

# ECPulse *SURVEY*

Jobson **OPTICAL**  
RESEARCH

Q2 2022

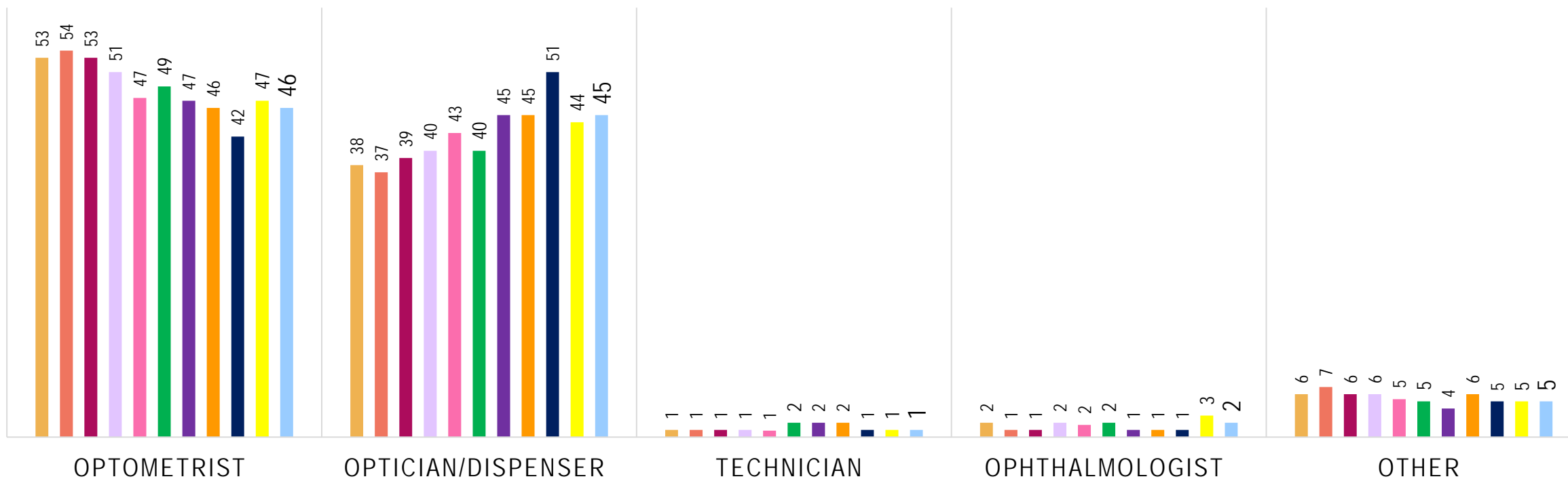
# ABOUT THIS SURVEY...

- In March 2020, as COVID-19 reached our nation, Jobson Research began a series of research studies that surveyed ECPs on how they were dealing with the pandemic. We provided this data frequently and complimentary to our industry to provide some guidance and knowledge to the world of optical about how you all were coping.
- We completed 30 waves of that research over 2+ years and the questions we asked with each wave varied as time went on. Different topics became more pertinent, new practices and policies emerged, and new information was requested.
- Now that we are in June of 2022, we want to pivot from how the Coronavirus pandemic alone is affecting our industry, and focus more on a variety of areas that are currently affecting and influencing ECPs and optical.
- We have created this ECPulse research study, which we will conduct quarterly, to take a pulse of what's going on and how ECPs are responding. There are some questions in this report that we had asked in our past ECP Coronavirus Wave surveys, so we have included trending wherever possible.
- We are always interested in your ideas and interest for future research, so please feel free to email [jwaller@jobson.com](mailto:jwaller@jobson.com) with any input or feedback.
- This Q2 2022 ECPulse ran in June 2022 and surveyed 403 ECPs.

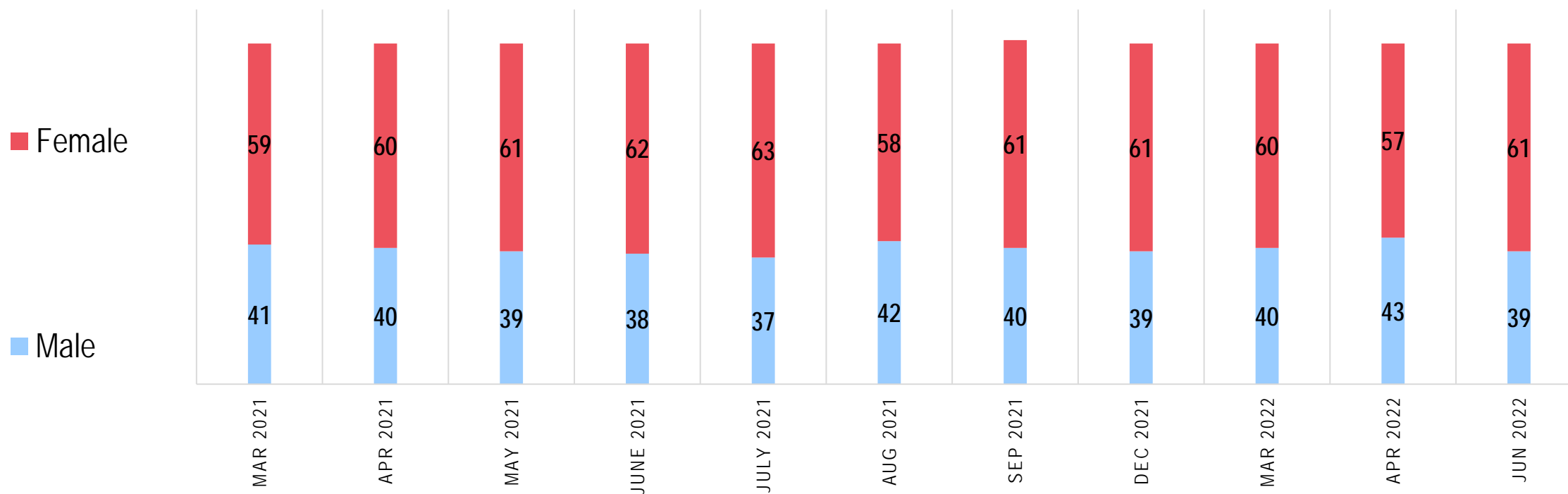
# RESPONDENT DEMOGRAPHICS

# RESPONDENT PROFESSION

■ Mar 2021
■ Apr 2021
■ May 2021
■ June 2021
■ July 2021
■ Aug 2021
■ Sep 2021
■ Dec 2021
■ Mar 2022
■ Apr 2022
■ Jun 2022

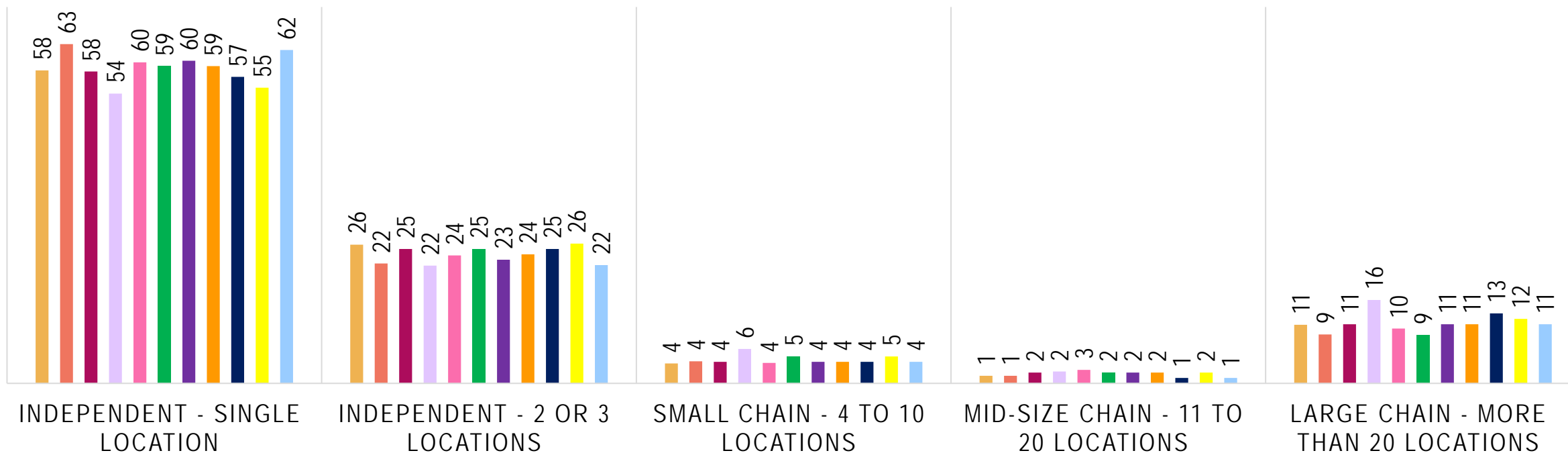


# GENDER



# LOCATION TYPE

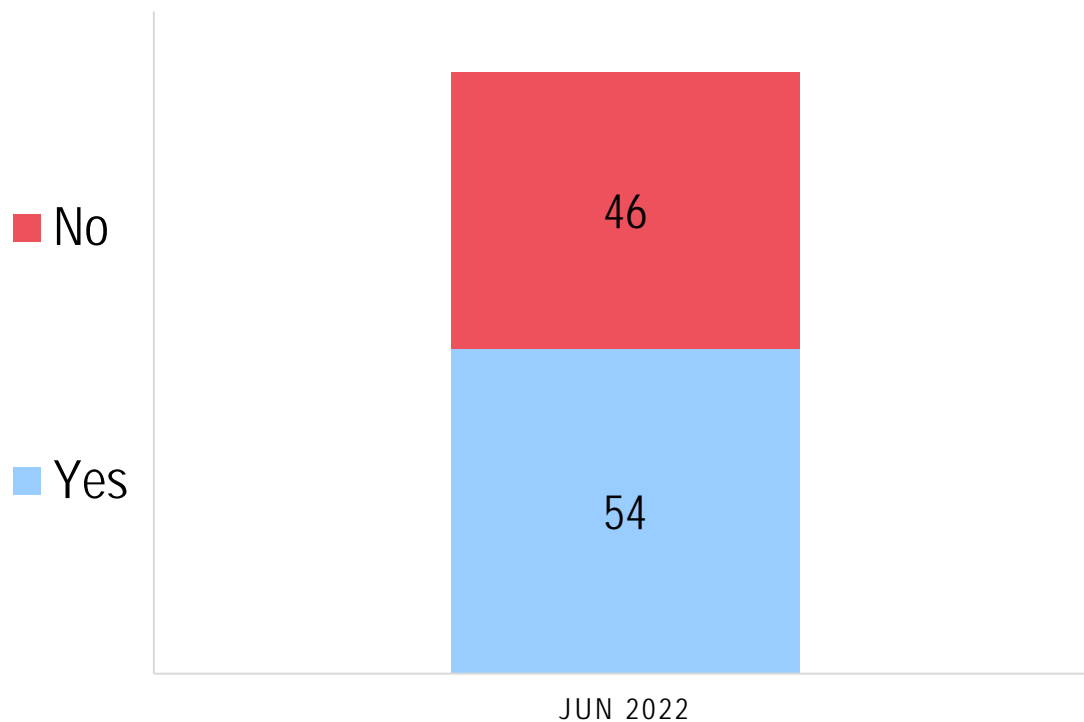
Mar 2021 Apr 2021 May 2021 Jun 2021 July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



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# ECPS & THEIR PRACTICES

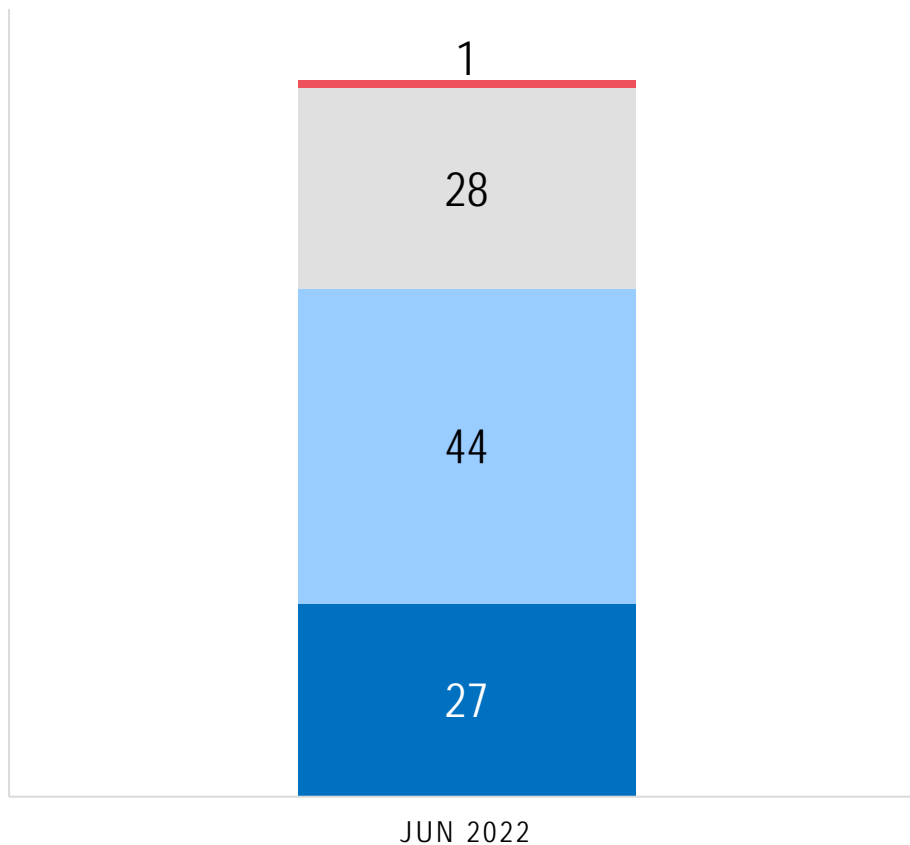
# ARE YOU HAVING DIFFICULTY STAFFING YOUR LOCATION?





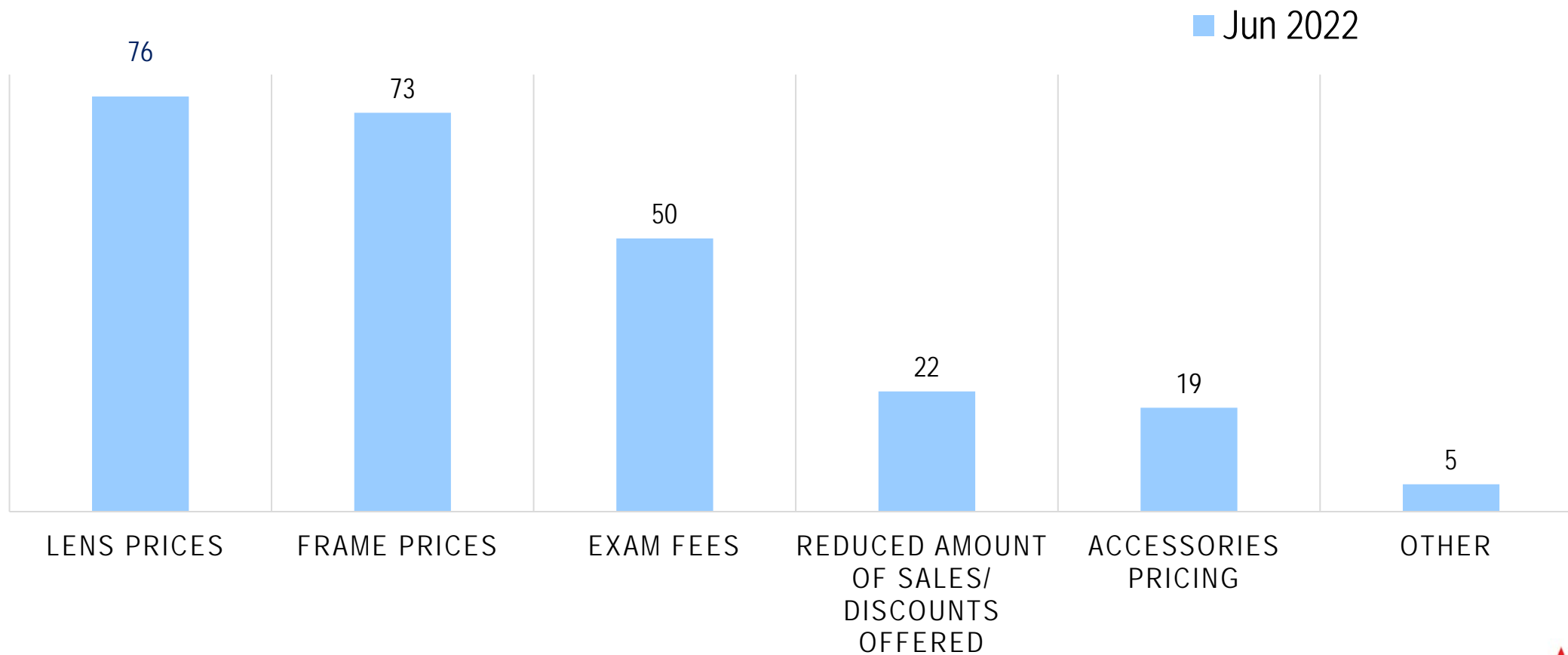
# HAS YOUR LOCATION INCREASED PRICES IN 2022?

- No, we lowered prices
- No, Prices remain same
- Yes, in some areas
- Yes, across the board

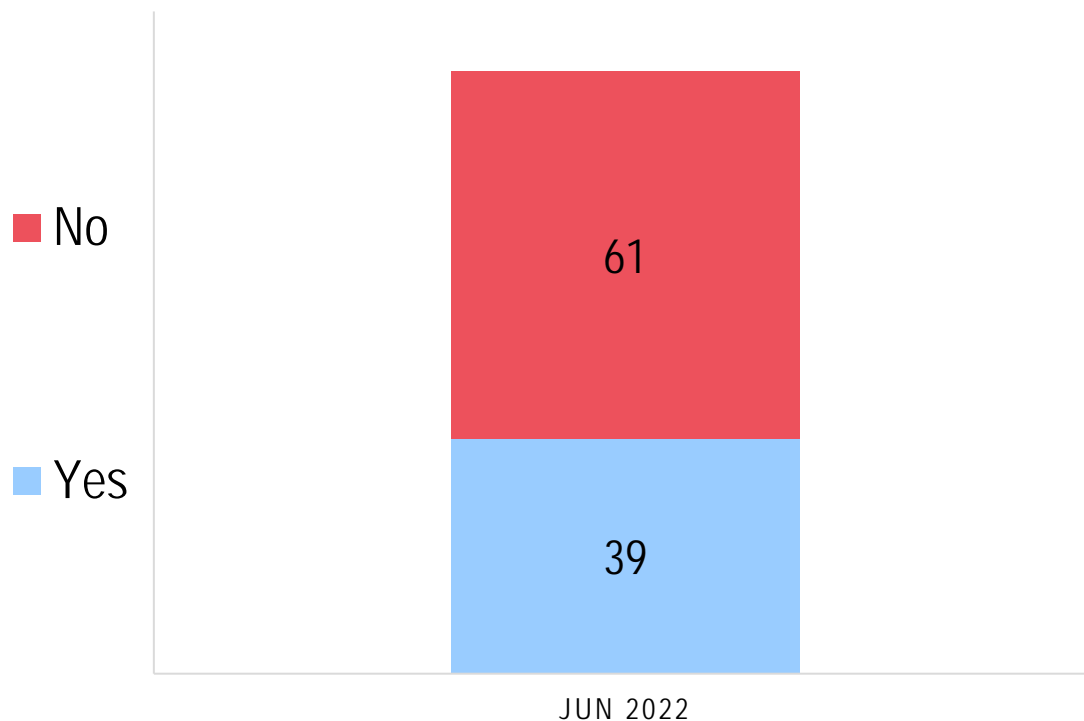


*If location has increased prices in 2022:*

# WHERE HAVE YOU INCREASED PRICES?

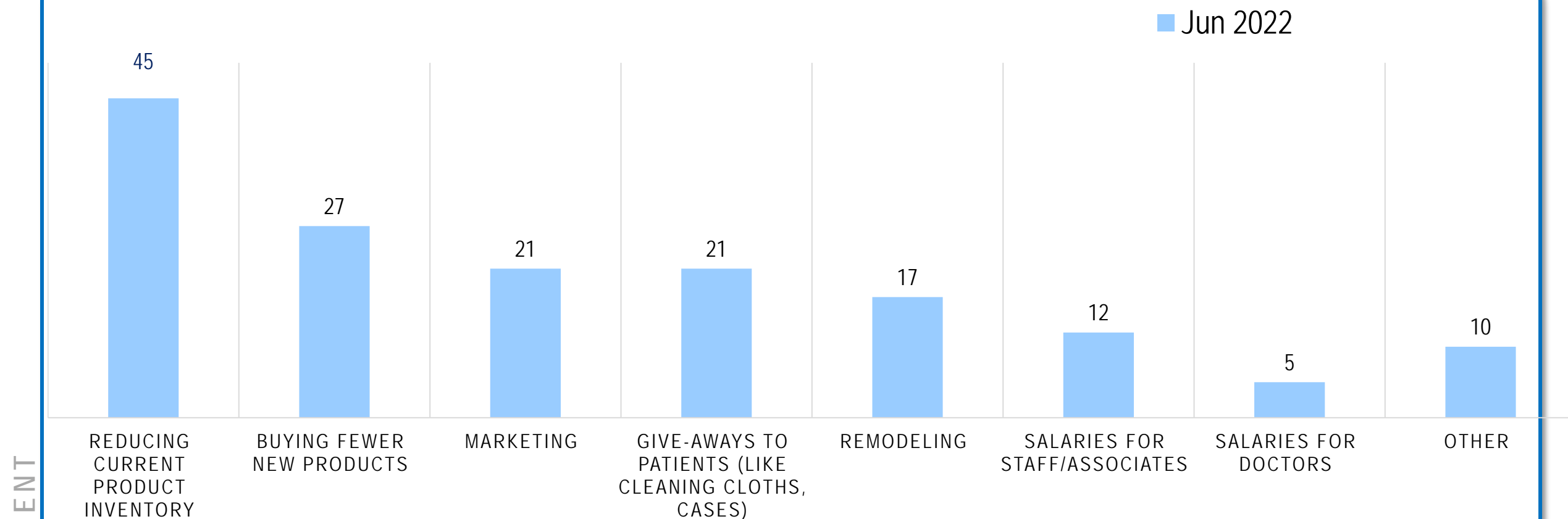


# DID YOUR PRACTICE CUT COSTS IN 2022?

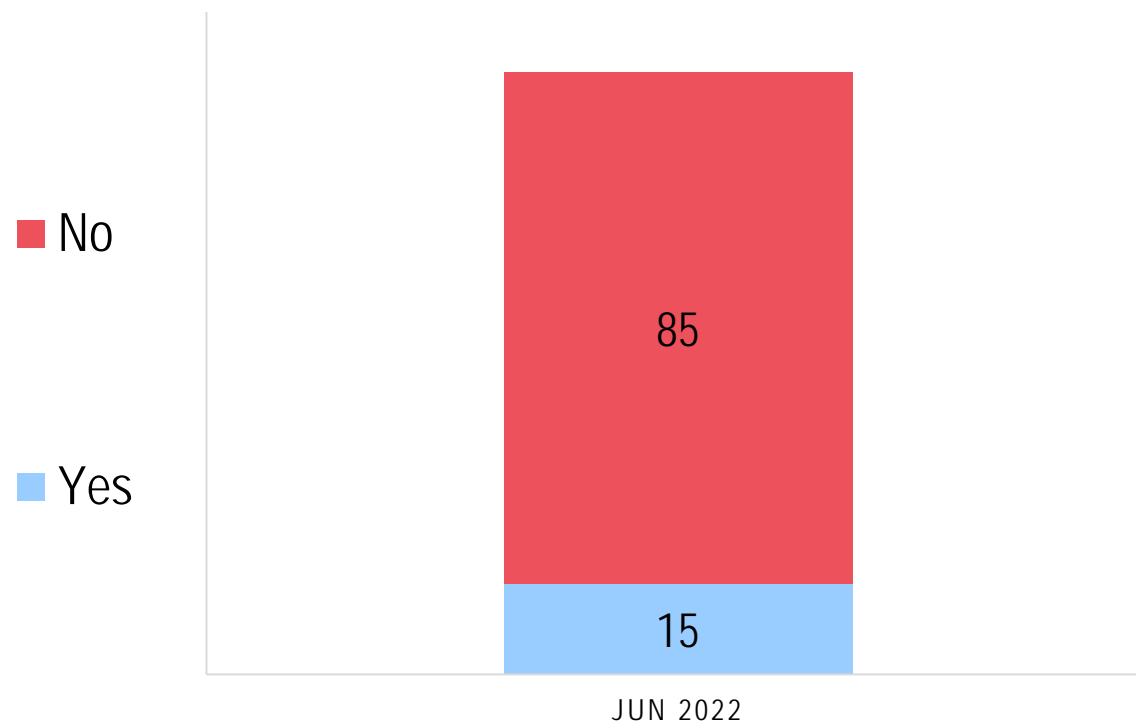


*If practice cut cost in 2022:*

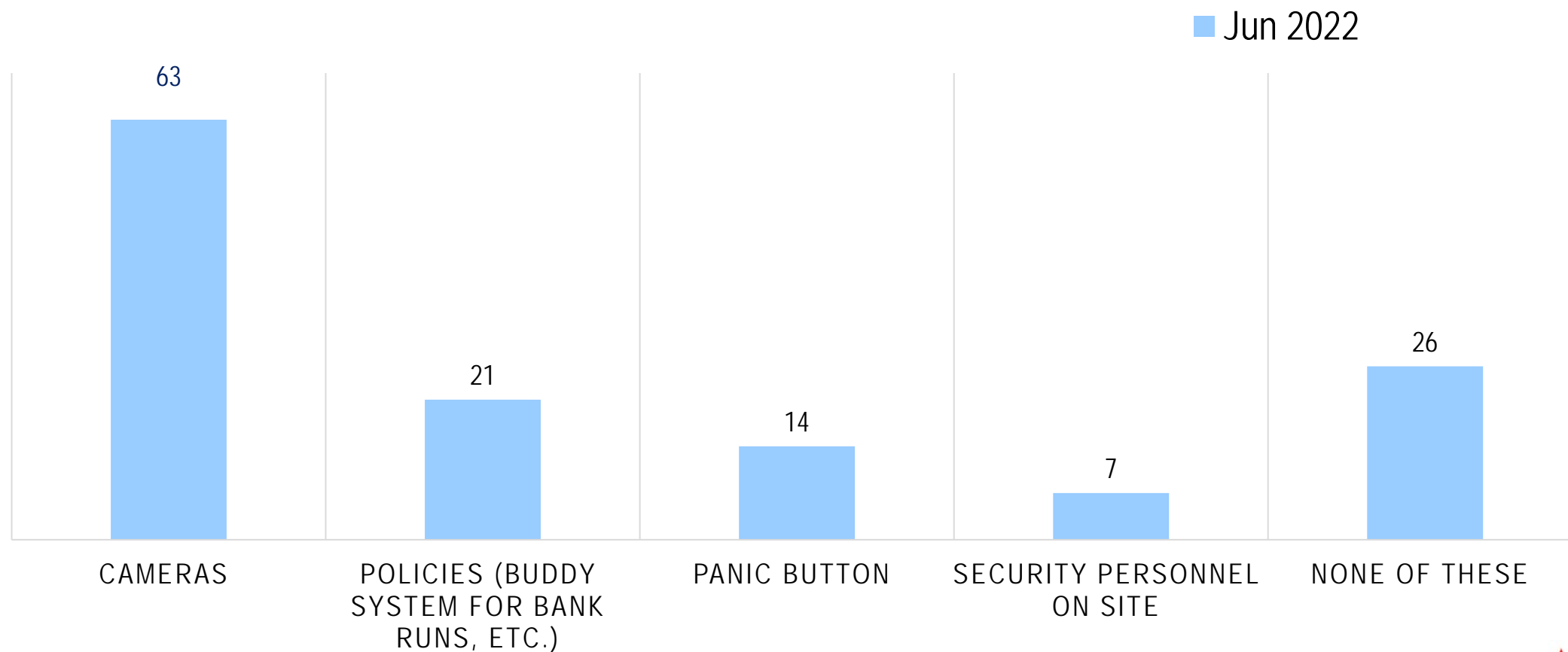
# WHERE HAS YOUR PRACTICE CUT COSTS?



# DOES YOUR PRACTICE CHARGE A LATE FEE FOR NO SHOWS OR LATE CANCELLATIONS?

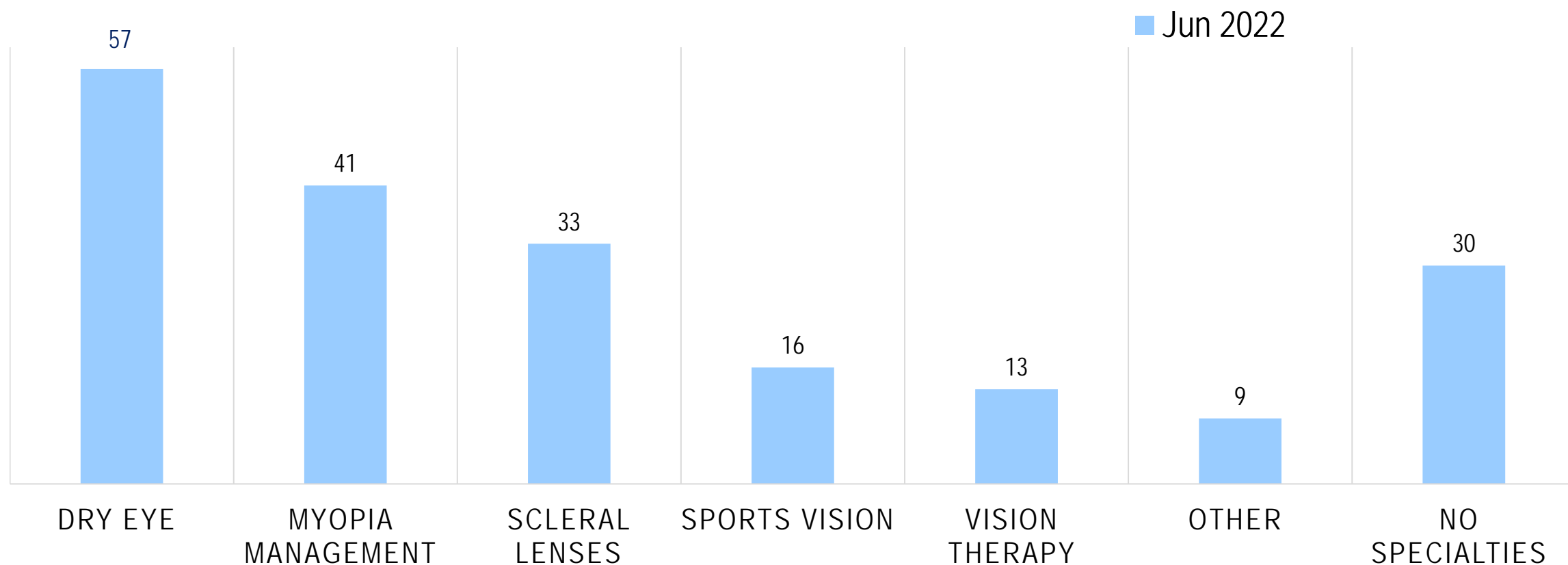


# WHAT SECURITY MEASURES DOES YOUR PRACTICE EMPLOY?



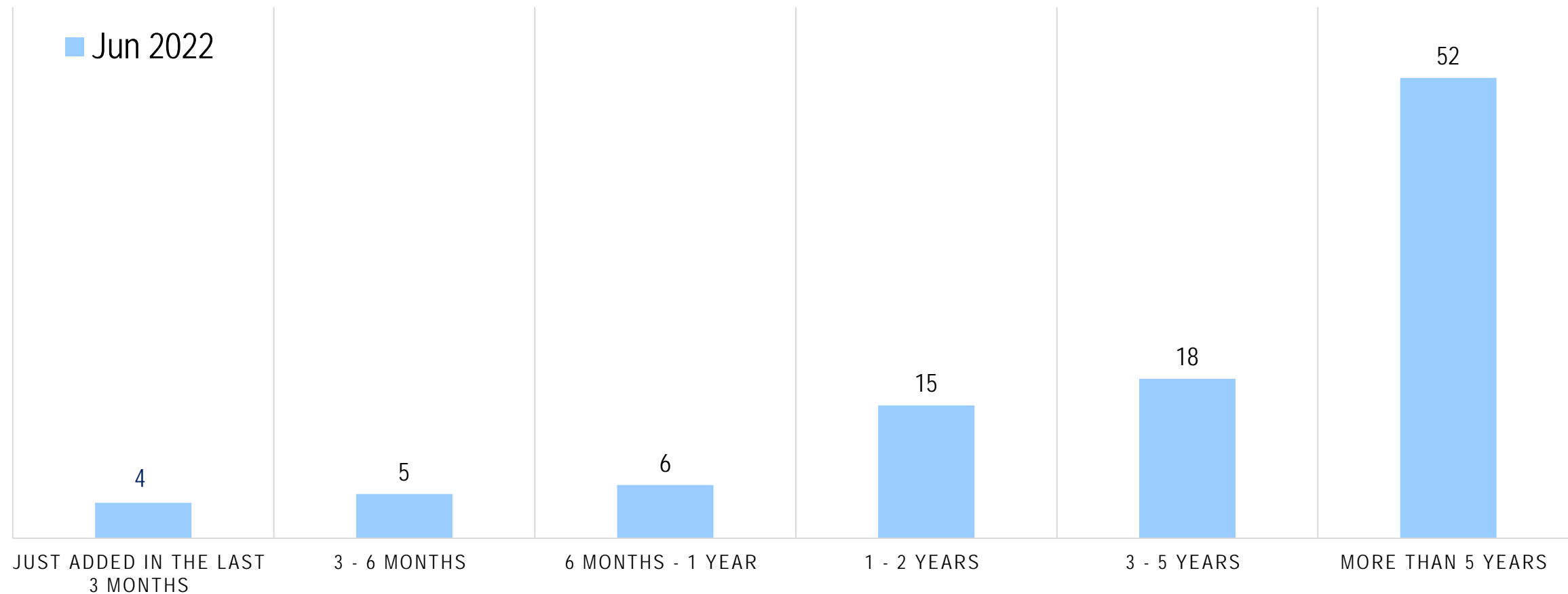
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# WHAT SPECIALTIES DOES YOUR PRACTICE OFFER?



*If practice offers a specialty:*

## HOW LONG HAS YOUR PRACTICE OFFERED THIS SPECIALTY?

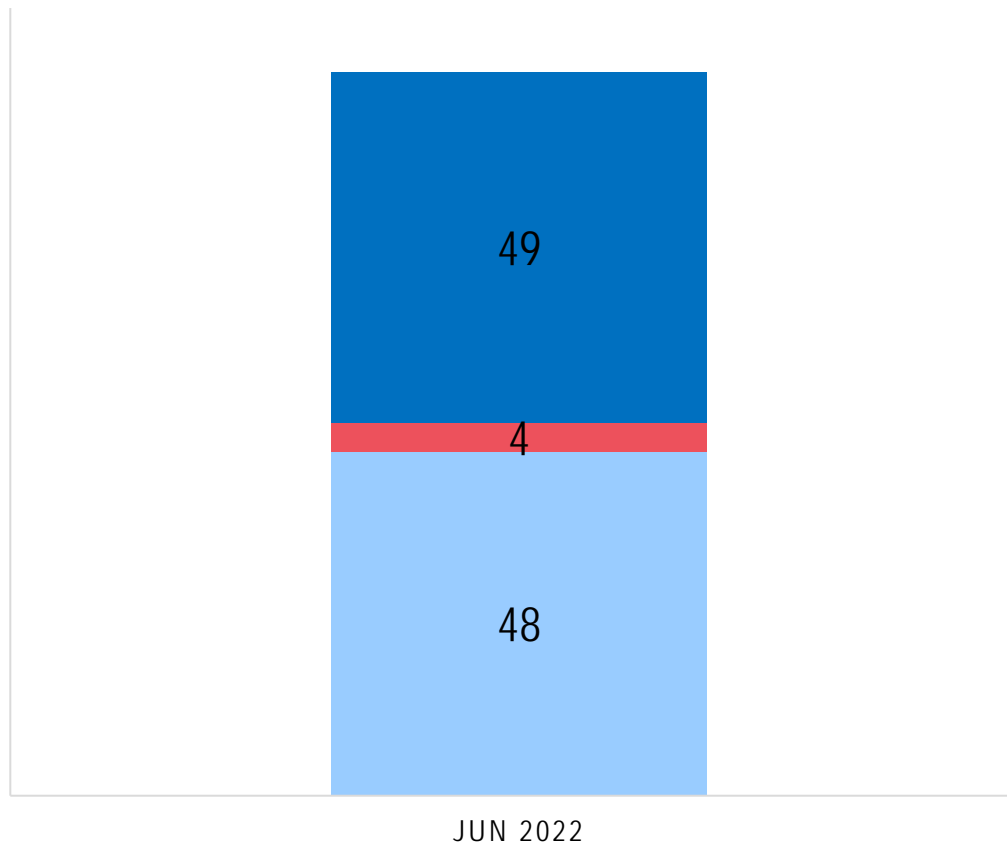




*If practice offers a specialty:*

## OVER THE PAST QUARTER HAS YOUR PRACTICE SEEN A NEED FOR THIS SPECIALTY INCREASE/DECREASE?

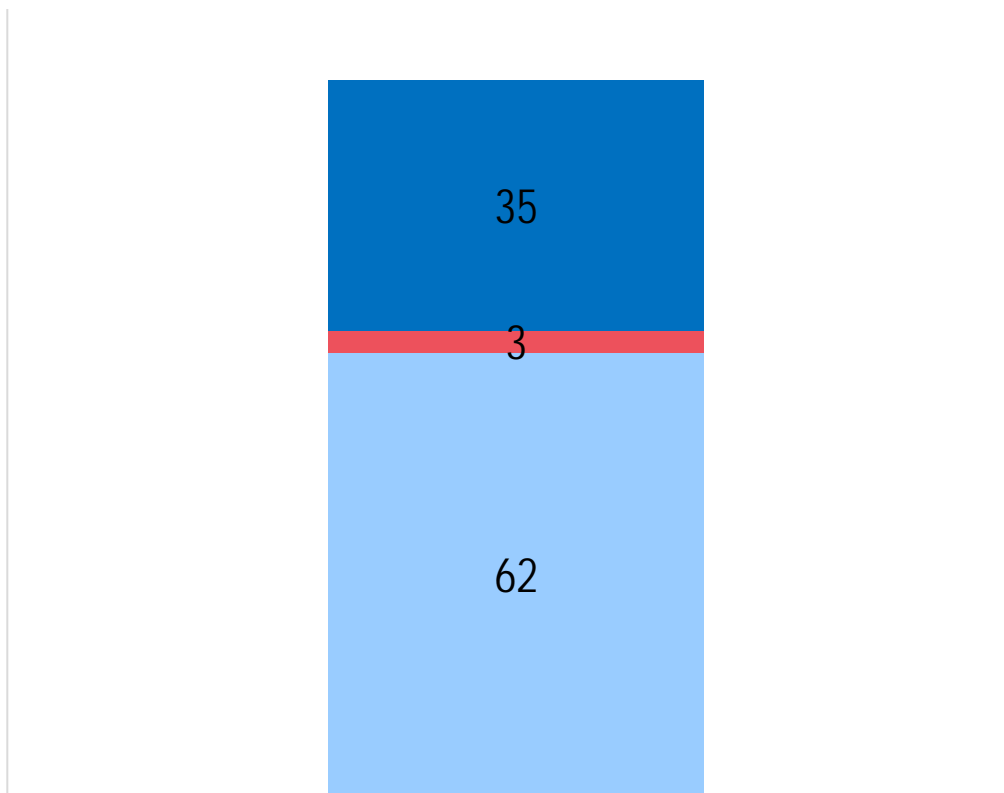
- Stay the same
- Decrease
- Increase



*If practice offers a specialty:*

# FOR THE NEXT YEAR, DO YOU EXPECT THE NEED FOR THIS SPECIALTY TO INCREASE OR DECREASE?

- Stay the same
- Decrease
- Increase

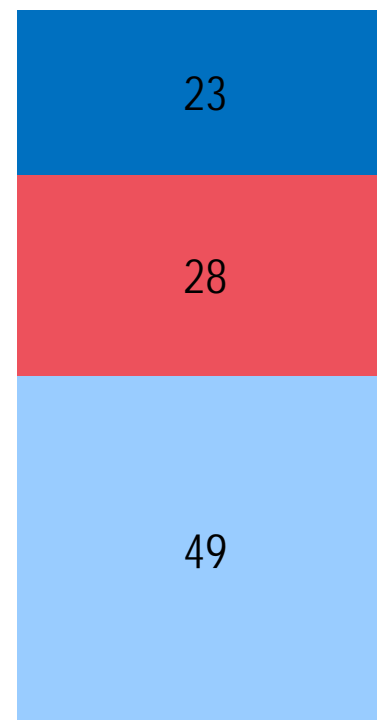


JUN 2022

# WHAT PERCENT OF YOUR LOCATION'S GROSS REVENUES COMES FROM THE FOLLOWING:

- Services that are not covered by managed vision care or the patients' medical insurance
- Medical carrier reimbursements/co-pays of medical services
- Providing comprehensive, routine exams and related sales

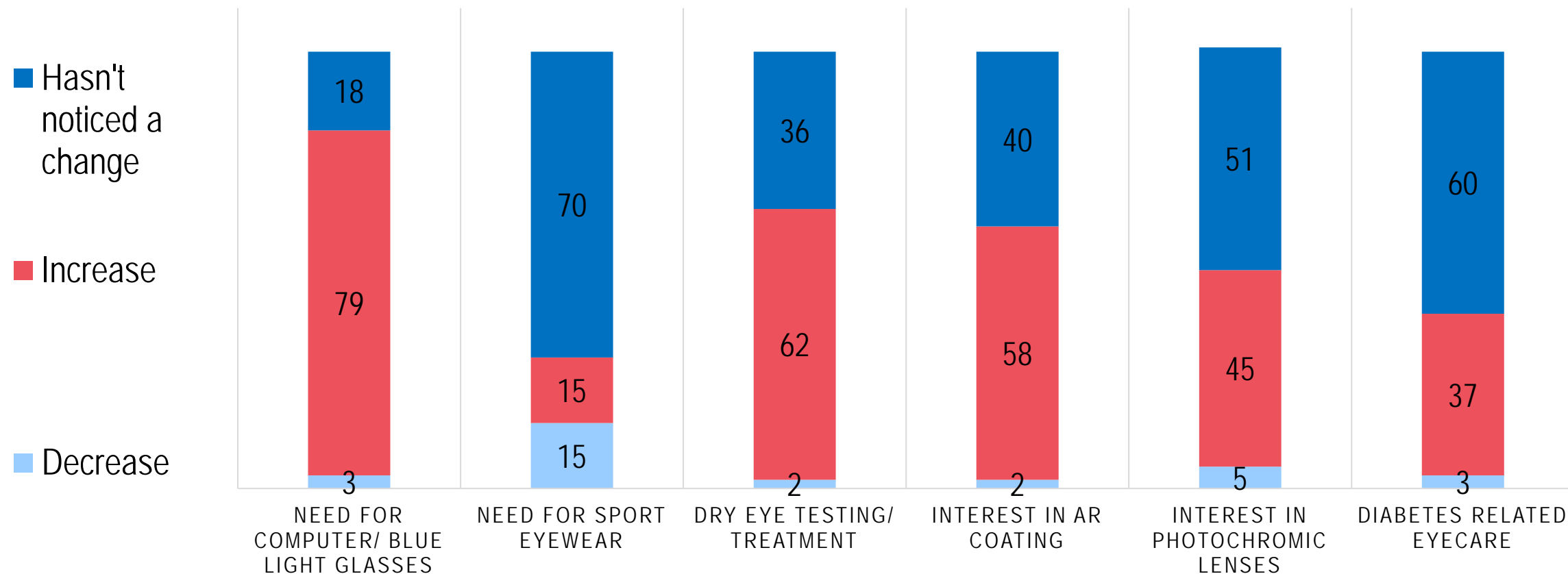
Averages Charted



JUN 2022

# ECPS & THEIR PATIENTS

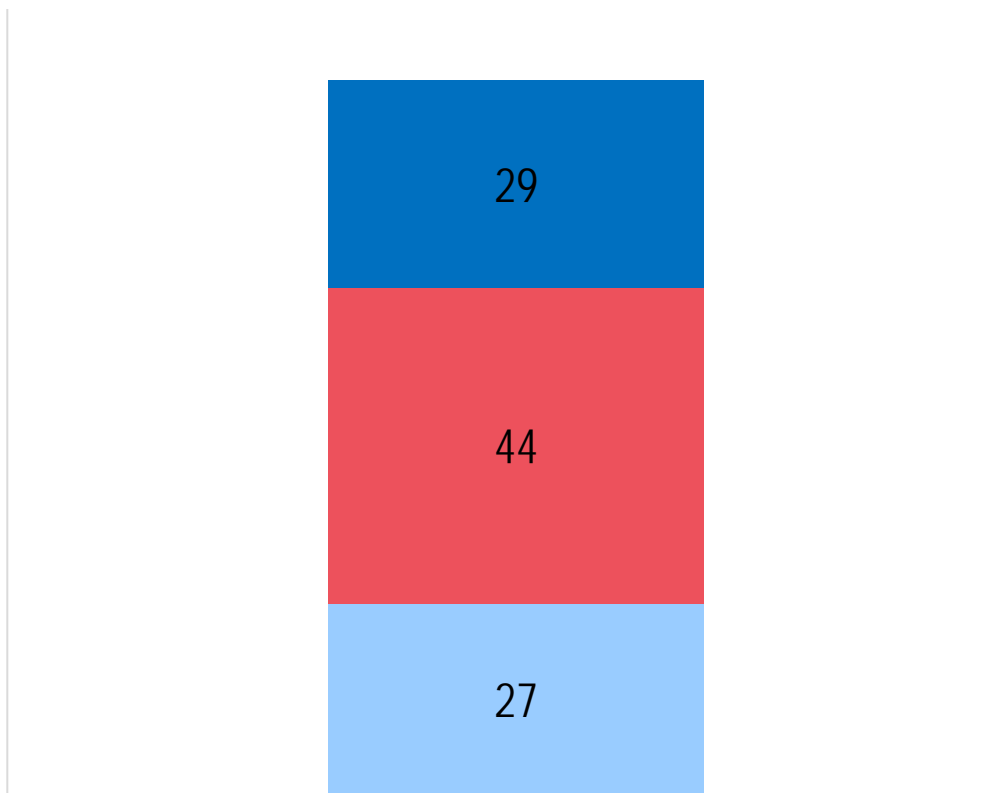
# HAVE YOU NOTICED A DIFFERENCE IN YOUR PATIENTS' NEEDS IN THE FOLLOWING AREAS SINCE THE PANDEMIC?



Jun 2022

# IN 2022, HAVE YOU NOTICED A CHANGE IN WHEN YOUR “BUSY” MONTHS ARE?

- Not sure
- No
- Yes



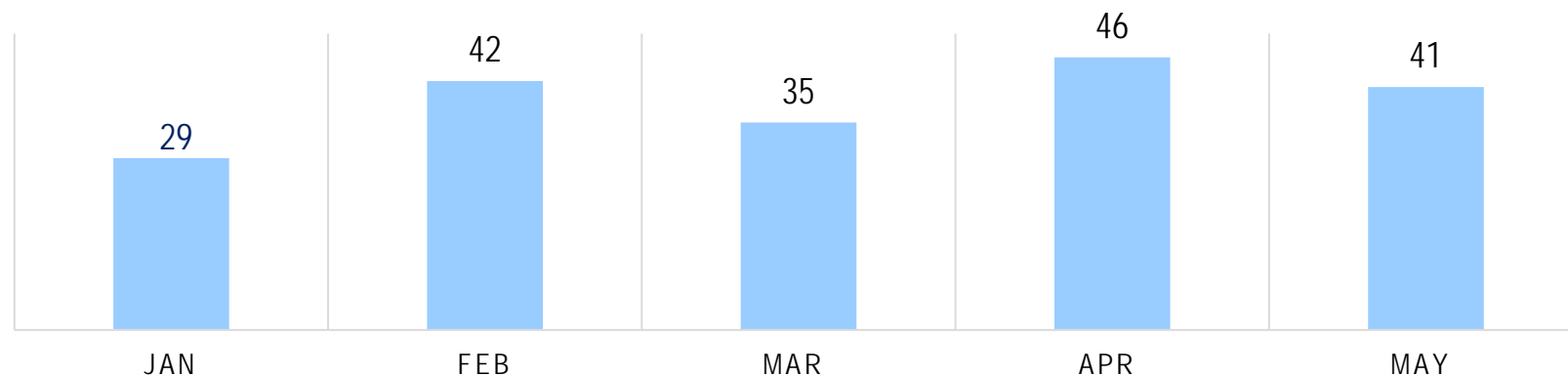
JUN 2022

*If noticed a change in when "busy" months are?*

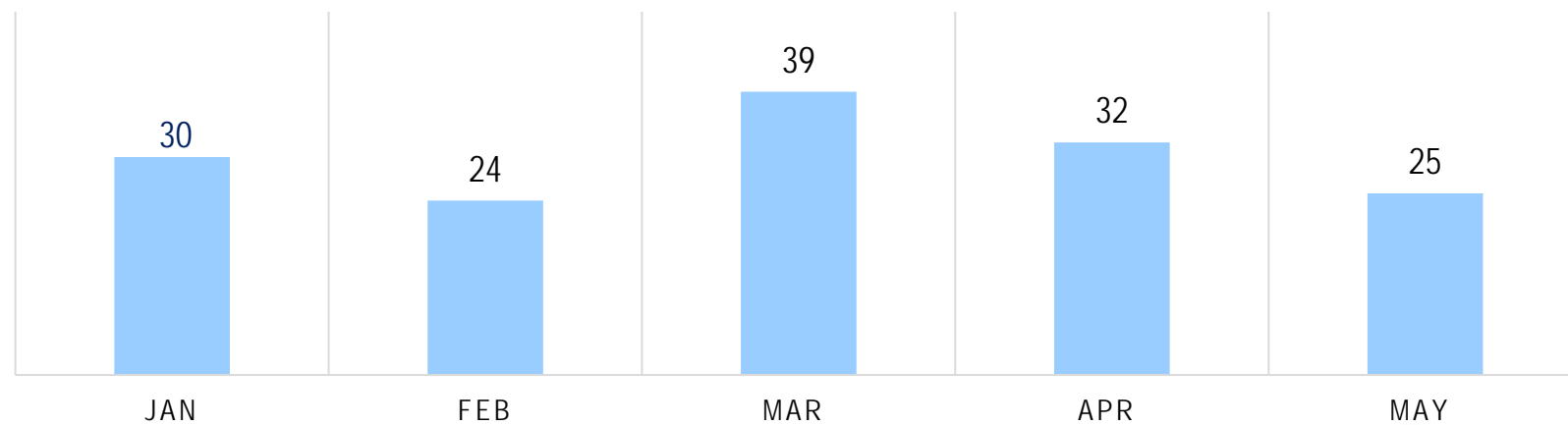
# WHICH MONTHS...

■ Jun 2022

WERE TYPICALLY NOT THAT  
BUSY BUT WERE IN 2022



MONTHS USED TO BE BUSY  
AND WERE NOT THIS YEAR



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# PATIENT VOLUME & PROFITABILITY



# PATIENT VOLUME & PROFITABILITY

2022 COMPARISONS	FEB 2022 VS FEB 2021	FEB 2022 VS FEB 2019	MAR 2022 VS MAR 2021	MAR 2022 VS MAR 2019	MAY 2022 VS MAY 2021	MAY 2022 VS MAY 2019
PROFITABILITY PER PATIENT	+7%	+2%	+6%	+4%	+4%	+3%
# PATIENTS PER DAY	+7%	+0%	+8%	+3%	+4%	+2%
REVENUE	+6%	+3%	+7%	+6%	+5%	+4%
OPTICAL SALES	+8%	+3%	+8%	+8%	+6%	+5%
CAPTURE RATE	+3%	+2%	+5%	+4%	+3%	+1%

# PATIENT VOLUME & PROFITABILITY

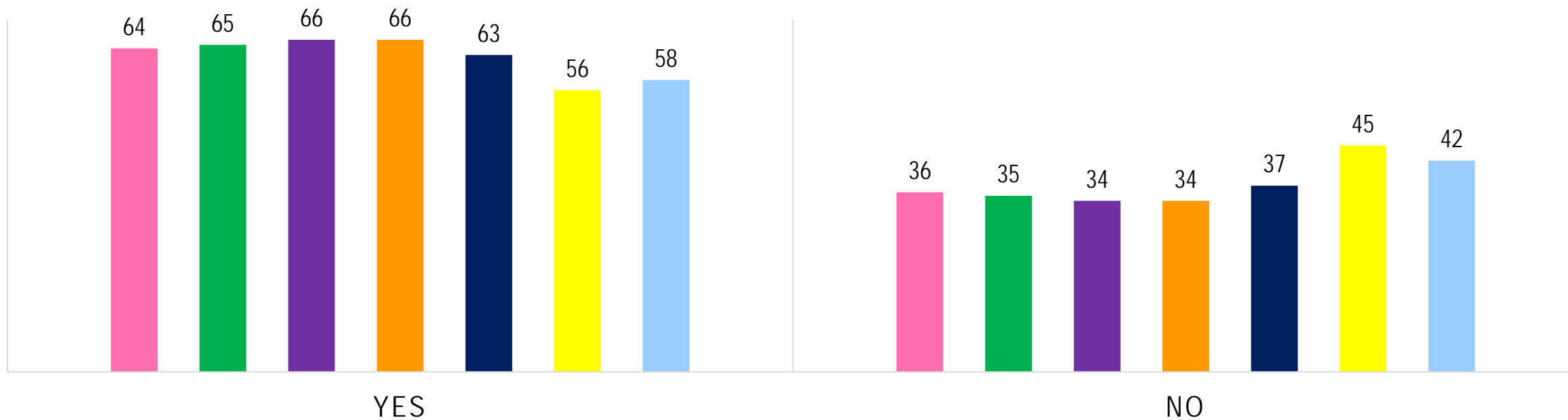
## YEAR OVER YEAR COMPARISONS

2021 COMPARISONS	MAR 2021 VS MAR 2020	MAR 2021 VS MAR 2019	APR 2021 VS APR 2020	APR 2021 VS APR 2019	MAY 2021 VS MAY 2020	MAY 2021 VS MAY 2019	JUN 2021 VS JUN 2020	JUN 2021 VS JUN 2019	JULY 2021 VS JULY 2020	JULY 2021 VS JULY 2019	AUG 2021 vs AUG 2020	AUG 2021 VS AUG 2019	SEP 2021 VS SEP 2020	SEP 2021 VS SEP 2019	Year 2021 vs Year 2020	Year 2021 vs Year 2019
PROFITABILITY PER PATIENT	+18%	-5%	+39%	-2%	+29%	-2%	+19%	-1%	+30%	-1%	+10%	-1%	+11%	=	+12%	-1%
# PATIENTS PER DAY	+22%	-8%	+48%	-6%	+34%	-4%	+22%	-3%	+16%	-1%	+11%	-2%	+10%	-2%	+14%	-2%
REVENUE	+23%	-4%	+48%	-3%	+34%	-1%	+21%	-2%	+15%	=	+12%	-1%	+10%	=	+15%	+1%
OPTICAL SALES	+24%	-3%	+48%	-2%	+35%	=	+21%	-1%	+15%	+1%	+12%	=	+10%	=	+14%	+1%
CAPTURE RATE	+14%	=	+36%	=	+23%	+1%	+13%	=	+8%	+1%	+7%	-1%	+5%	+1%	+8%	+2%

# SUPPLY CHAIN

## ARE YOU CURRENTLY EXPERIENCING ANY ISSUES WITH PRODUCTS HAVING DELAYS DUE TO SUPPLY CHAIN ISSUES BECAUSE OF COVID-19 RESTRICTIONS?

July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022

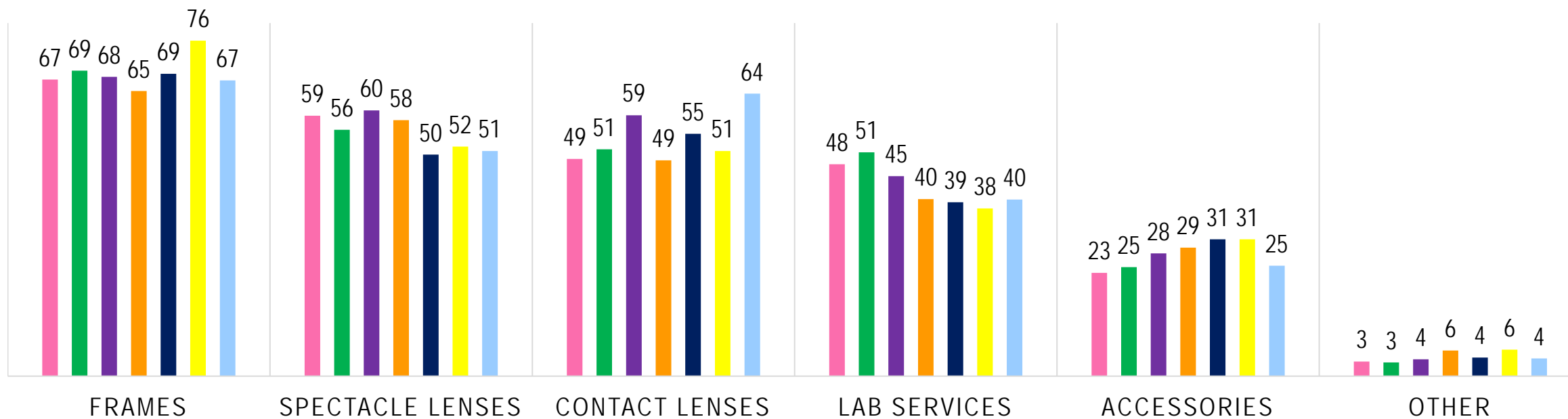


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*If currently experiencing delays/supply chain issues:*

# IN WHICH PRODUCT AREAS?

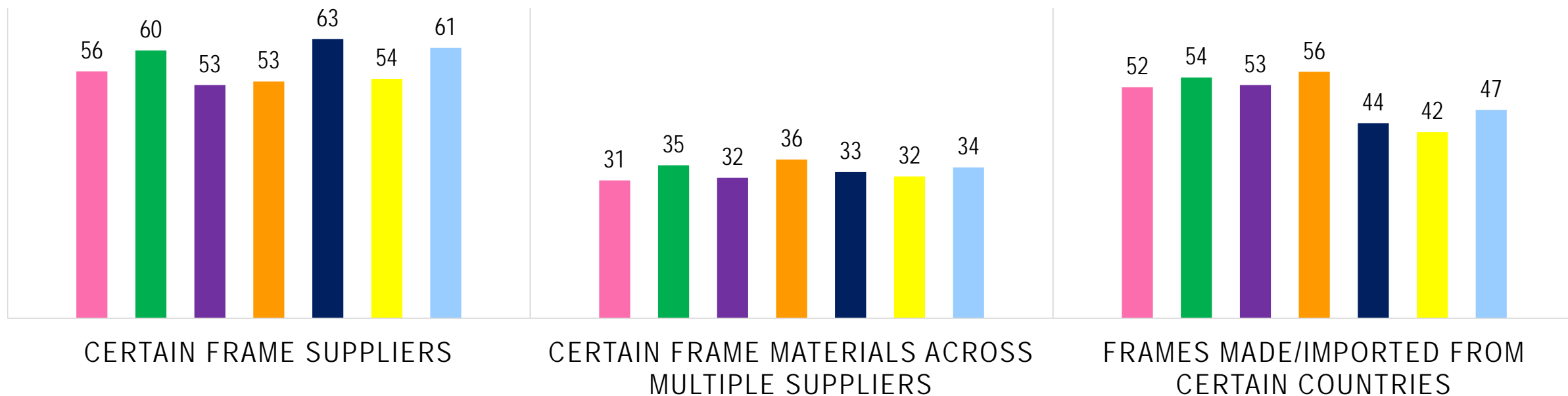
July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



*If currently experiencing delays/supply chain issues with frames:*

# WHERE HAVE YOU NOTICED THIS WITH FRAMES?

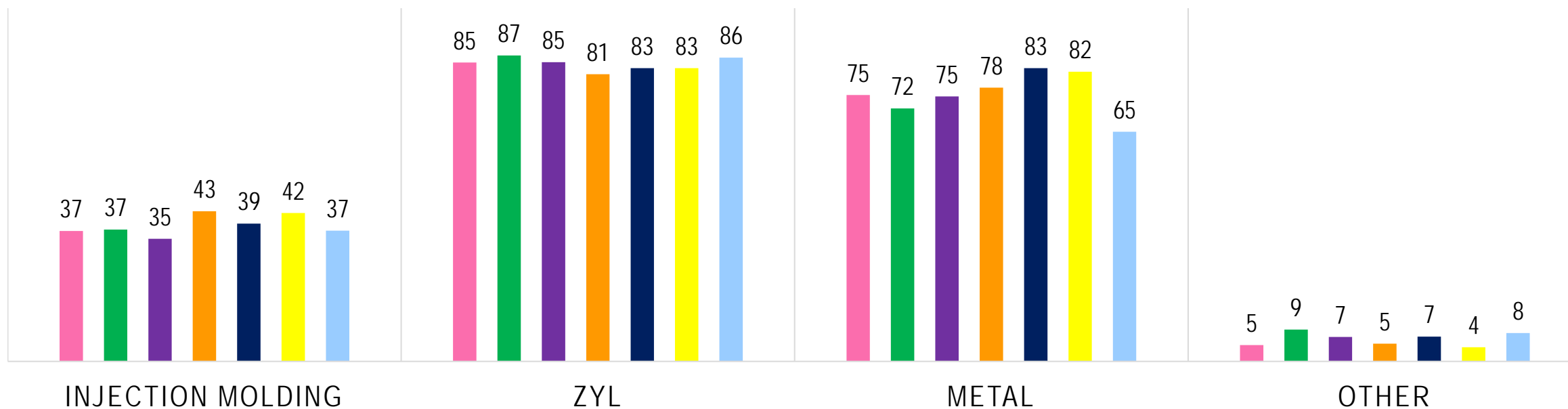
July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



*If currently experiencing delays/supply chain issues with frames:*

# WHICH FRAME MATERIALS?

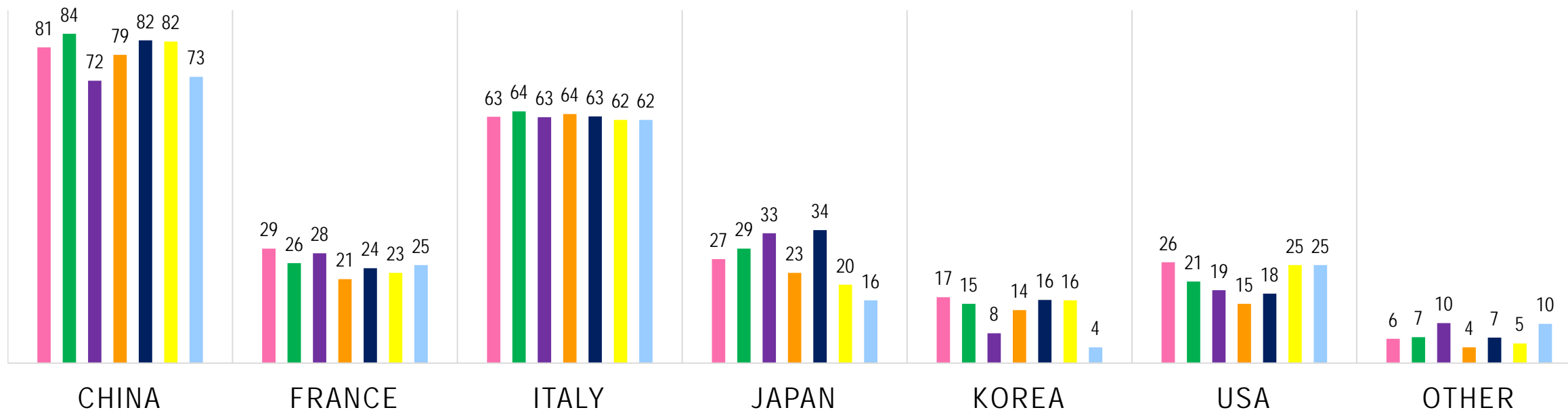
July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



*If currently experiencing delays/supply chain issues with frames:*

# WHICH COUNTRIES?

July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



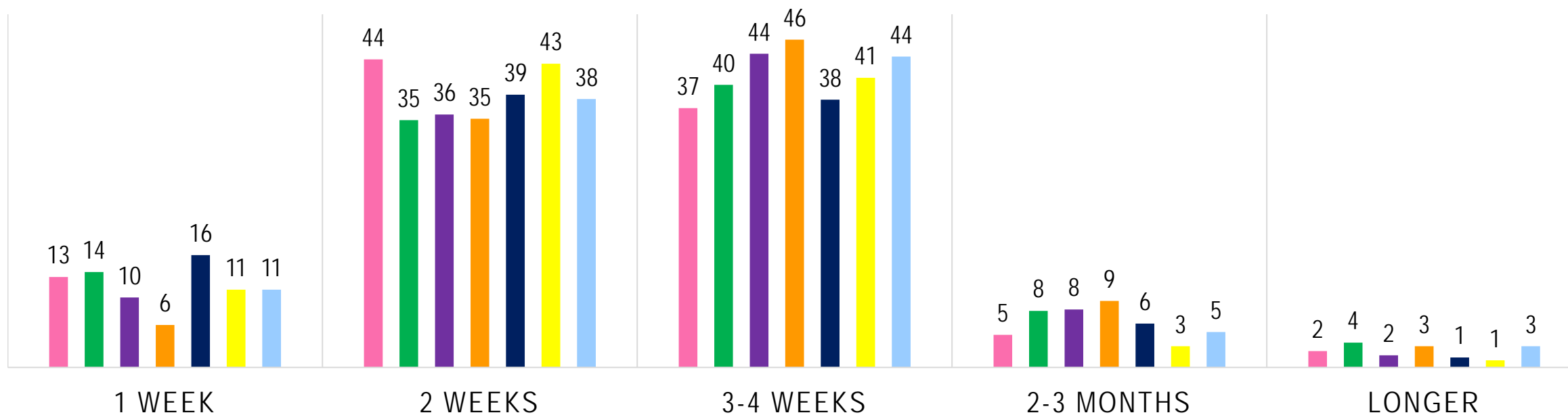
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*If currently experiencing delays/supply chain issues:*

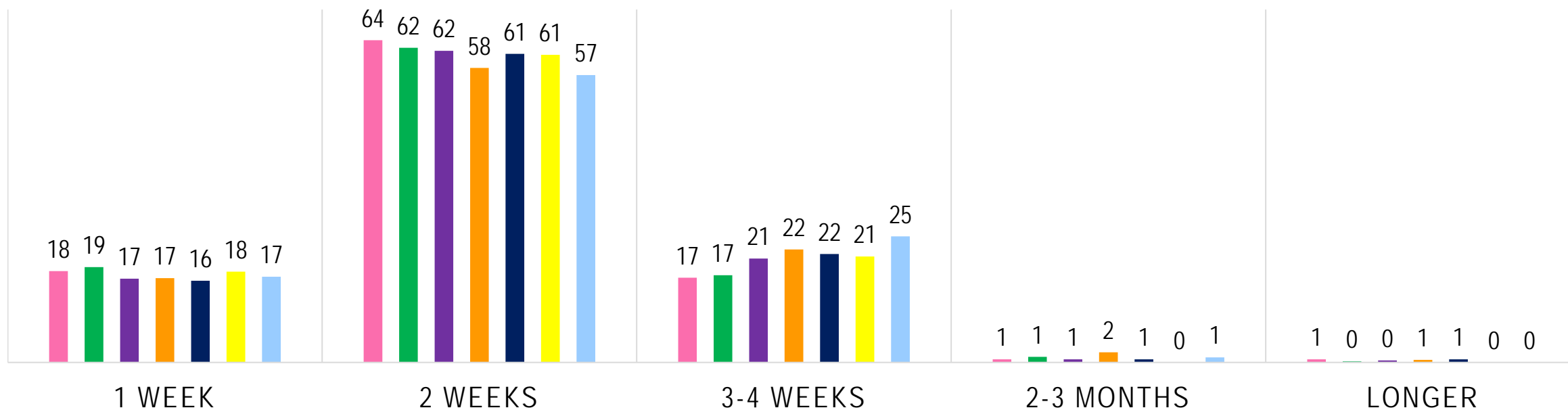
# APPROXIMATELY HOW LONG ARE THE DELAYS?

July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



# HOW MUCH TIME DO YOU THINK MOST OF YOUR PATIENTS ARE WILLING TO WAIT FOR A PAIR OF FRAMES THEY CHOOSE?

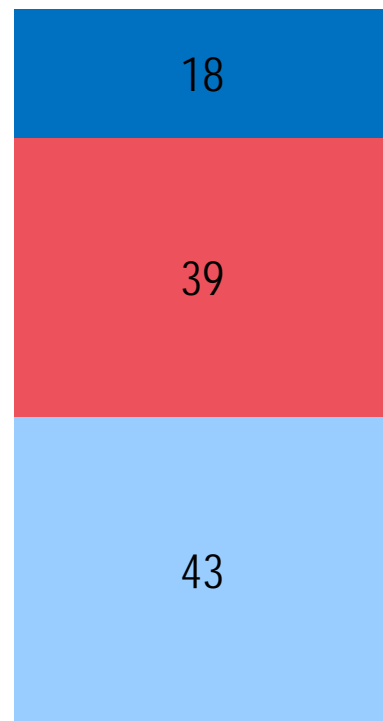
July 2021 Aug 2021 Sep 2021 Dec 2021 Mar 2022 Apr 2022 Jun 2022



# IF A PRODUCT A PATIENT IS INTERESTED IN IS DELAYED, HOW OFTEN DOES THE FOLLOWING HAPPEN?

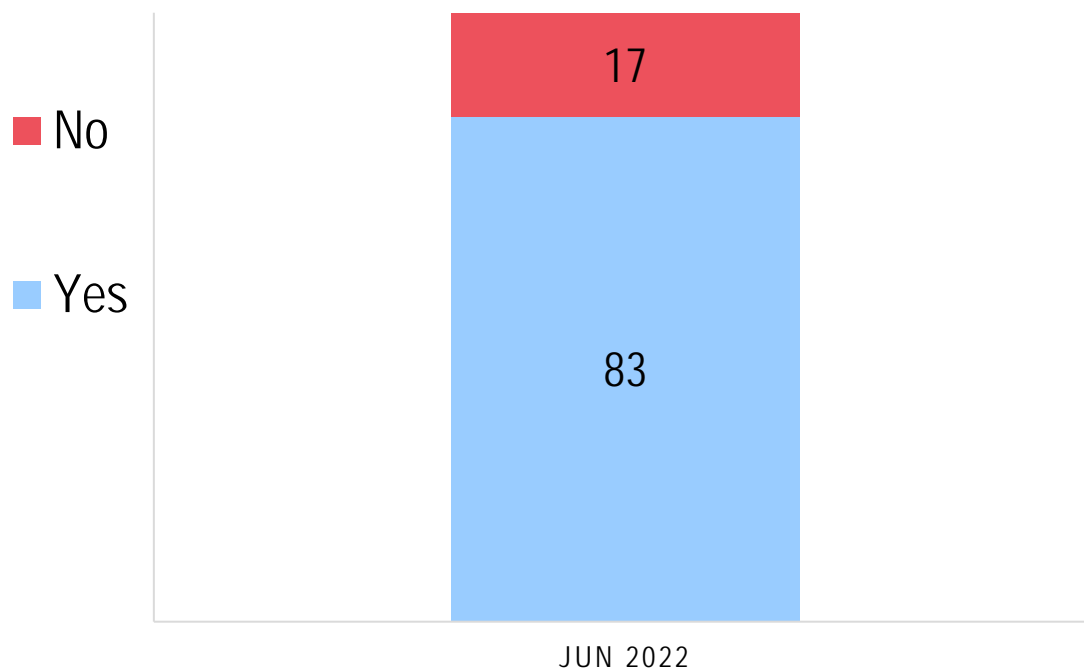
- The patient takes their business elsewhere
- The patient decided to wait as long as it takes
- Able to provide an acceptable in-stock alternative

Averages Charted



JUN 2022

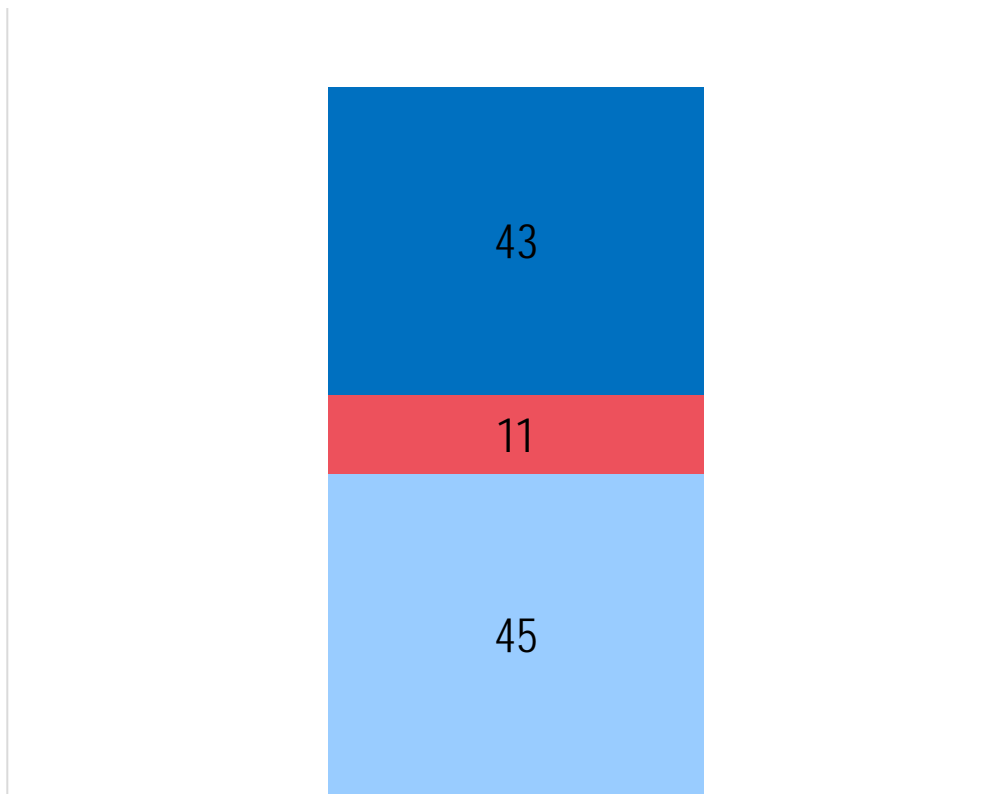
# HAVE YOU NOTICED ANY MANUFACTURERS INCREASING PRICES DUE TO INCREASE IN SHIPPING COSTS?



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## CURRENT SUPPLY CHAIN ISSUES ARE:

- Staying the same
- Decreasing
- Increasing



JUN 2022