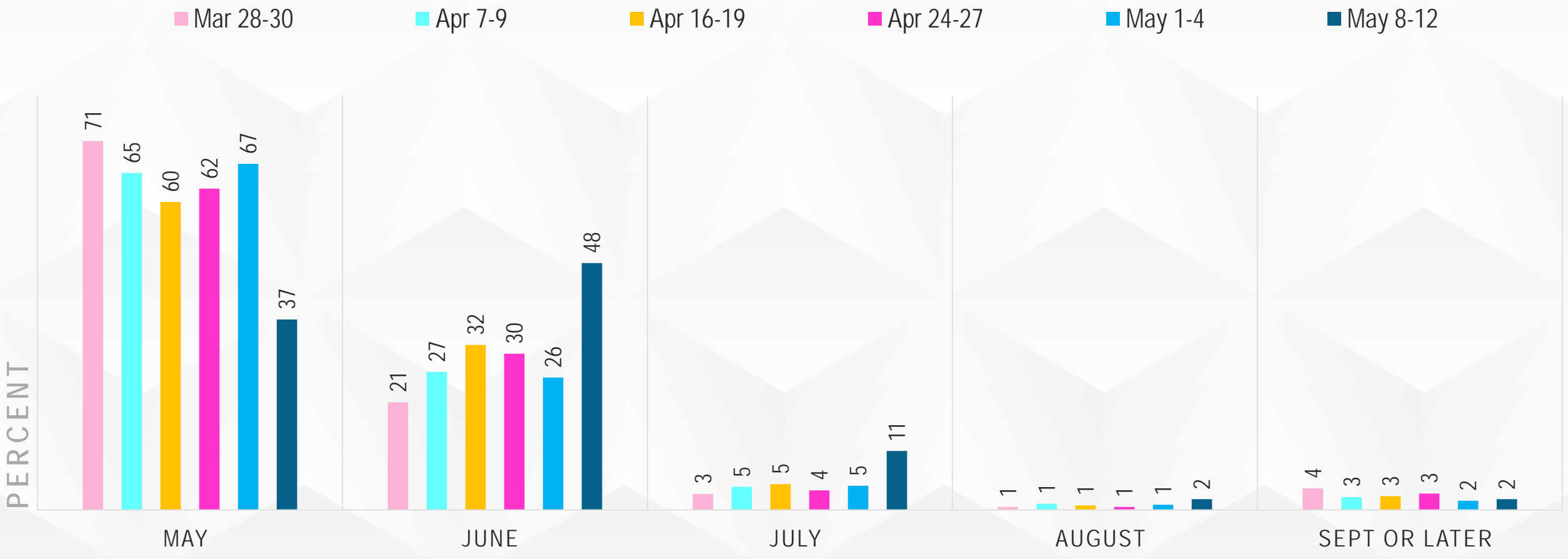
If open:

# HOW LONG HAVE YOU BEEN OPEN FOR?



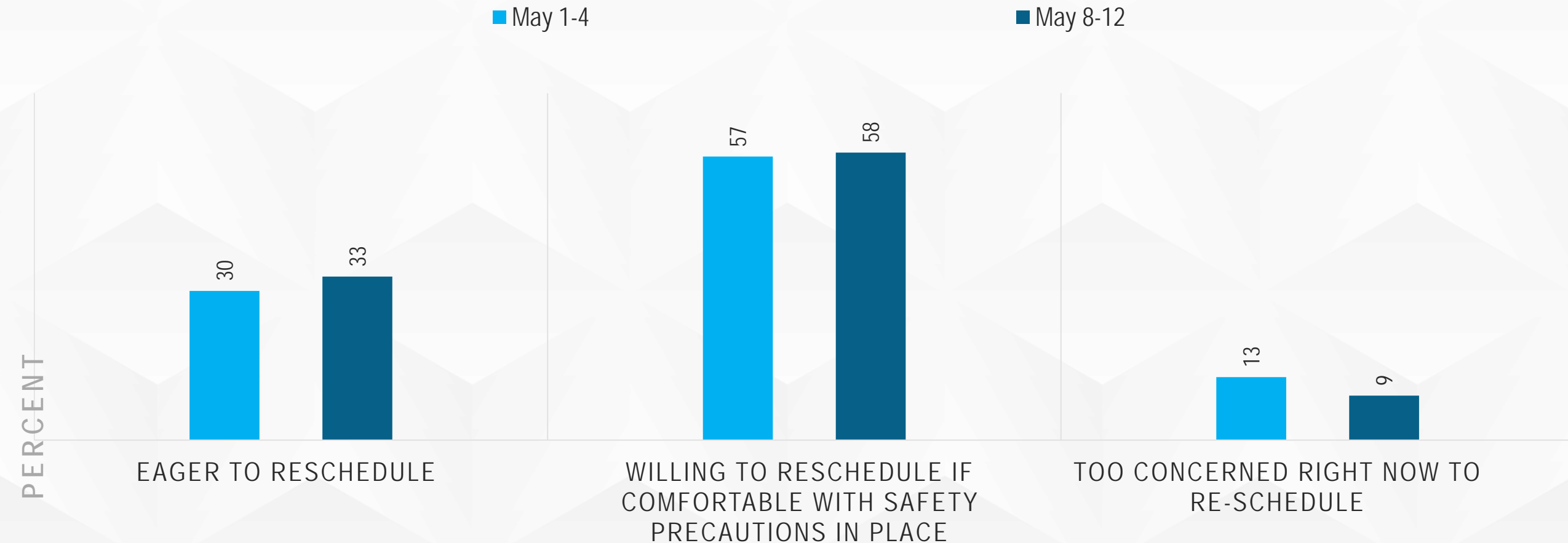
If closed:

# WHEN ARE YOU STARTING TO RESCHEDULE APPOINTMENTS FOR?



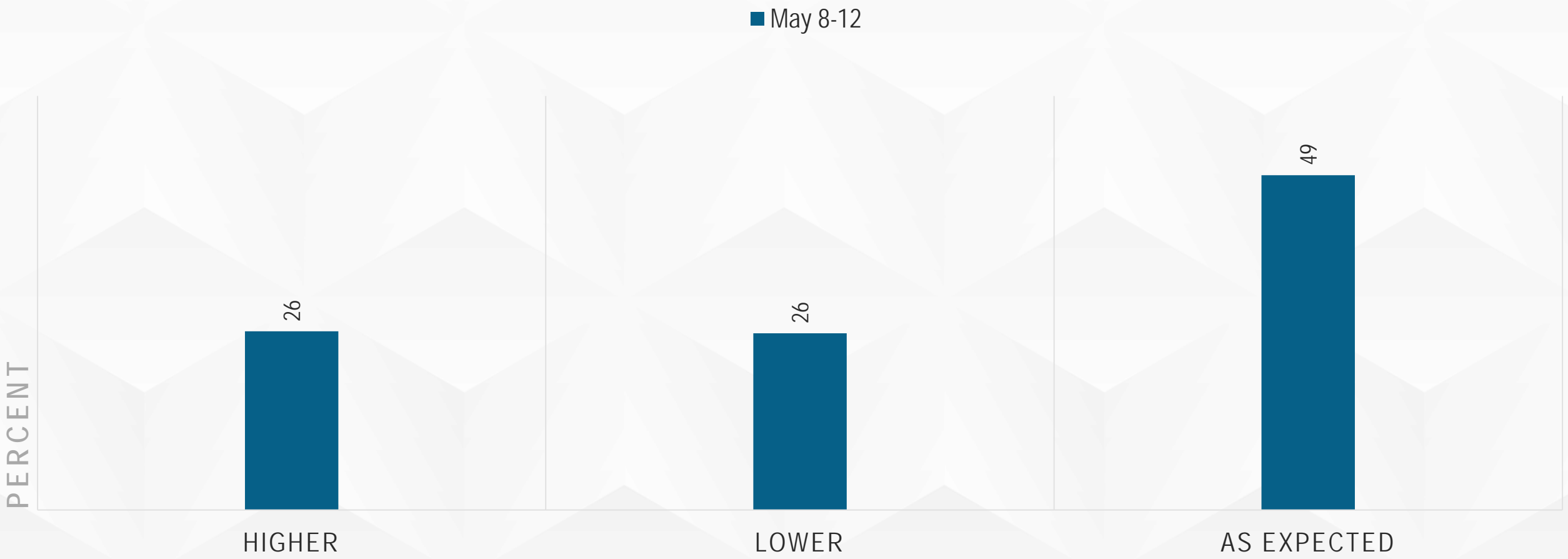


# HOW ARE YOUR PATIENTS REACTING WHEN YOU ARE CONTACTING TO RESCHEDULE?



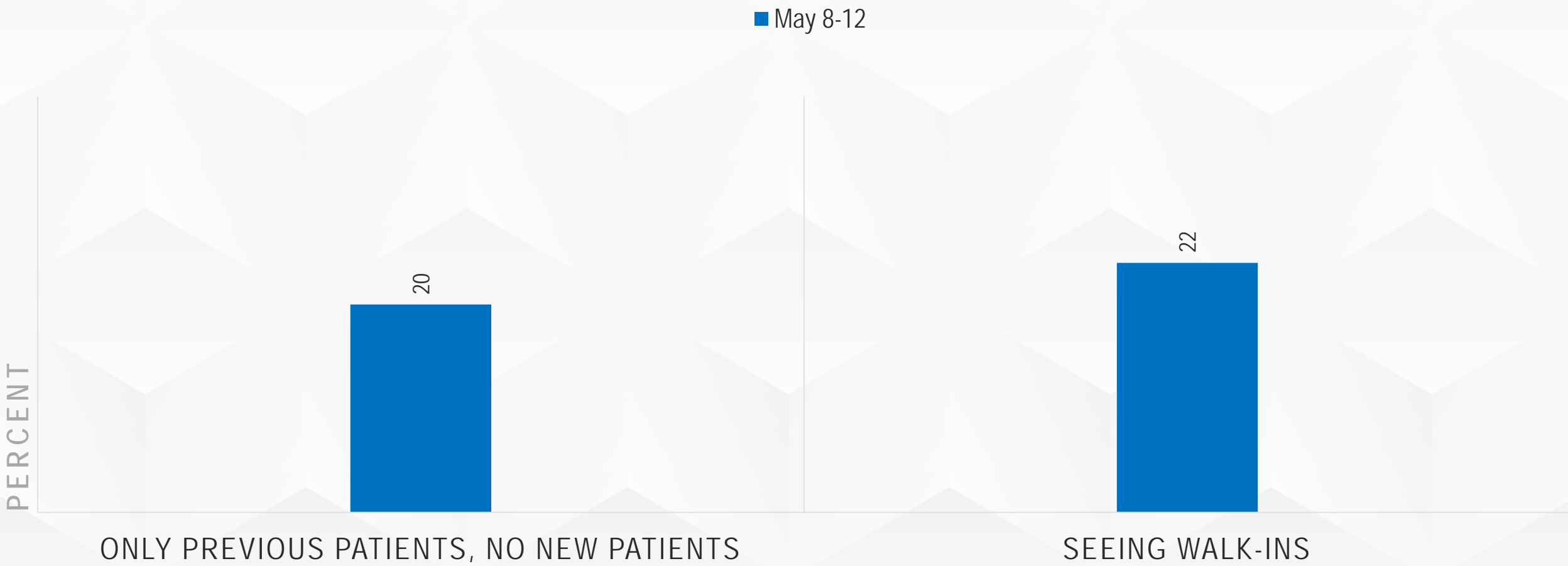
If open:

# IS PATIENT DEMAND AS EXPECTED?

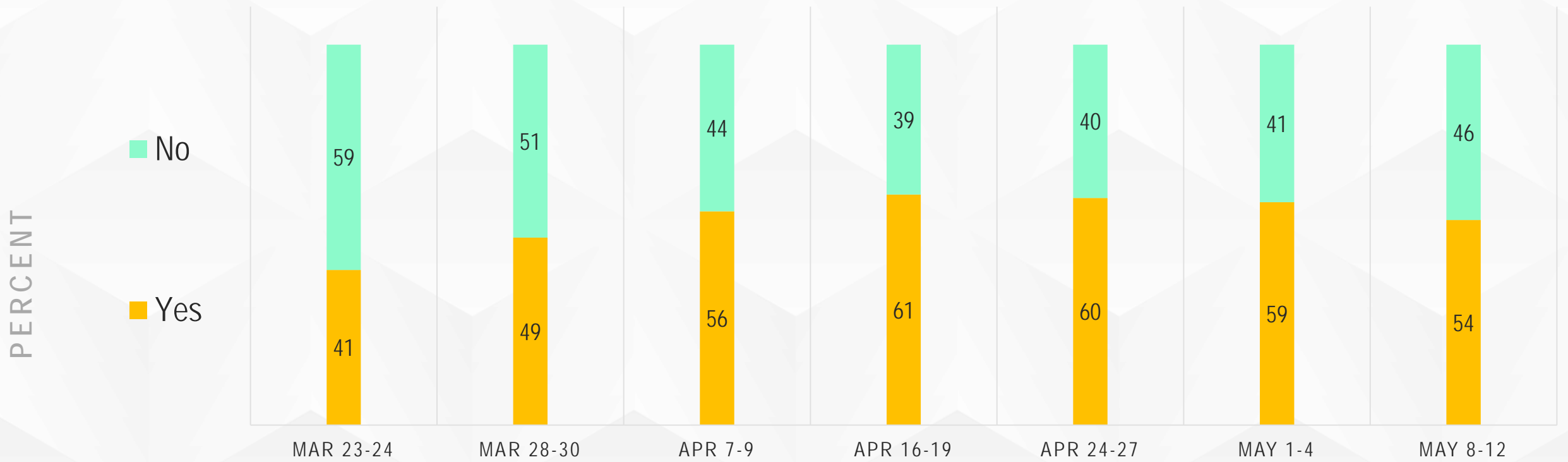


If open:

# TYPES OF PATIENTS SEEING



# HAVE/HAD ANY STAFF AT YOUR LOCATION BEEN LET GO/LAID OFF?



# IF ANY STAFF WERE LET GO/LAID OFF: HOW MUCH OF THE STAFF?

■ Mar 23-24

■ Mar 28-30

■ Apr 7-9

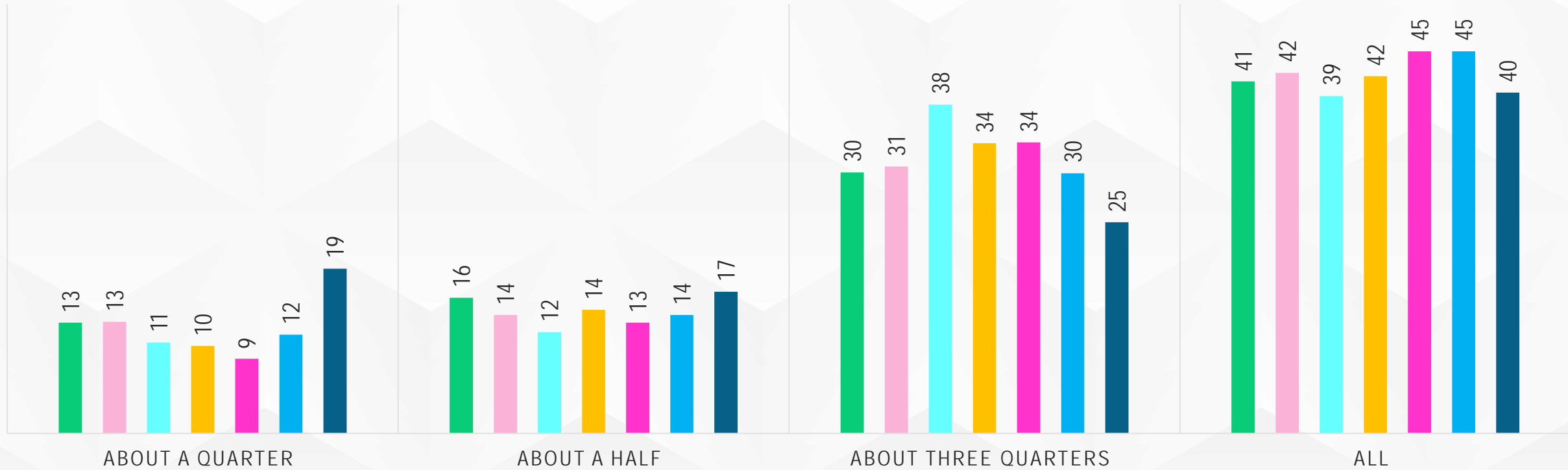
■ Apr 16-19

■ Apr 24-27

■ May 1-4

■ May 8-12

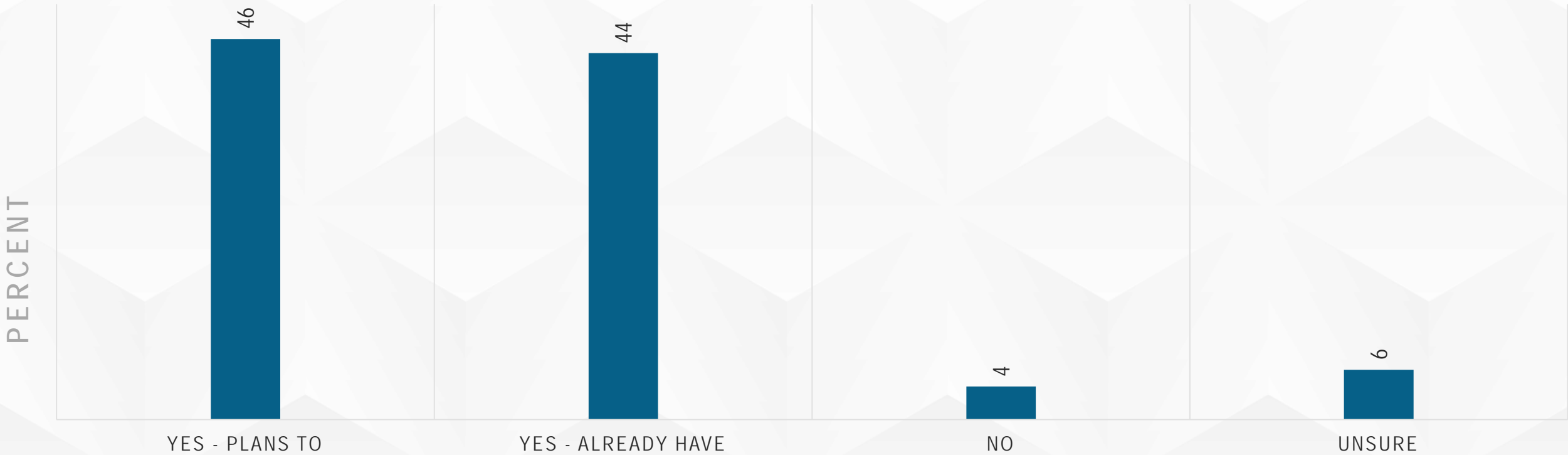
PERCENT



IF ANY STAFF WERE LET GO/LAID OFF:

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

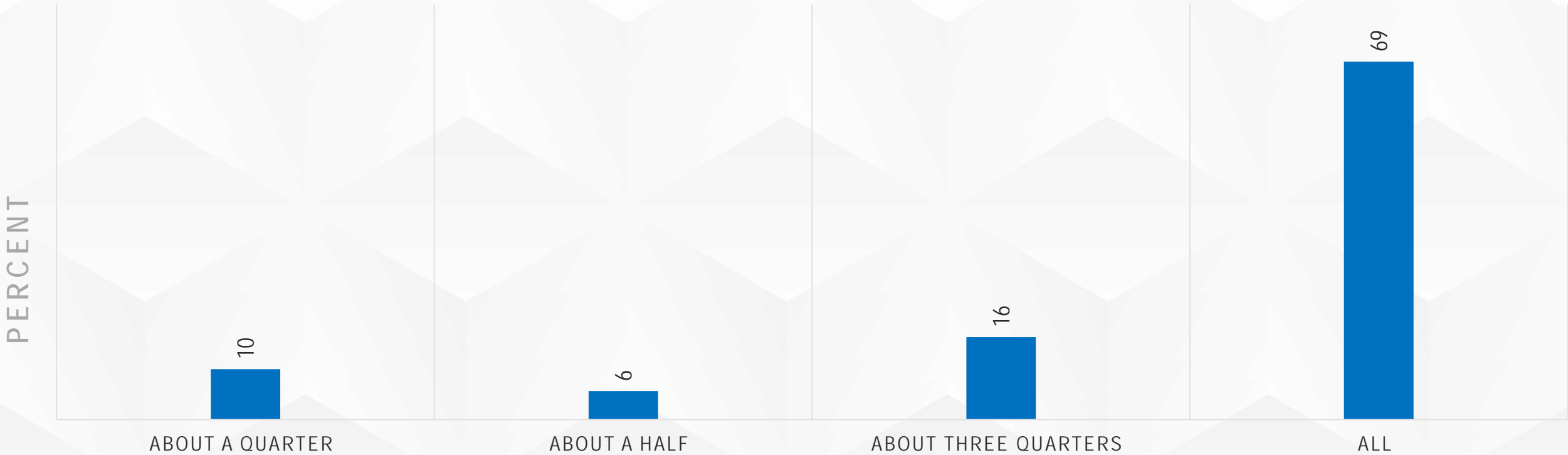
■ May 8-12



IF ANY STAFF WERE LET GO/LAID OFF:

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

■ May 8-12



# 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

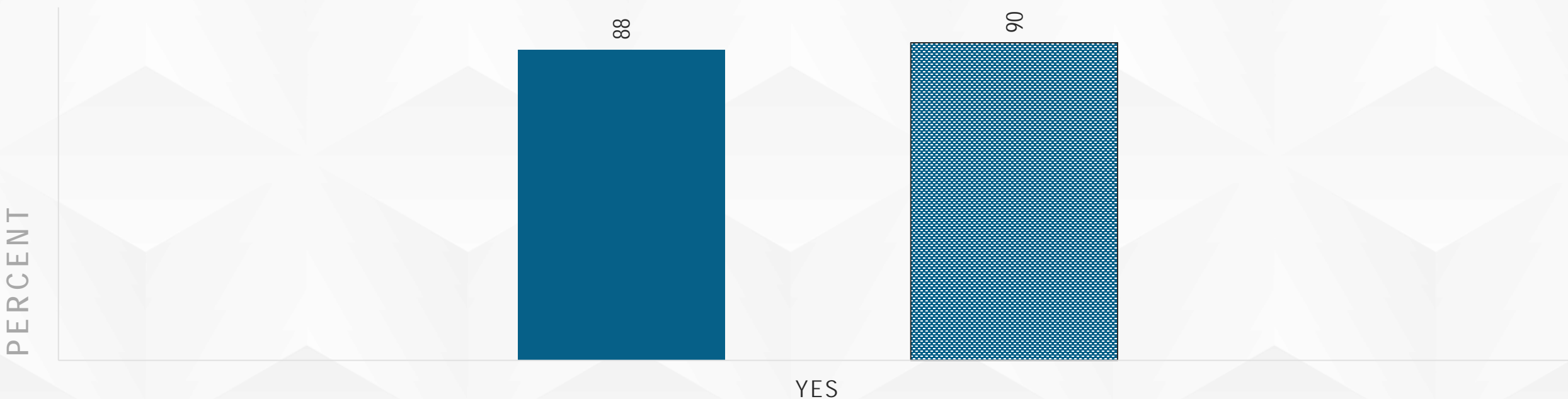




# IF OFFERING TELEHEALTH: CONTINUE TO OFFER TELEHEALTH SERVICES?

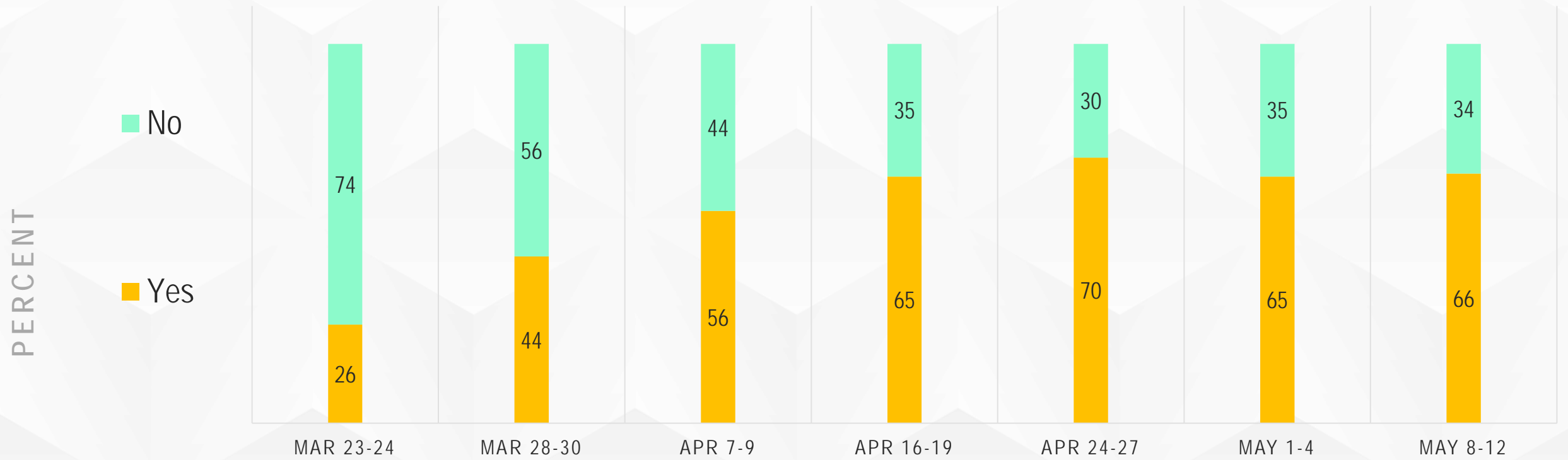
■ May 8-12  
Plans for locations currently  
closed when re-opening

■ May 8-12  
Actual for open locations



*IF OFFERING TELEHEALTH:*

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

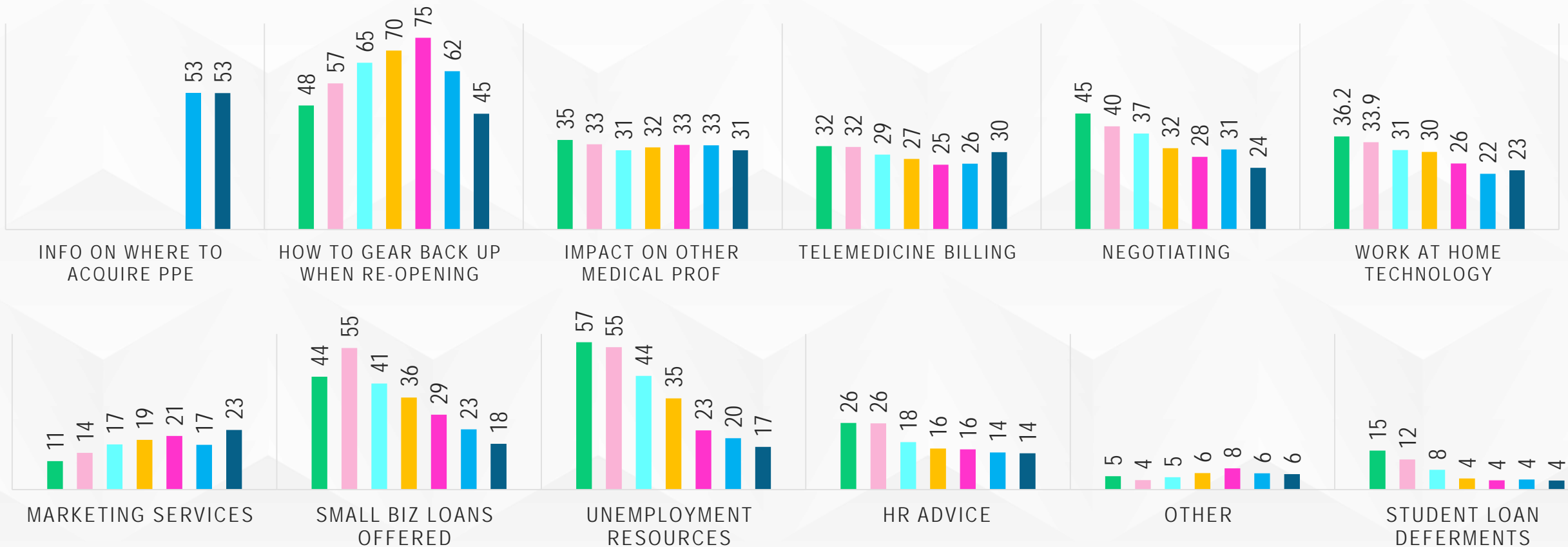


# WHAT WOULD HELP YOU NOW?

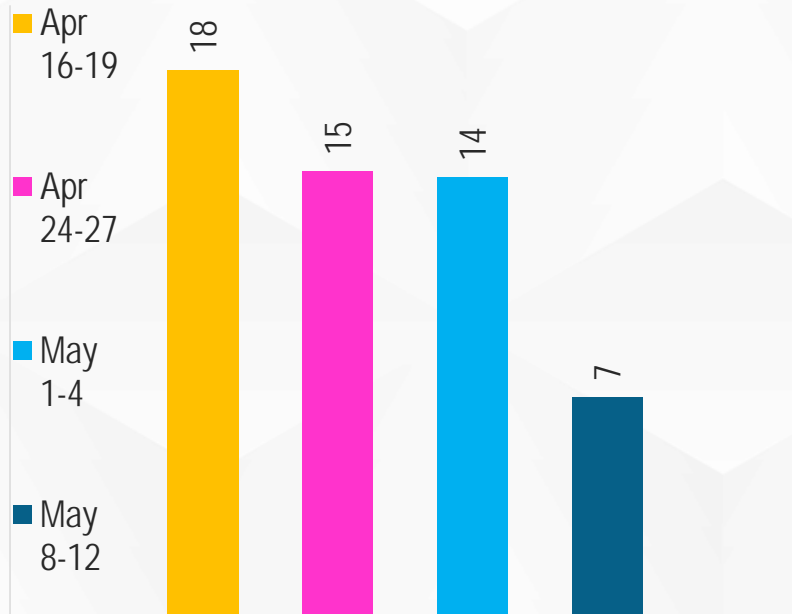
CHECK ALL THAT APPLY.

■ Mar 23-24    
 ■ Mar 28-30    
 ■ Apr 7-9    
 ■ Apr 16-19    
 ■ Apr 24-27    
 ■ May 1-4    
 ■ May 8-12

PERCENT

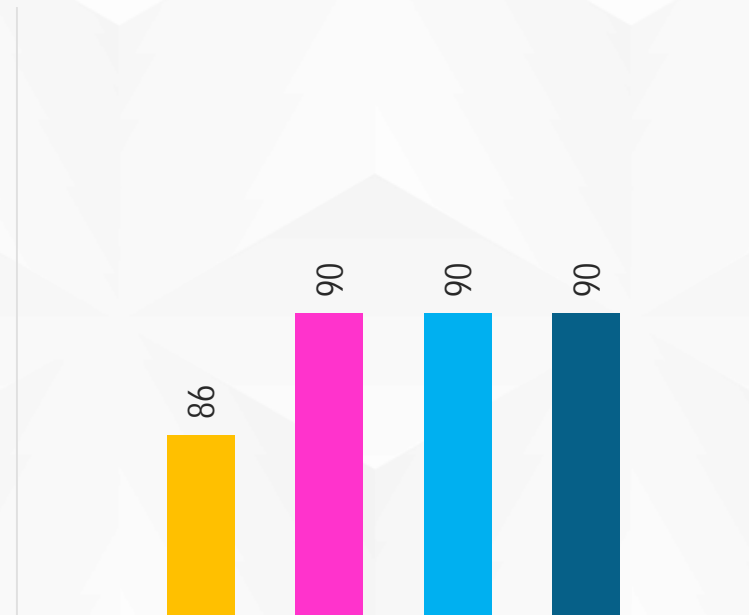


# RECENTLY FURLOUGHED OR LOST JOB



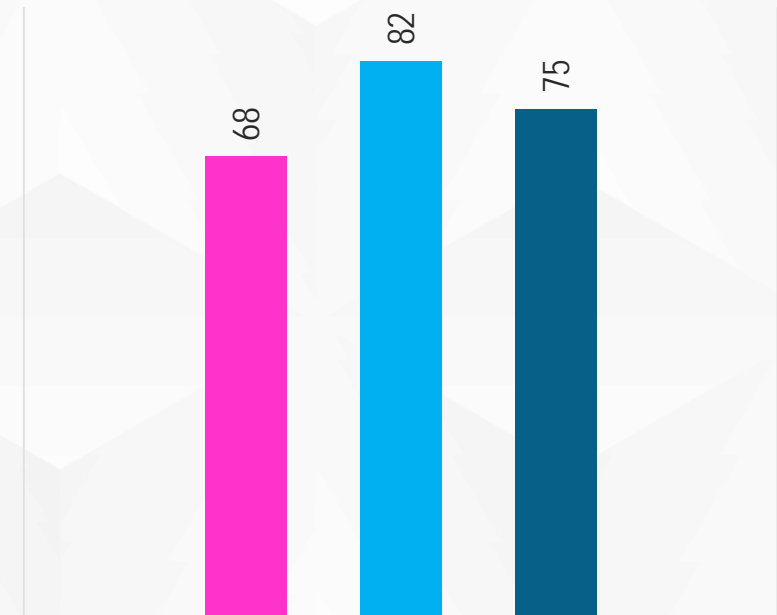
PERCENT OF RESPONDENTS RECENTLY FURLOUGHED OR LOST THEIR JOB

*If recently furloughed or lost job:*



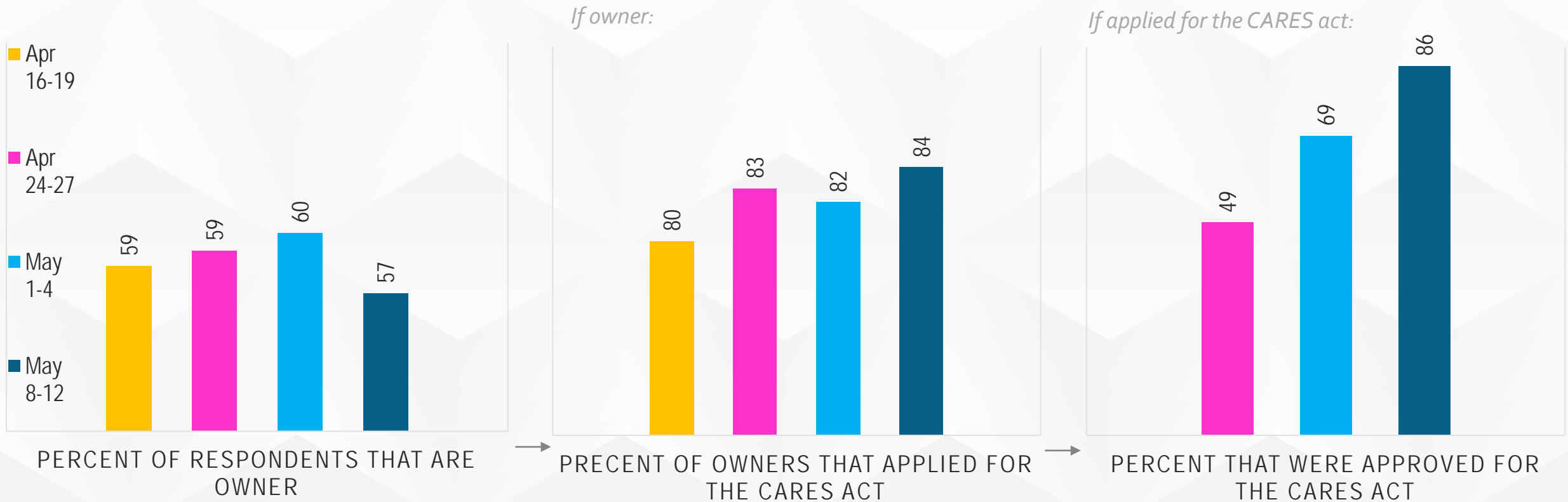
PERCENT OF THOSE THAT APPLIED FOR UNEMPLOYMENT

*If applied for unemployment:*



PERCENT THAT WERE APPROVED FOR UNEMPLOYMENT

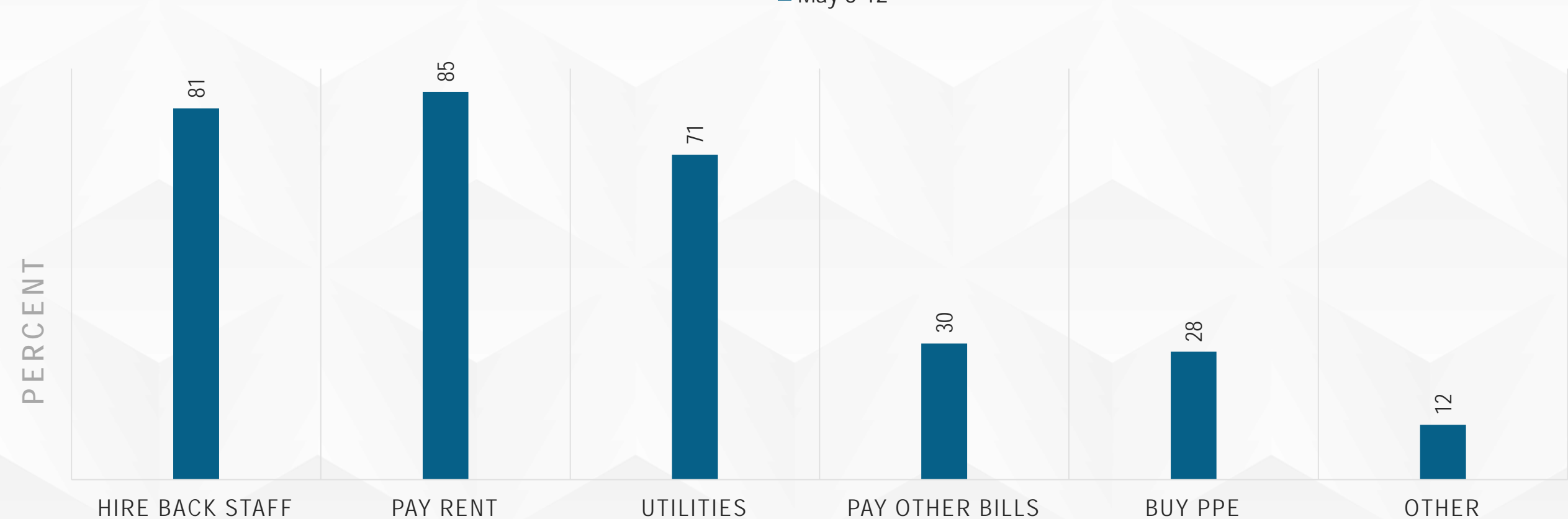
# OWNERS



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

CHECK ALL THAT APPLY.

■ May 8-12



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

Apr 7-9

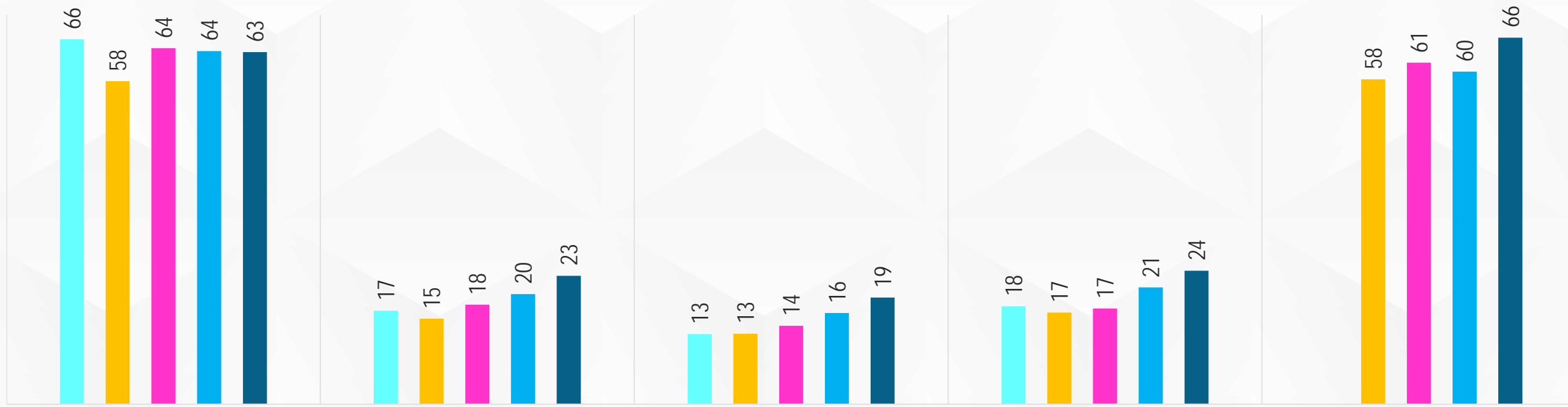
Apr 16-19

Apr 24-27

May 1-4

May 8-12

PERCENT



MORE LENIENT PAYMENT TERMS

SMALLER MINIMUM ORDERS

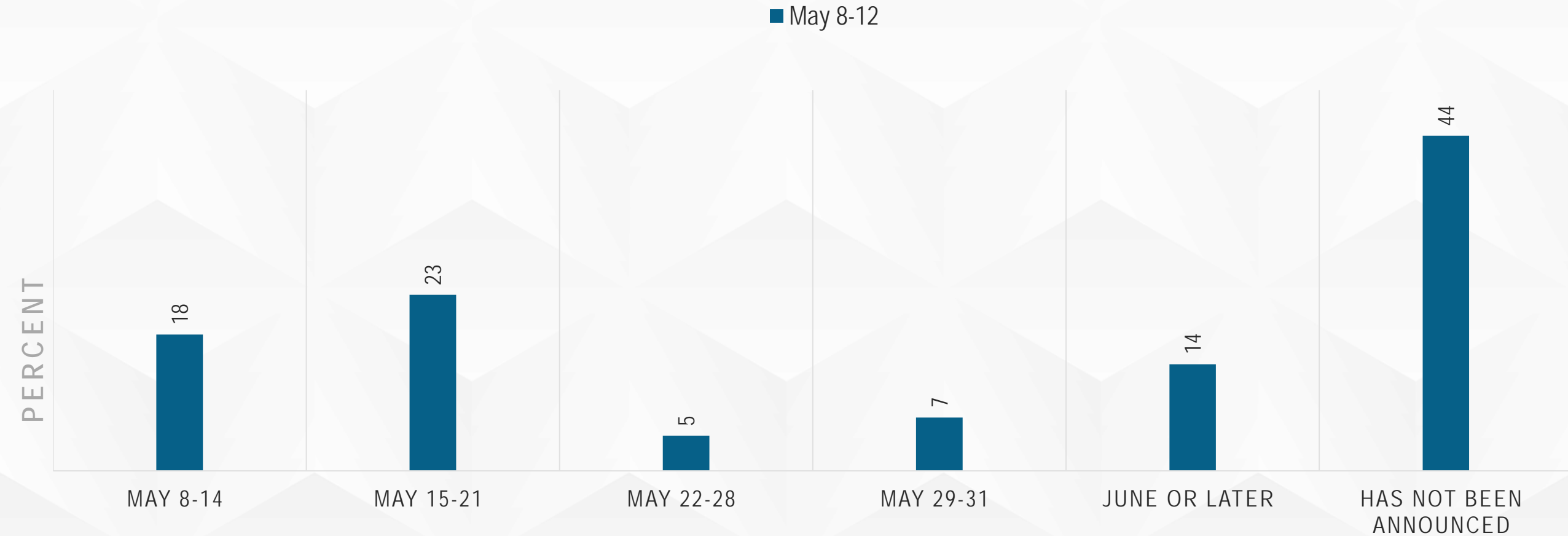
ADVERTISING/ MARKETING SUPPORT

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

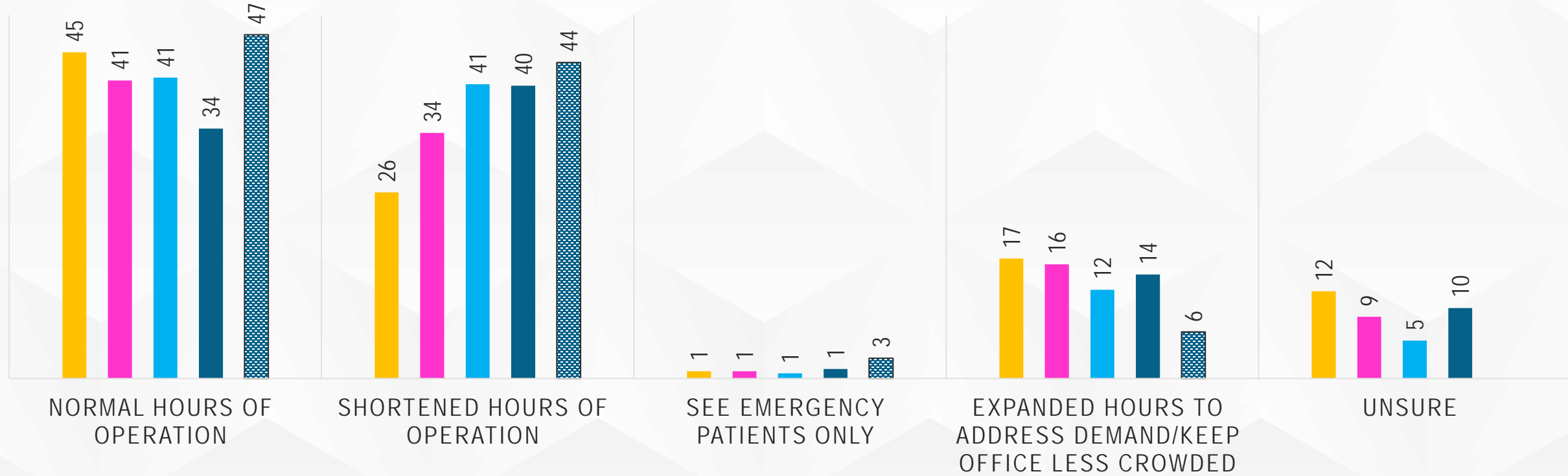
■ May 8-12

■ May 8-12

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?

Average

May 1-4

25.2

May 8-11

28.5

*If closed:*

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

Average

May 1-4

14.3

May 8-11

12.1

*If open:*

## HOW MANY PATIENTS IS YOUR PRACTICE SEEING NOW PER DAY?

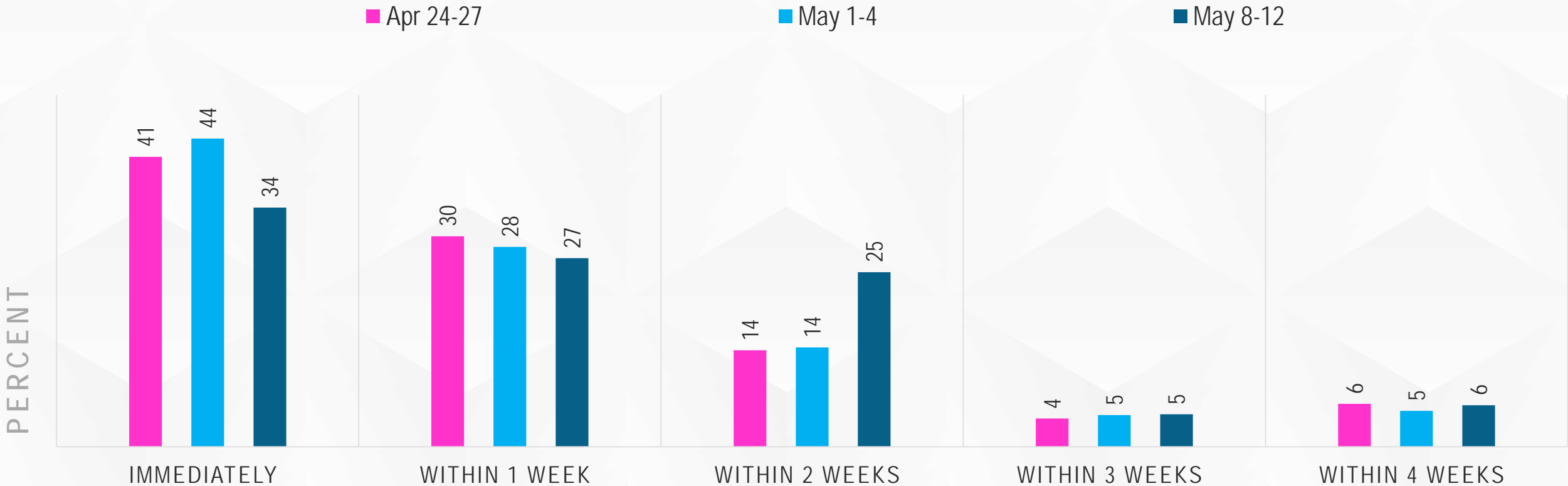
Average

May 8-11

14.5

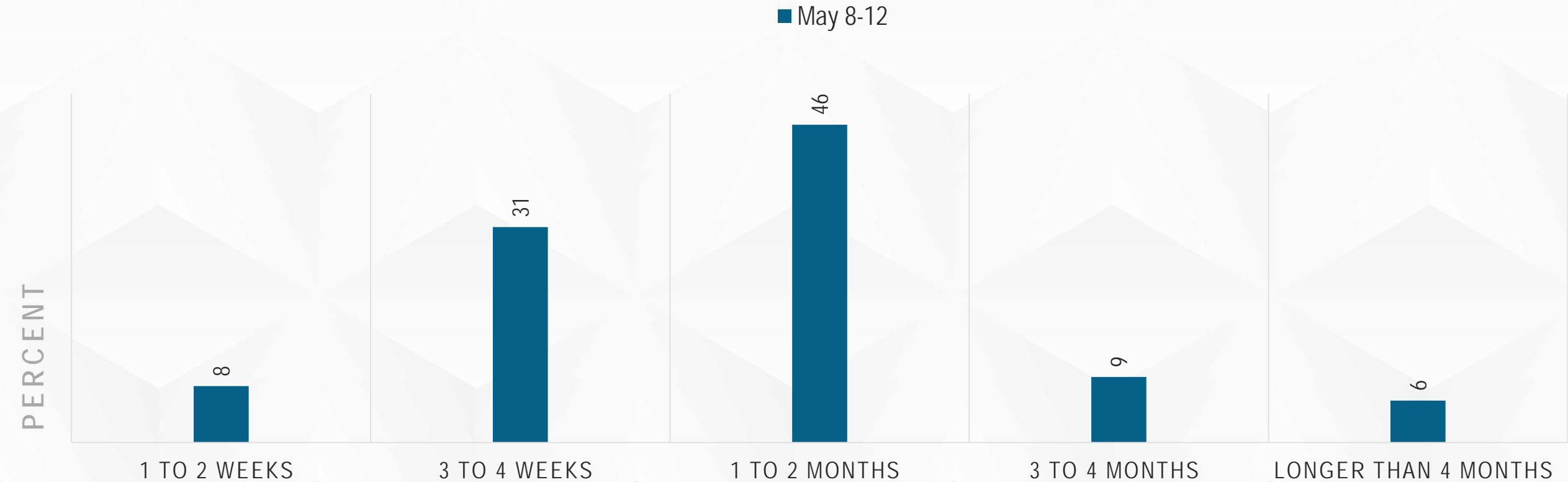
If closed:

# HOW SOON AFTER YOU ARE ALLOWED TO RE-OPEN DO YOU EXPECT TO BE UP AND RUNNING?



If closed:

# STARTING WITH THE WEEK OF 5/11, HOW MANY MORE WEEKS DO YOU THINK YOUR BUSINESS CAN SURVIVE NOT BEING PERMITTED TO BE OPEN?



# CHANGES TO THE PRACTICE

■ Apr 16-19

■ Apr 24-27

■ May 1-4

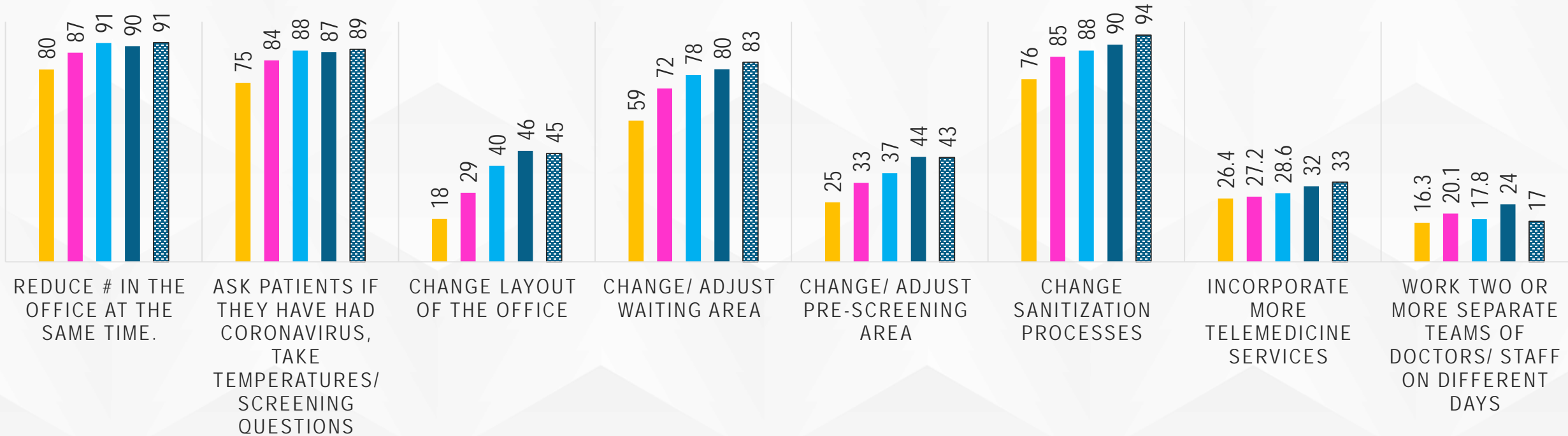
■ May 8-12

■ May 8-12

Plans for locations currently closed

Actual for open locations

PERCENT



# CHANGES TO EXAM PROCEDURES THAT REQUIRE CLOSE CONTACT

Apr 24-27

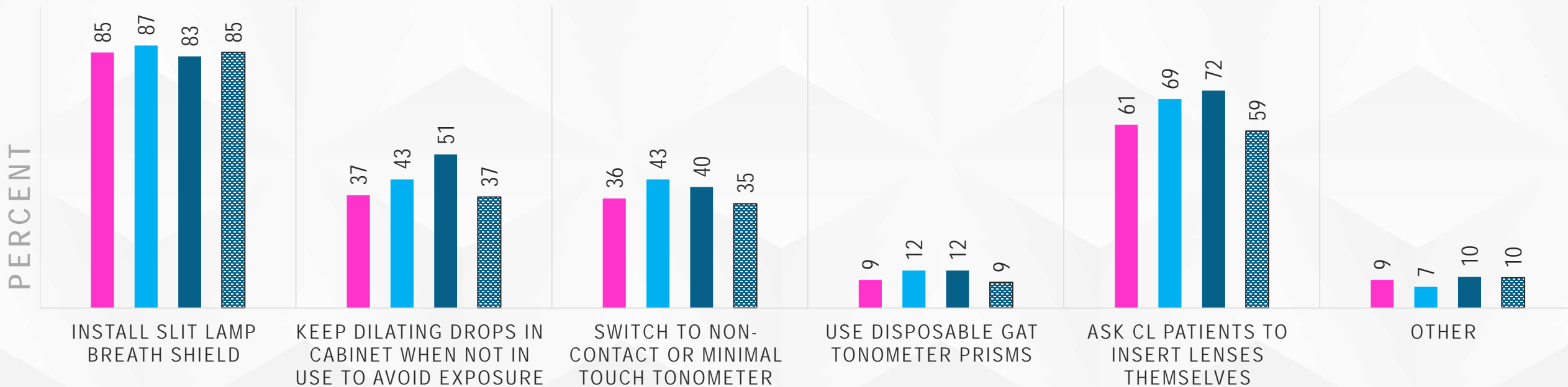
May 1-4

May 8-12

May 8-12

Plans for locations currently closed

Actual for open locations



# CHANGES TO DISPENSARY

Apr 24-27

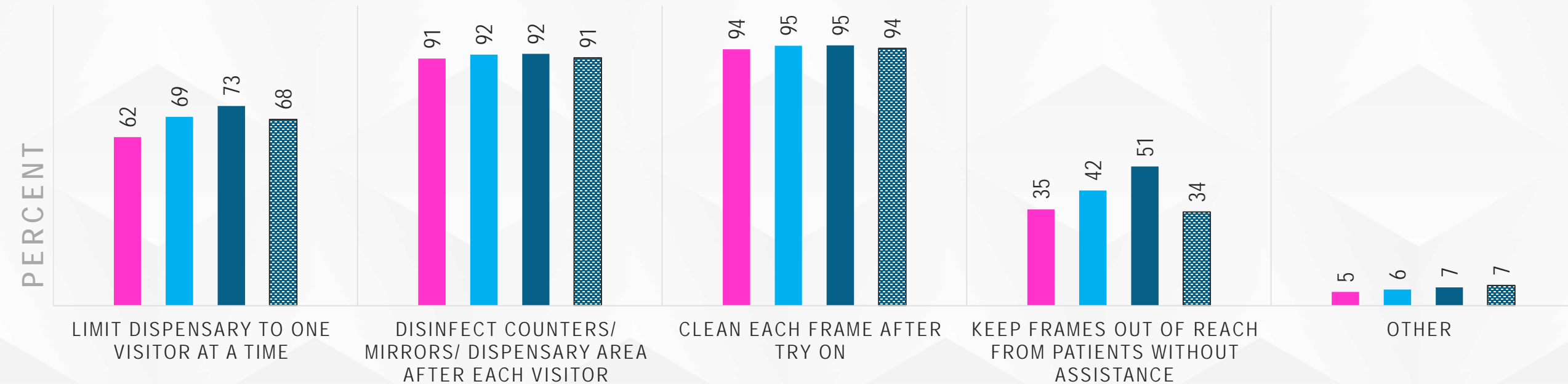
May 1-4

May 8-12

May 8-12

Plans for locations currently closed

Actual for open locations



# PPE REQUIREMENTS: *DOCTORS*

■ Apr 24-27

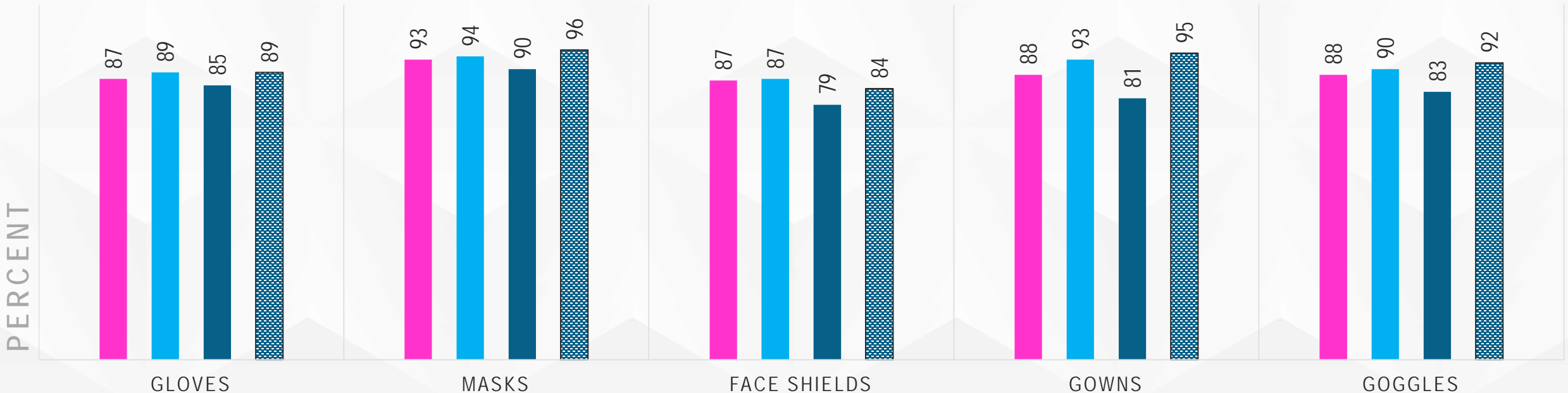
■ May 1-4

■ May 8-12

■ May 8-12

Plan to require for locations currently closed

Actually require for open locations





# PPE REQUIREMENTS: *OPTICIANS/DISPENSERS*

Apr 24-27

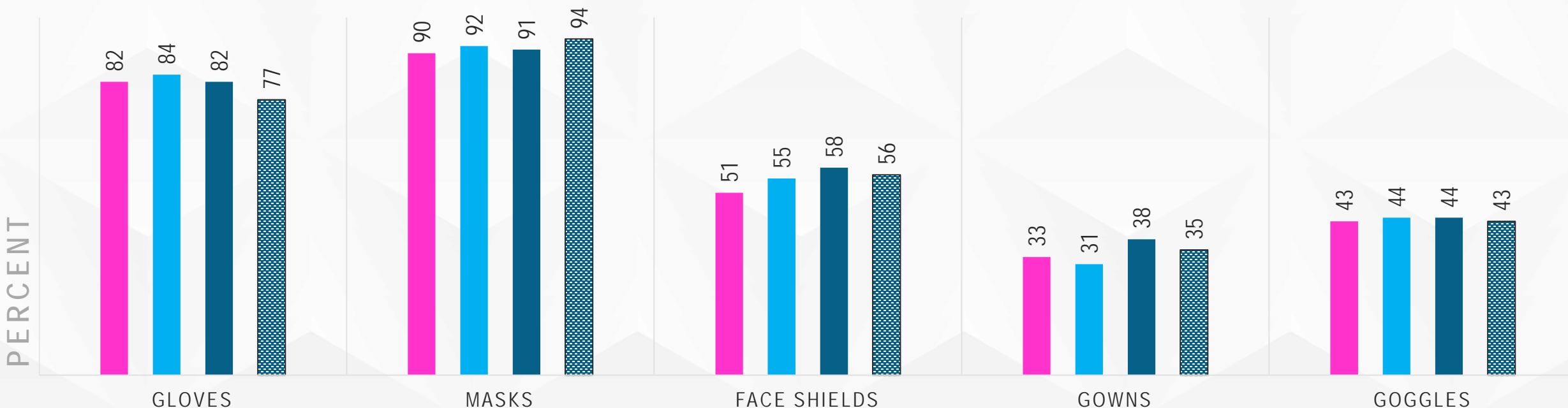
May 1-4

May 8-12

May 8-12

Plan to require for locations currently closed

Actually require for open locations



# PPE REQUIREMENTS: *TECHS*

Apr 24-27

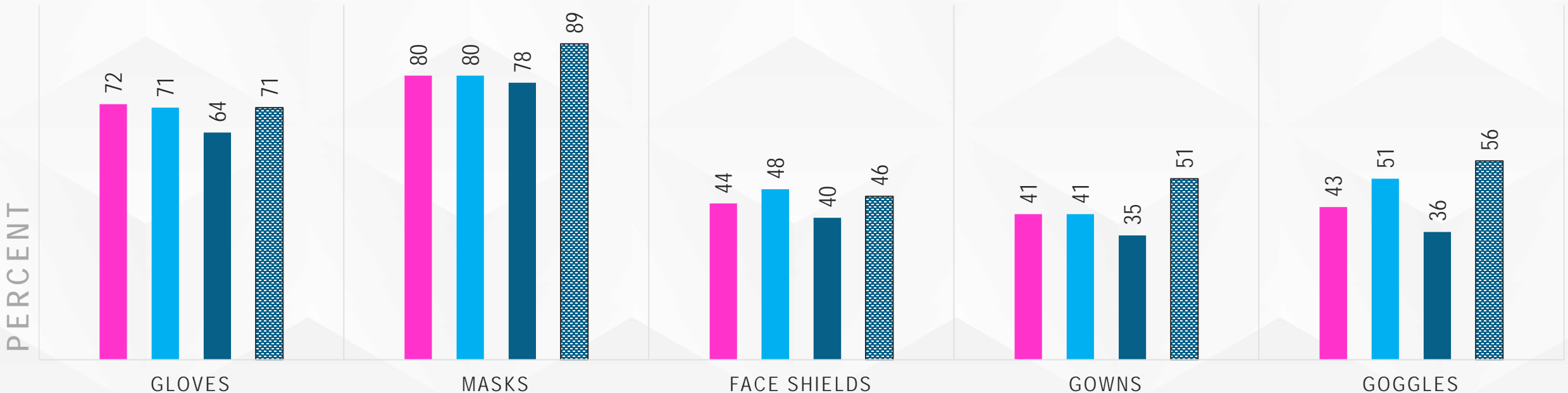
May 1-4

May 8-12

May 8-12

Plan to require for locations currently closed

Actually require for open locations



# PPE REQUIREMENTS: *RECEPTION/STAFF*

Apr 24-27

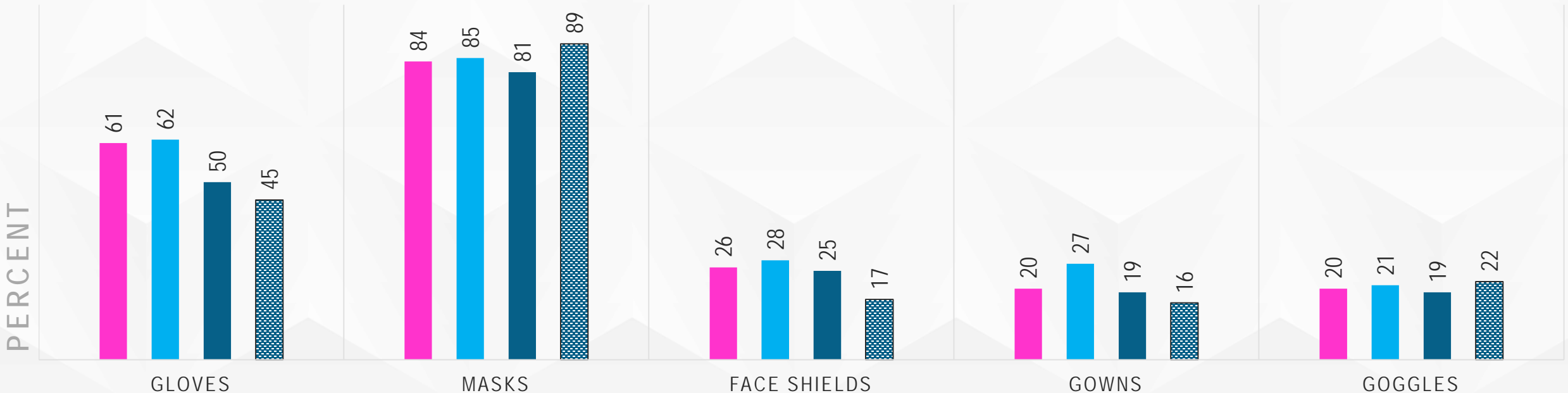
May 1-4

May 8-12

May 8-12

Plan to require for locations currently closed

Actually require for open locations



# PPE REQUIREMENTS: *PATIENTS*

Apr 24-27

May 1-4

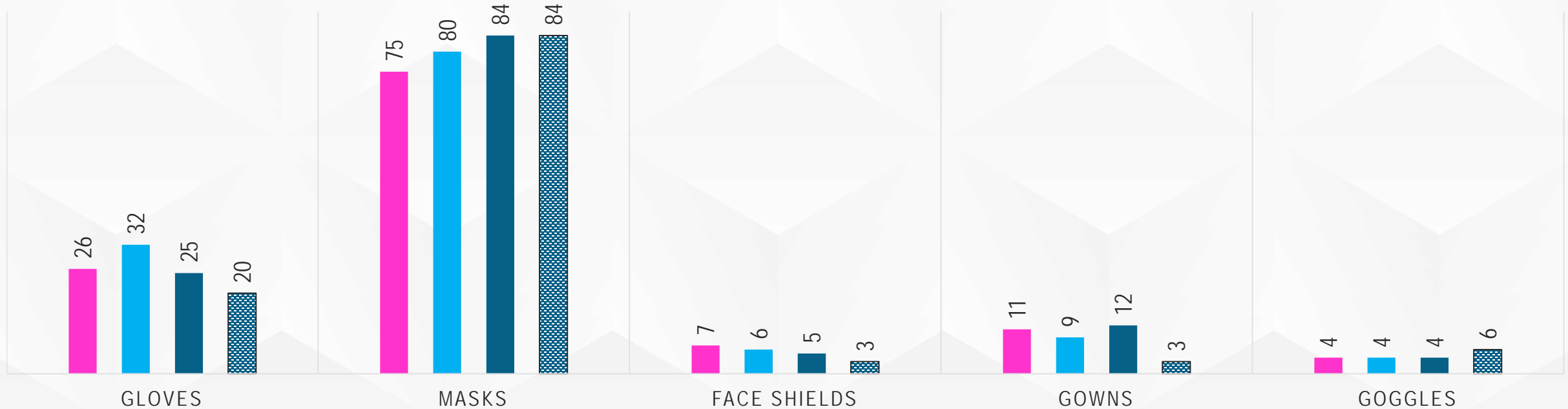
May 8-12

May 8-12

Plan to require for locations currently closed

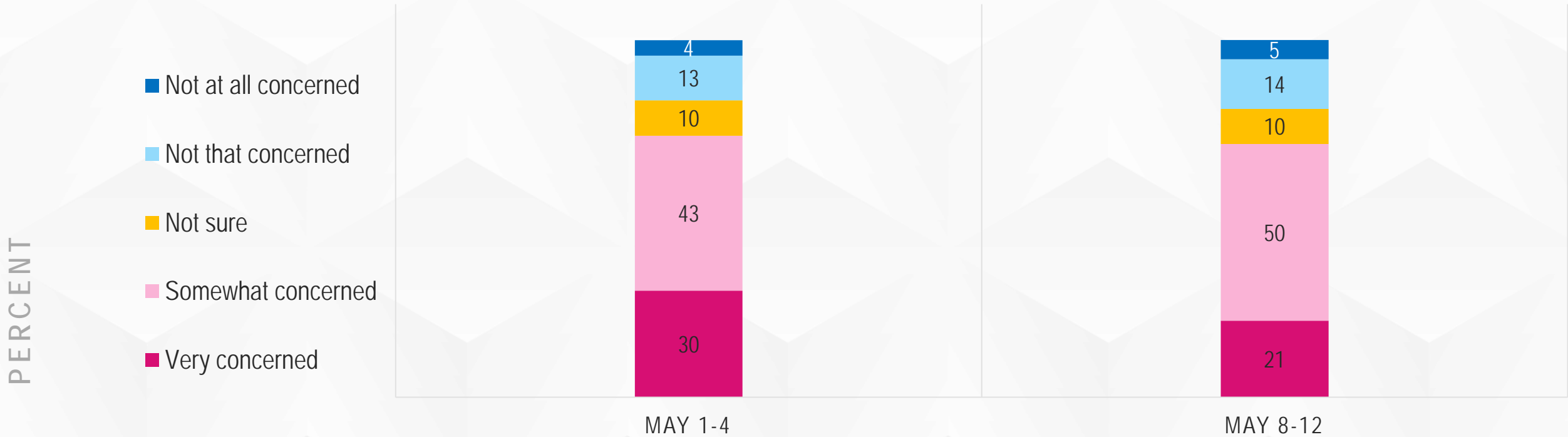
Actually require for open locations

PERCENT

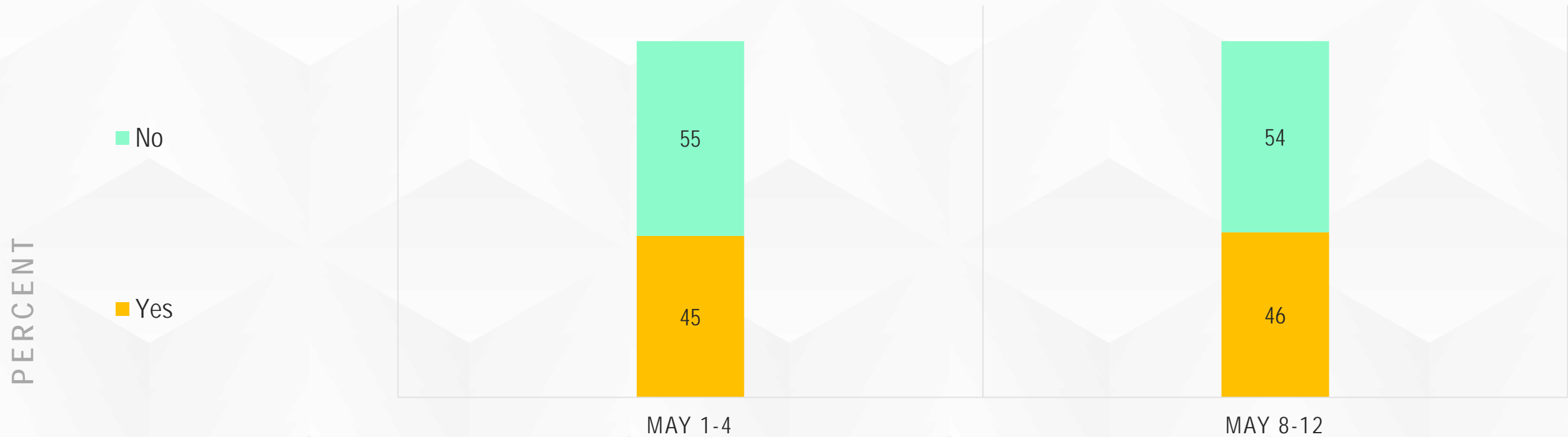


If closed:

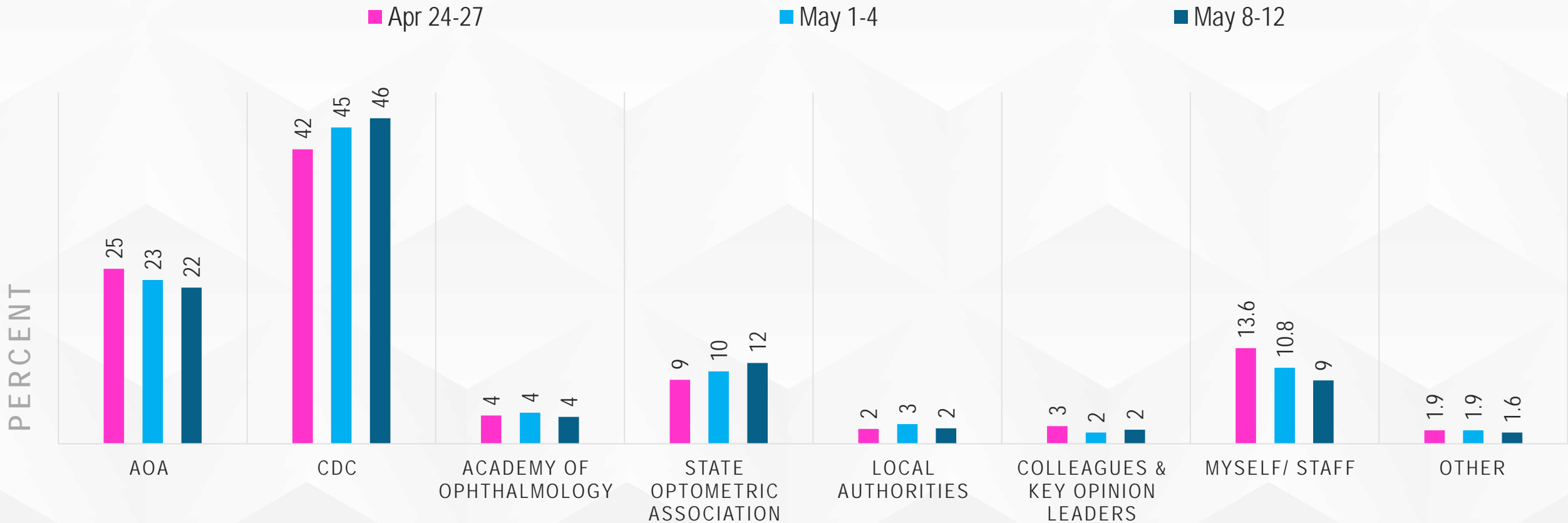
# CONCERN ABOUT ACQUIRING NEEDED PPE



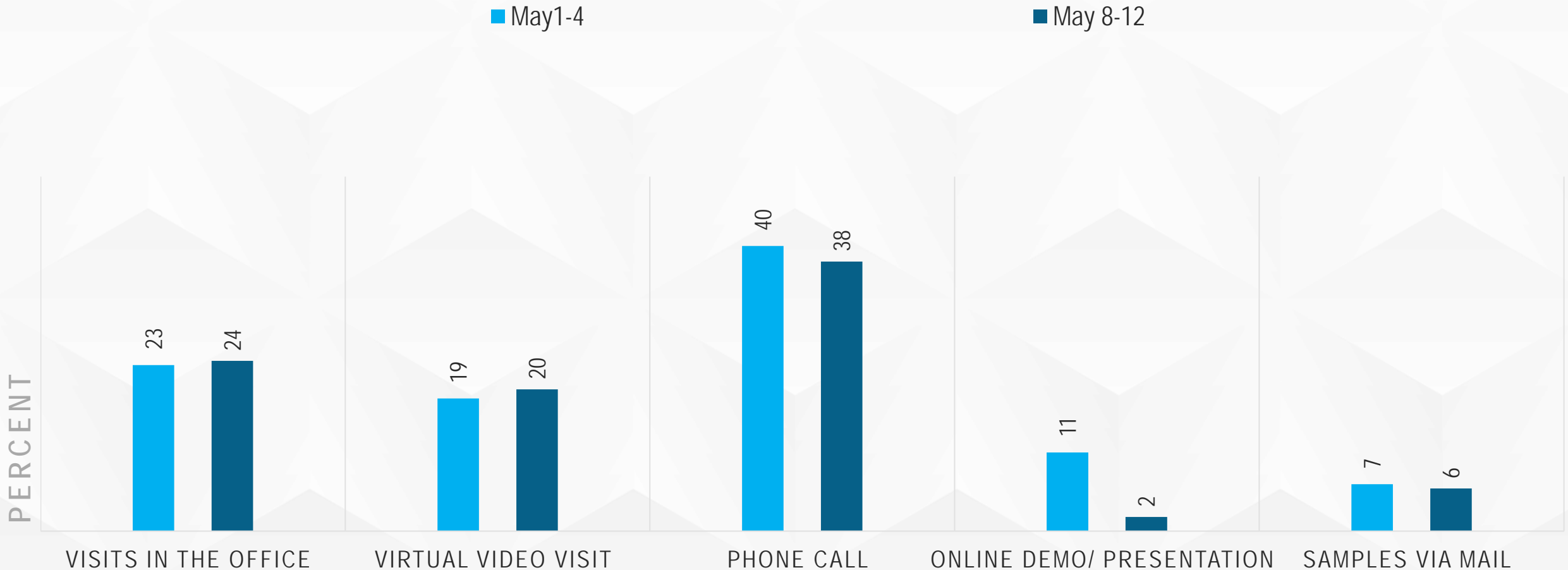
# HAVE YOU THOUGHT ABOUT HOW TO MANAGE THE ADDITIONAL COSTS OF PPE?



# WHO DO YOU THINK IS MOST APPROPRIATE TO DETERMINE NEW GUIDELINES FOR SAFETY/SANITATION? *SELECT ONE.*

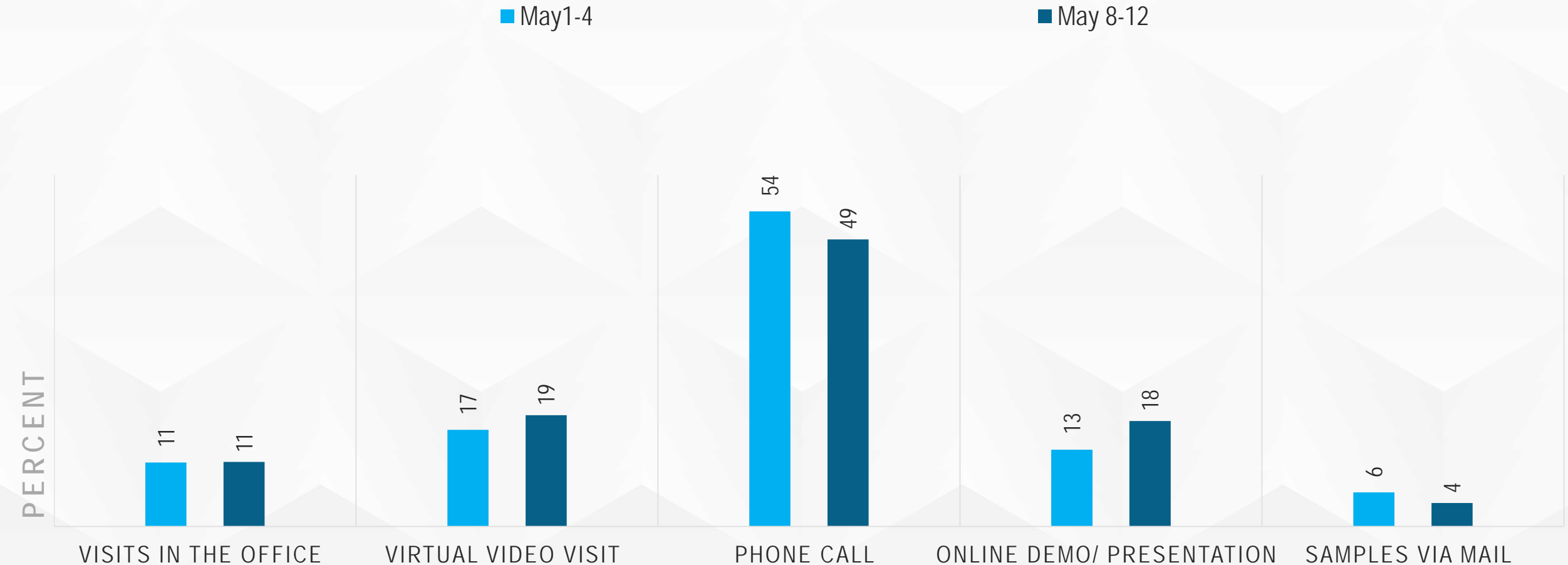


# HOW DO YOU PREFER TO ENGAGE WITH **FRAMES SALES REPS** OVER THE NEXT FEW MONTHS?

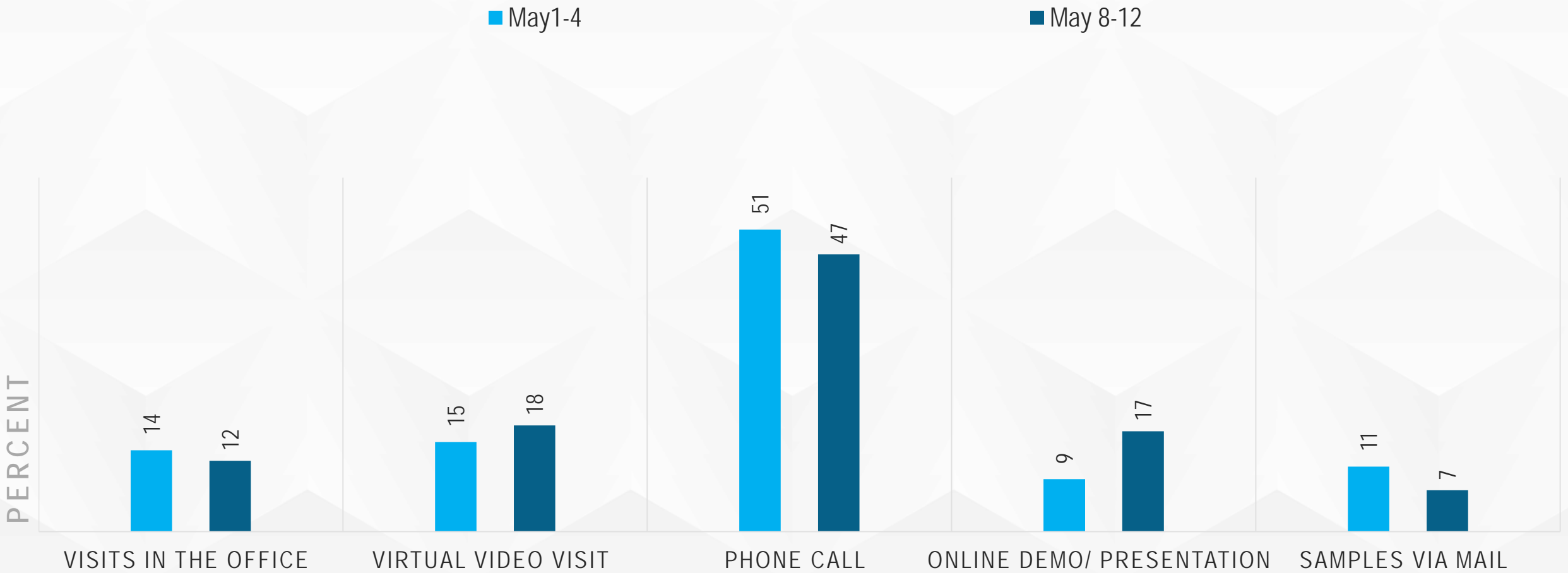




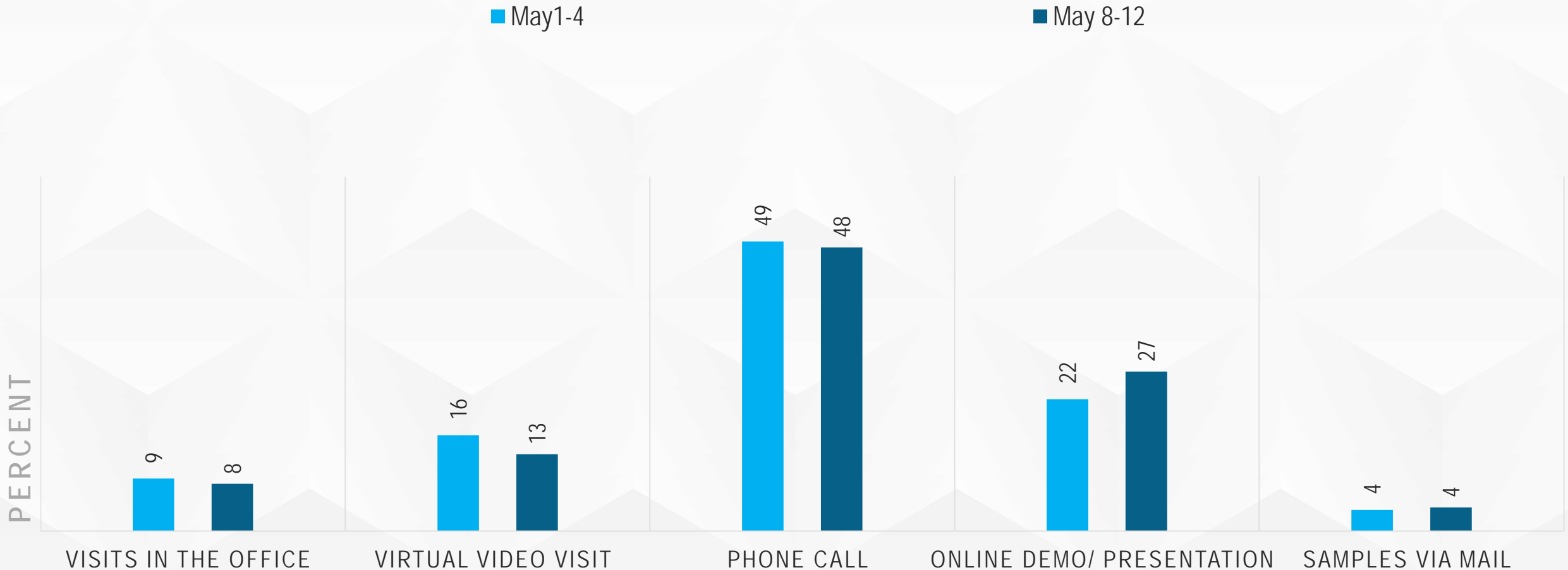
# HOW DO YOU PREFER TO ENGAGE WITH **LENS SALES REPS** OVER THE NEXT FEW MONTHS?



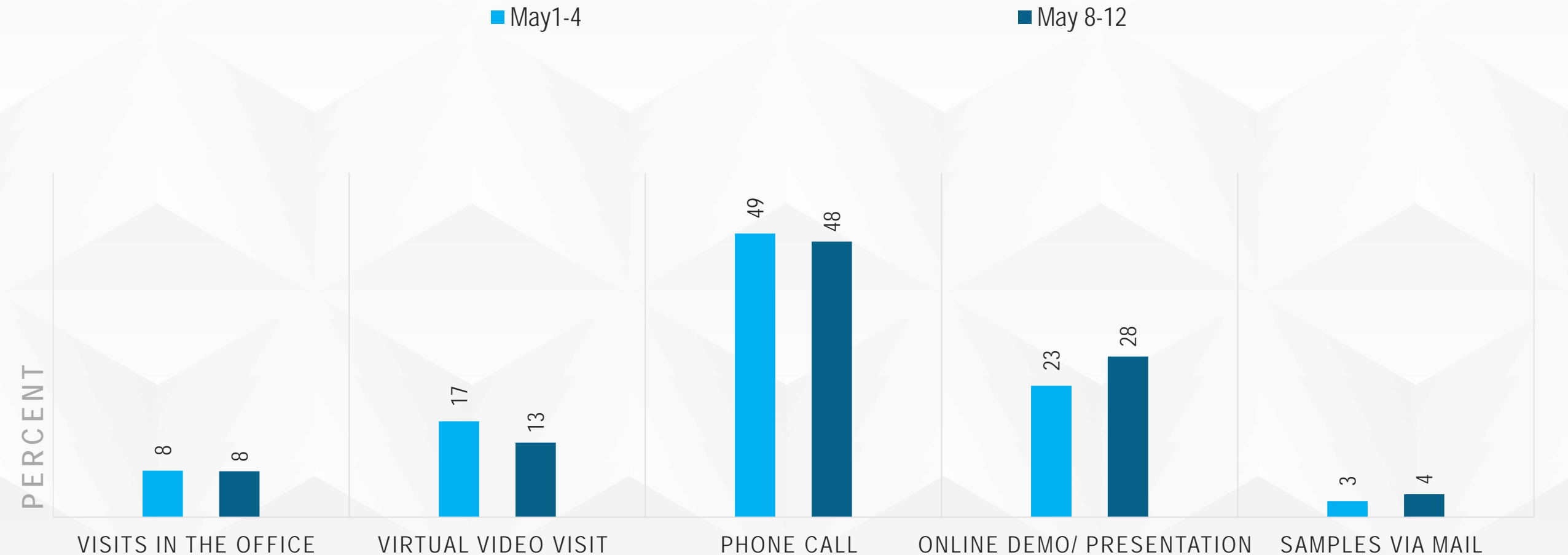
# HOW DO YOU PREFER TO ENGAGE WITH CONTACT LENS SALES REPS OVER THE NEXT FEW MONTHS?



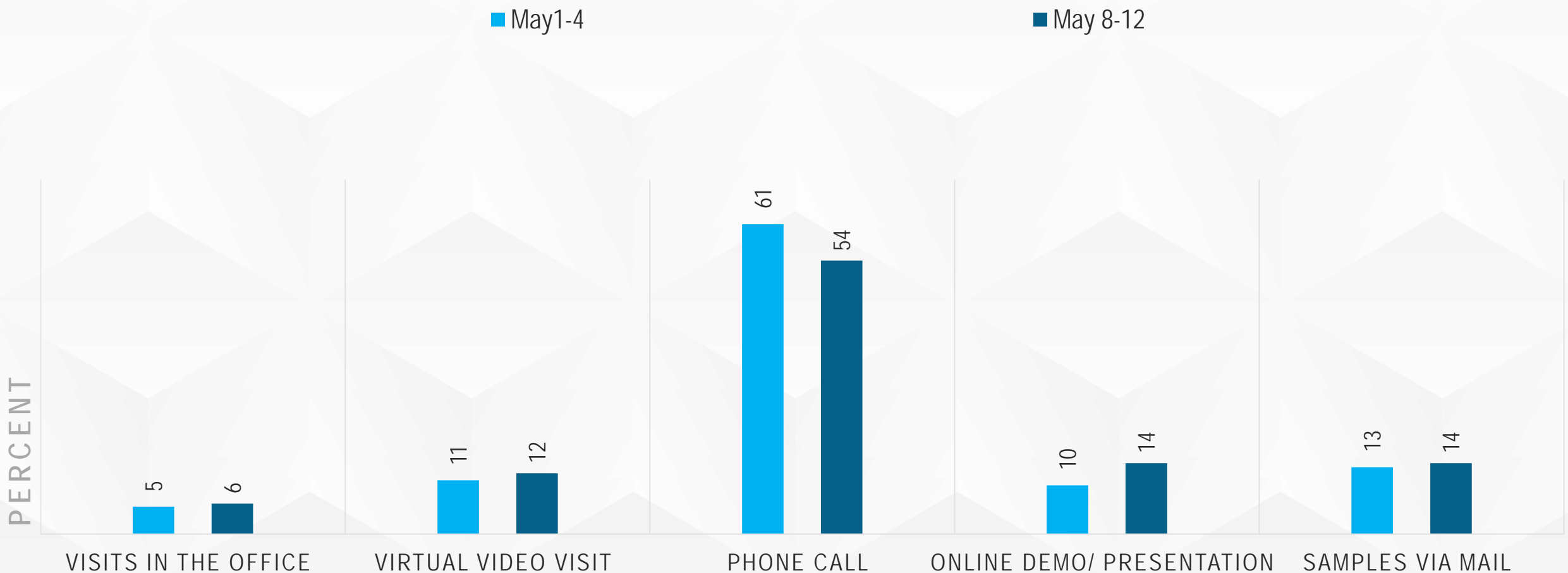
# HOW DO YOU PREFER TO ENGAGE WITH EQUIPMENT SALES REPS OVER THE NEXT FEW MONTHS?



# 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



# 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



If open:

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

## Most people are saying....

“Take it slow.”

“Allow extra time for everything”

“Every task takes longer than you anticipate to complete”

“Clients forget their own mask”

“Do not assume everyone knows how to properly wear a mask”

“Patients are eager to purchase.”

“Phone calls are more than expected.”

“Patients are more ready than people think.”

“Develop a detailed plan for re-opening.”

“Be prepared. Have an orientation day”

“Have written policy and procedure manuals”