

2024 Ocular Surface Disease Survey

Market Scope is launching a new Ocular Surface Disease Survey and is allowing sponsors to add questions and collect data to better understand industry dynamics, gain important insights into leading trends, and explore surgeons' opinions regarding current and future technologies. This survey will go to both MDs and ODs in the United States and Western Europe, giving us a unique opportunity to ask about a wide variety of topics.

The survey covers dry eye disease and allergic conjunctivitis and current topics include:

- ✓ Referral sources, patient volumes, and diagnoses
- ✓ Patient disease severity (mild, moderate, severe)
- ✓ Frequency of Sjögren's syndrome, blepharitis, meibomian gland dysfunction, and ocular allergies
- ✓ Diagnostic technologies and procedures used to diagnose different conditions
- ✓ Plans to equip office with a dry eye diagnostic device
- ✓ Eye drops and medications used to treat dry eye
- ✓ Devices and treatments used on dry eye patients
- ✓ Lid cleaning (Hypochlorous acid solution, lid debridement (BlephEx, AB Mas, other), or other)
- ✓ Thermal expression devices (MiBo ThermoFlo, LipiFlow, iLux, Thermal 1-Touch, TearCare)
- ✓ Use of light-based therapies
- ✓ Use of preservative-free drops and lubricants

The sponsorship process is simple:

- ✓ A three-week period is reserved for sponsor to review the survey in its entirety.
- ✓ Custom questions and edits may be submitted during the three-week review period.
- ✓ Sponsors have the option to have results from their questions be reported back only to them.
- ✓ Email invitations will be sent to Market Scope's proprietary online database of verified US ophthalmologists.
- ✓ Market Scope's data team will analyze results and prepare a comprehensive report for all participating sponsors in September.

Sponsors will receive a downloadable PDF version of the report and Excel file.

Timeline:

- ✓ July 1 to July 18: Review period for sponsors
- ✓ July 19: Sponsors' survey additions and comments due
- ✓ July 26: Survey launches on Market-Scope.com and remains open for about a month
- ✓ Mid-September: Deliverables provided to sponsors

Licensing and delivery:

- ✓ Sponsorship of this survey is \$11,500 for an enterprise license.

