

ECPPulse *SURVEY*

Jobson **OPTICAL**
Information Services
RESEARCH

Q4 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.
- In June of 2022, we pivoted 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 with any input or feedback.

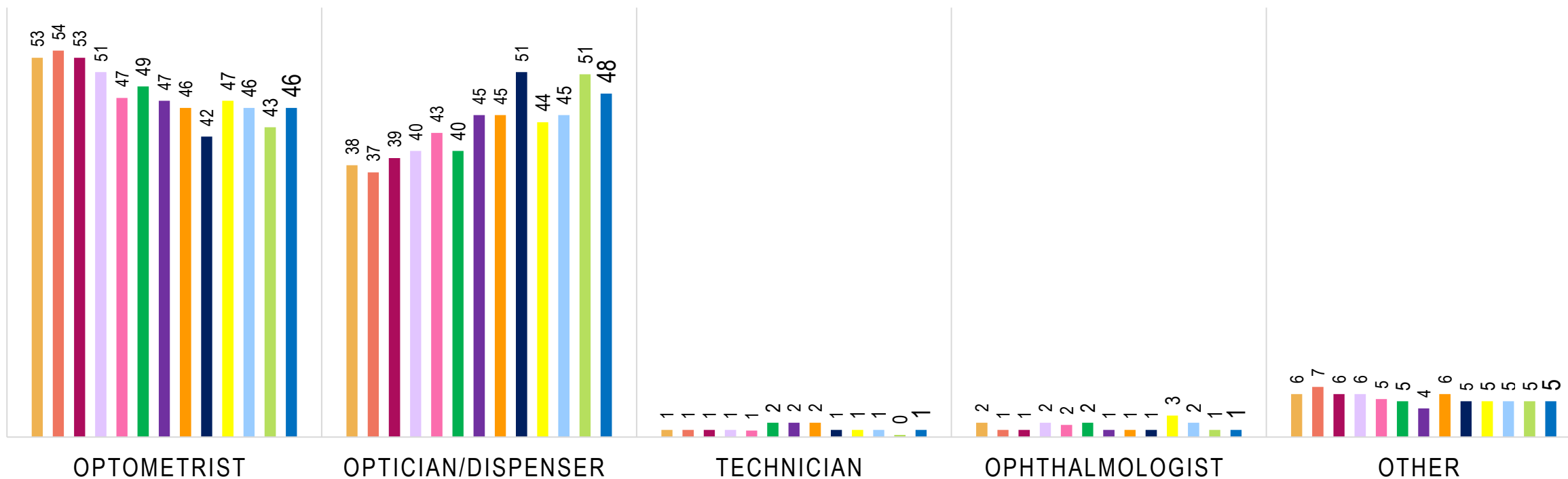
SURVEY WAVES

- Q2 2022 ECPulse ran in June 2022 and surveyed 403 ECPs.
- Q3 2022 ECPulse ran in Sep 2022 and surveyed 298 ECPs.
- Q4 2022 ECPulse ran in Dec 2022 and surveyed 279 ECPs.

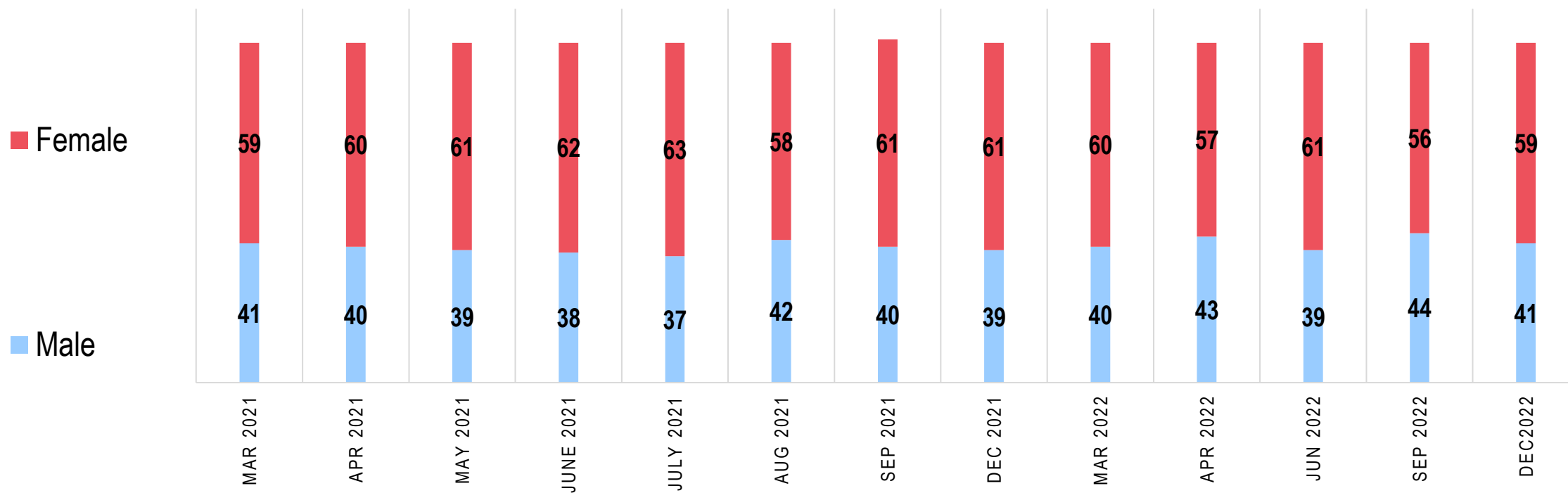
RESPONDENT DEMOGRAPHICS

RESPONDENT PROFESSION

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

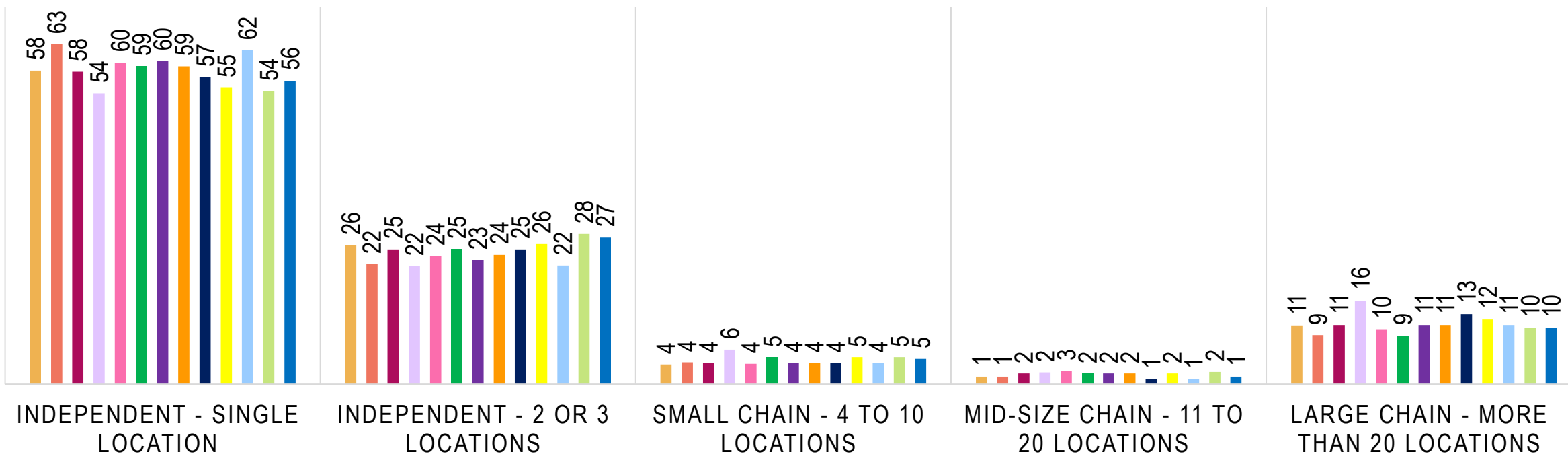


GENDER



LOCATION TYPE

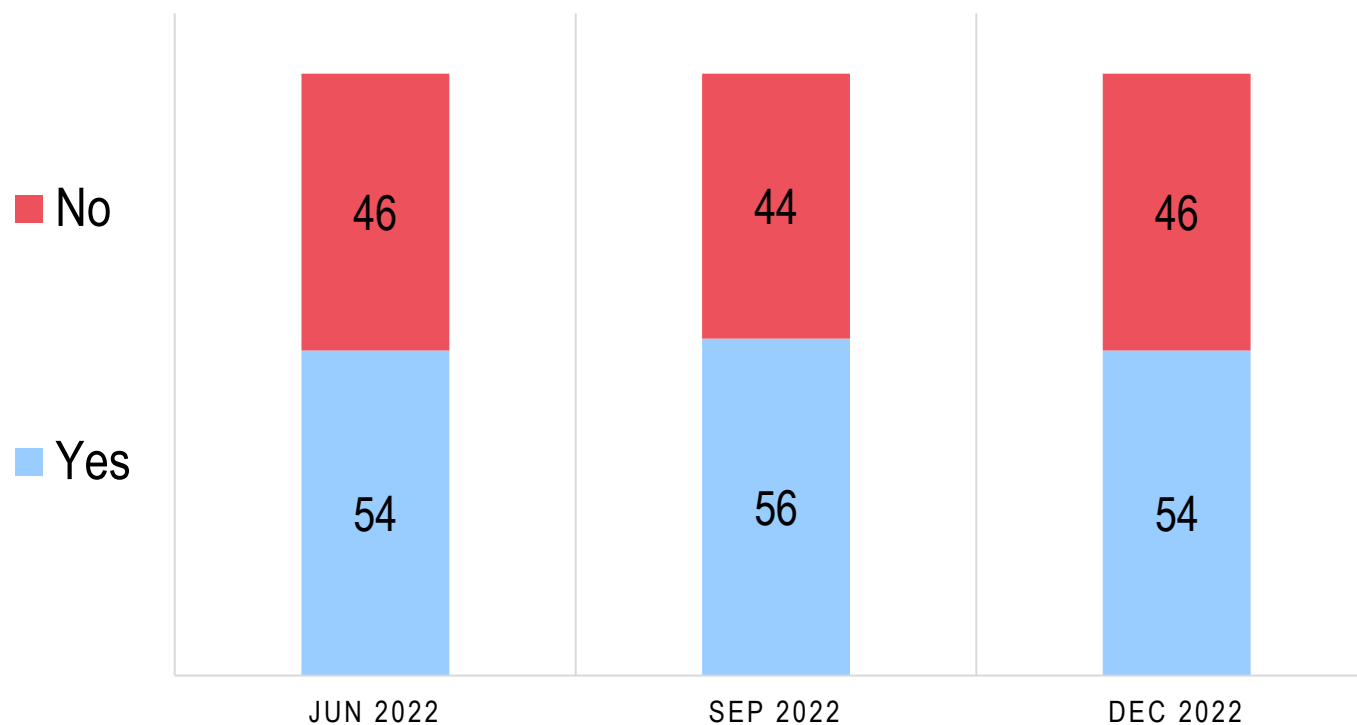
■ Mar 2021
 ■ Apr 2021
 ■ May 2021
 ■ Jun 2021
 ■ July 2021
 ■ Aug 2021
 ■ Sep 2021
 ■ Dec 2021
 ■ Mar 2022
 ■ Apr 2022
 ■ Jun 2022
 ■ Sep 2022
 ■ Dec 2022



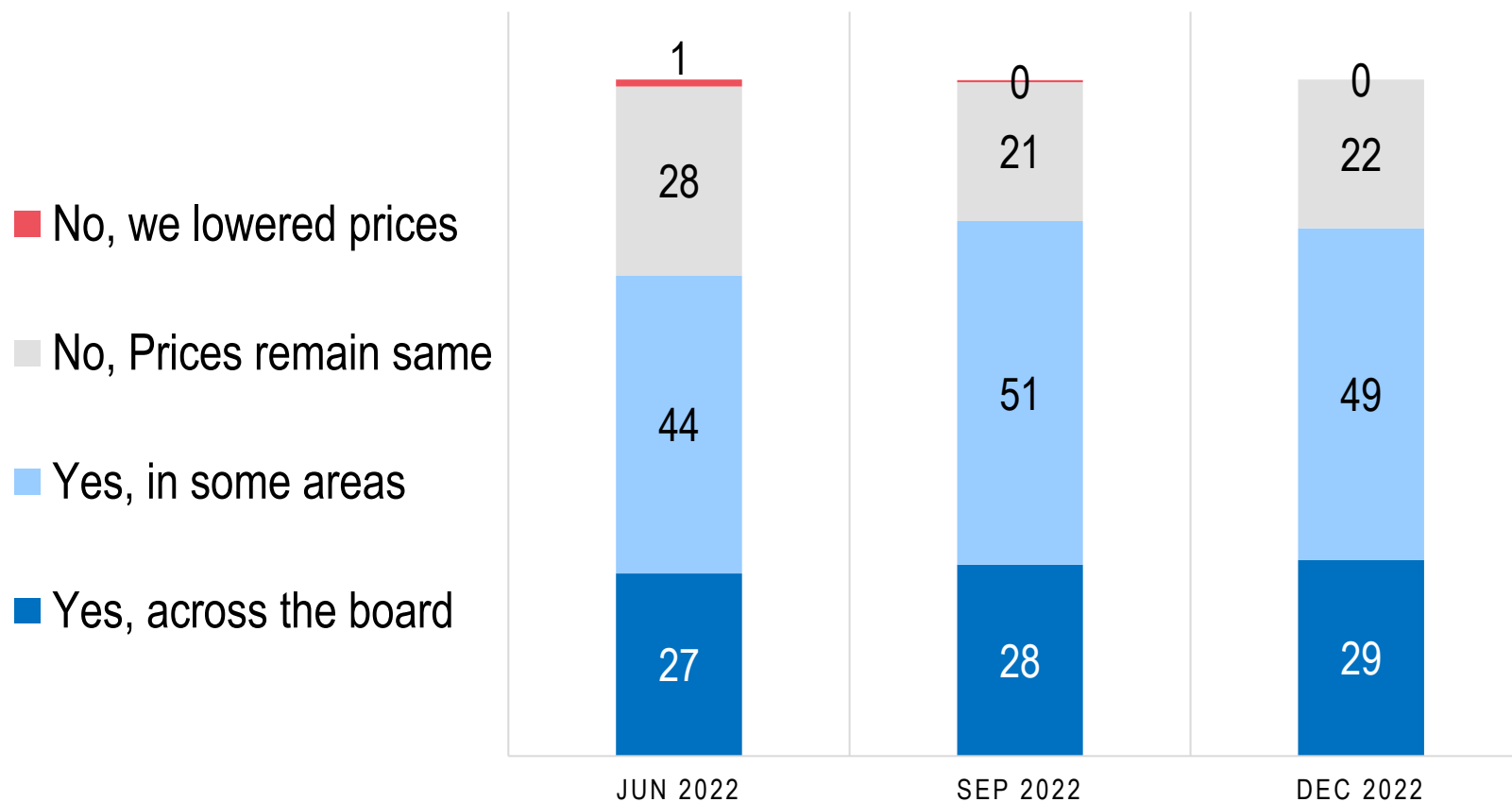
PERCENT

ECPS & THEIR PRACTICES

ARE YOU HAVING DIFFICULTY STAFFING YOUR LOCATION?

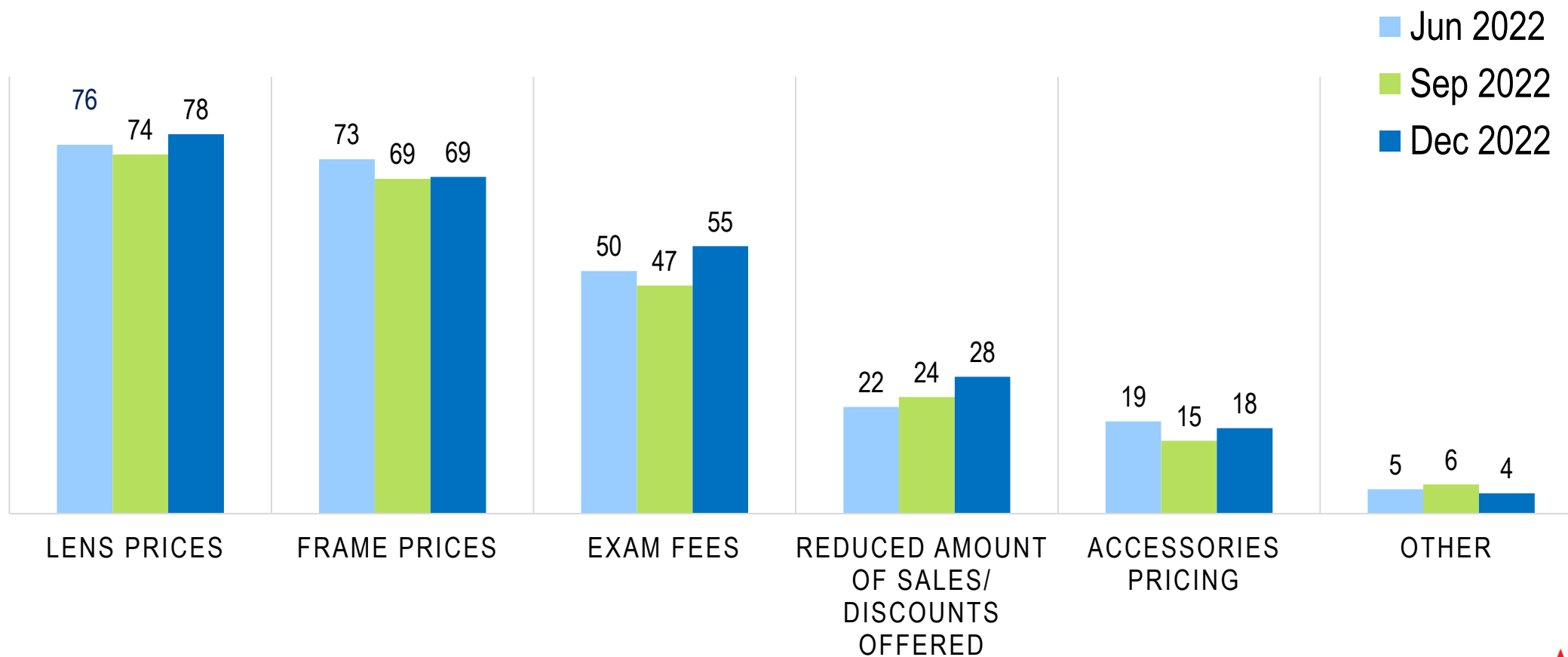


HAS YOUR LOCATION INCREASED PRICES IN 2022?

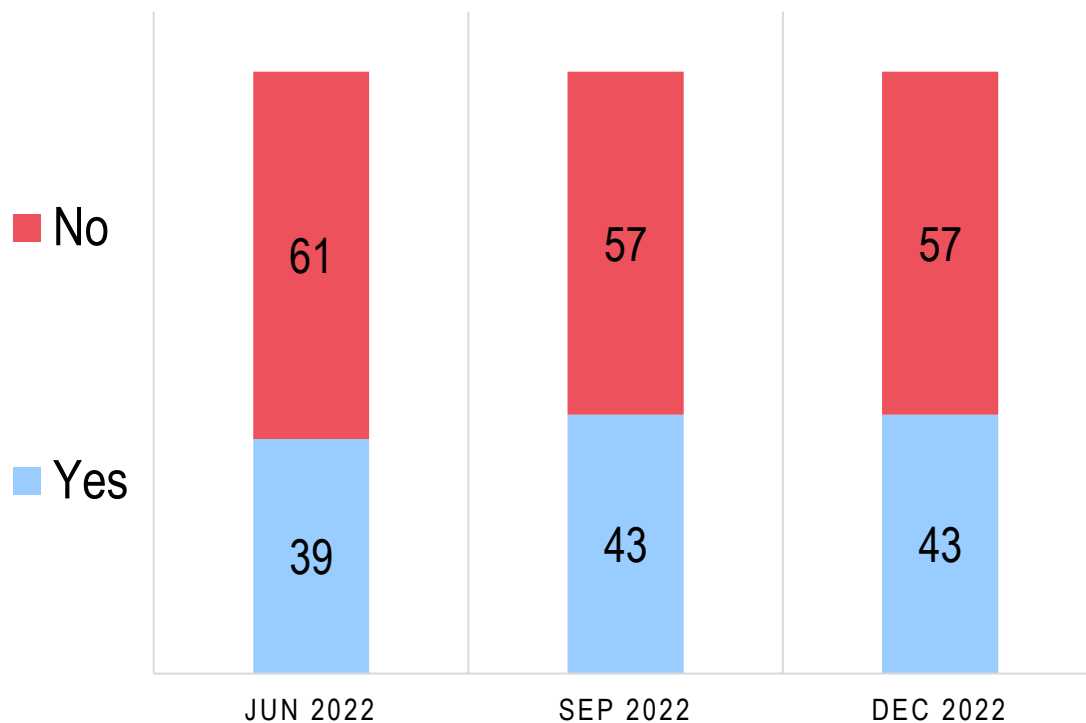


If location has increased prices in 2022:

WHERE HAVE YOU INCREASED PRICES?

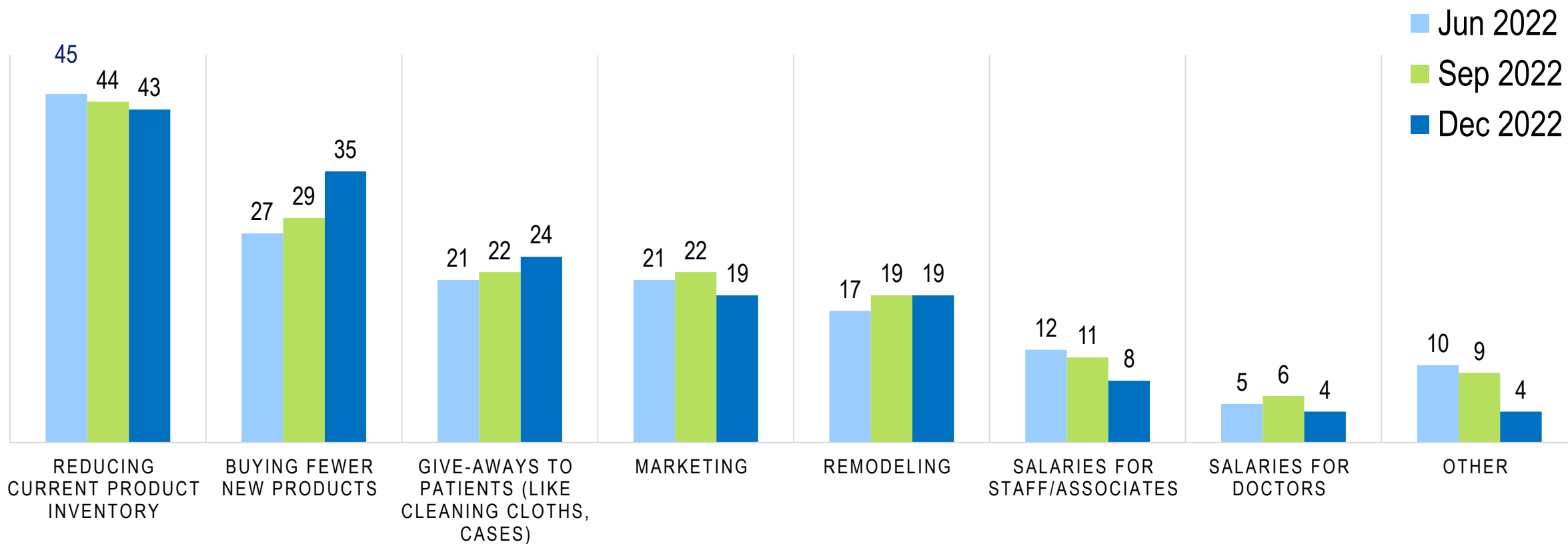


DID YOUR PRACTICE CUT COSTS IN 2022?

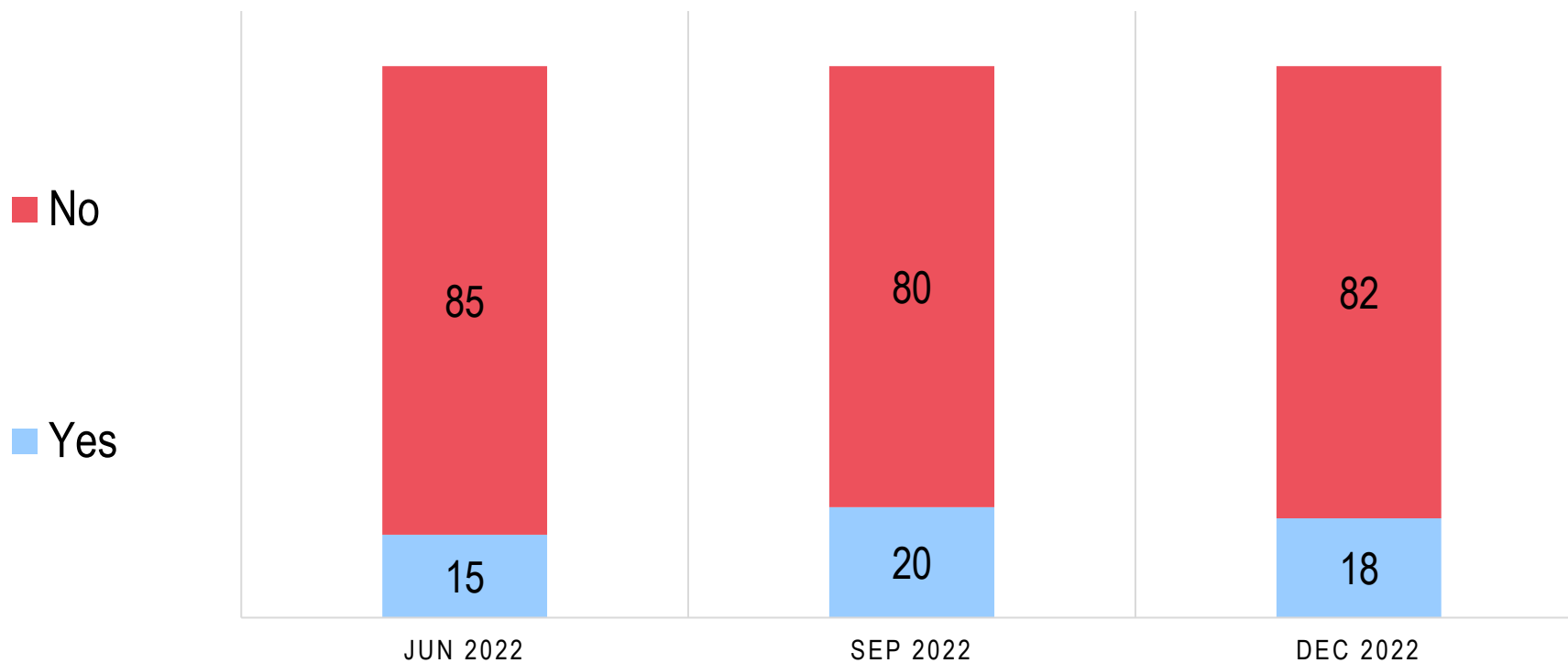


If practice cut cost in 2022:

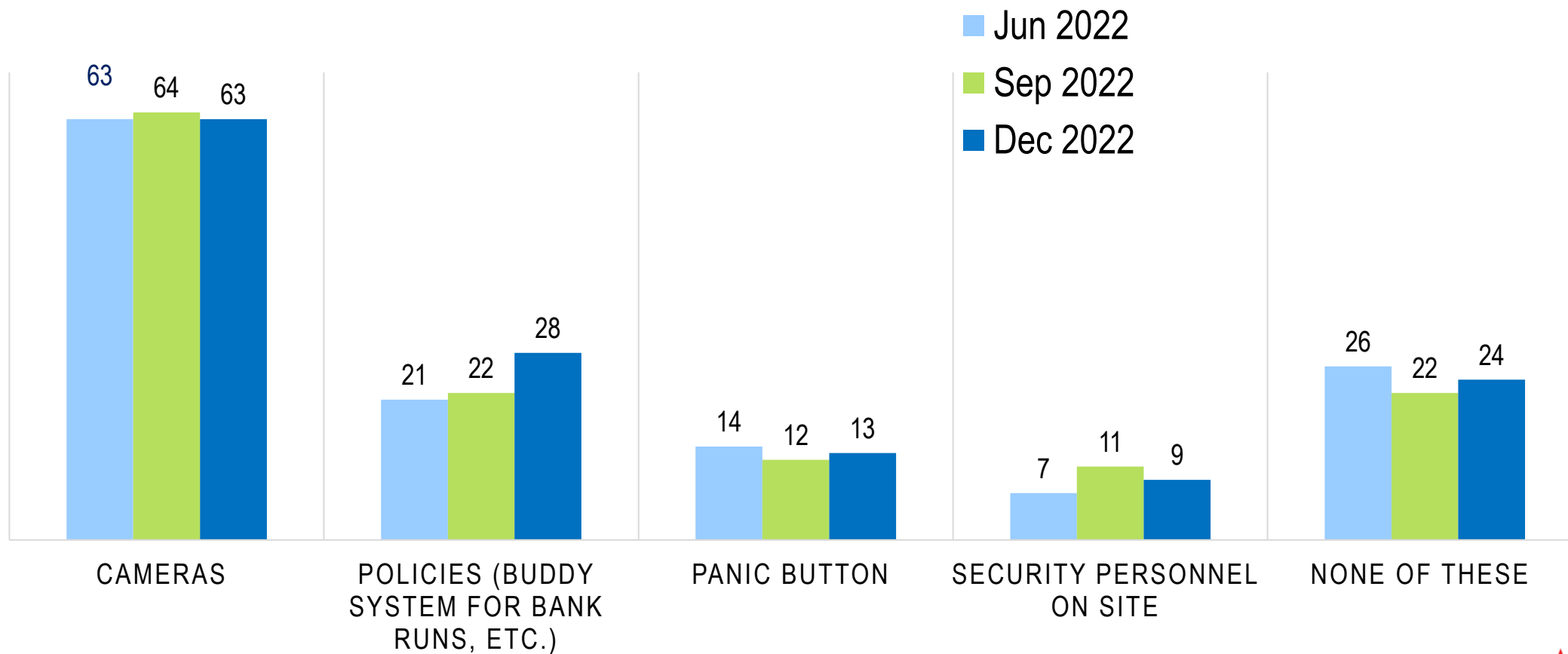
WHERE HAS YOUR PRACTICE CUT COSTS?



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

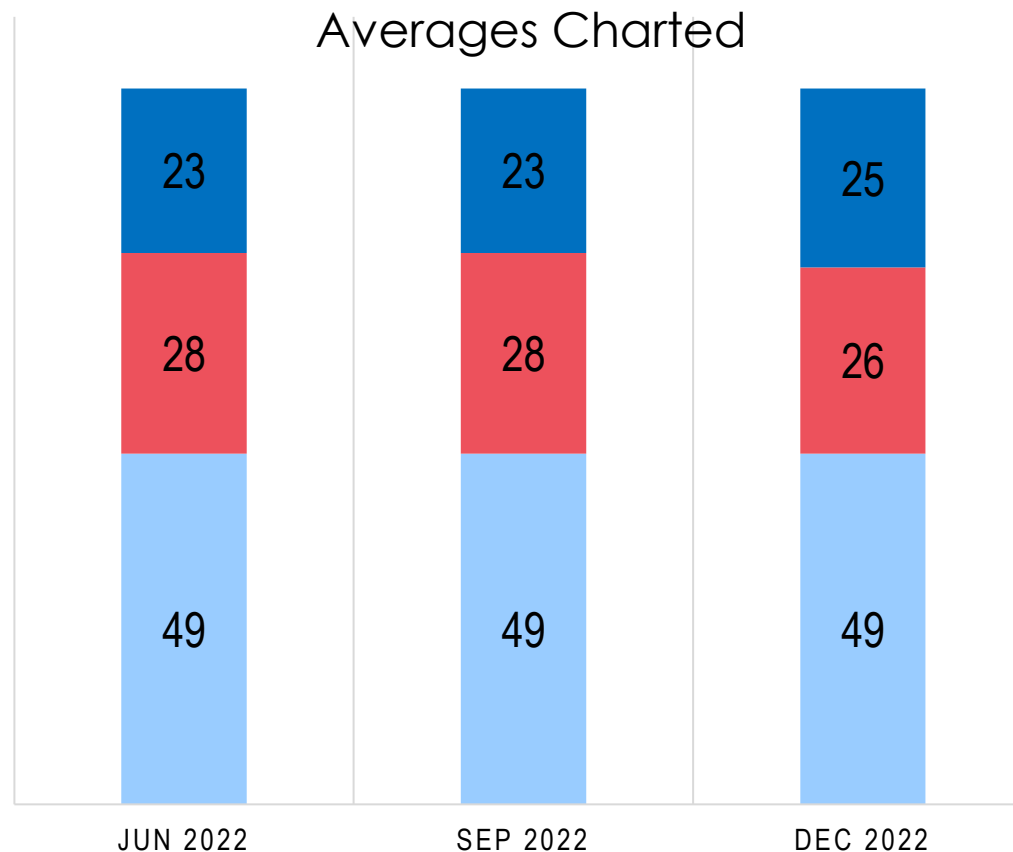


WHAT SECURITY MEASURES DOES YOUR PRACTICE EMPLOY?

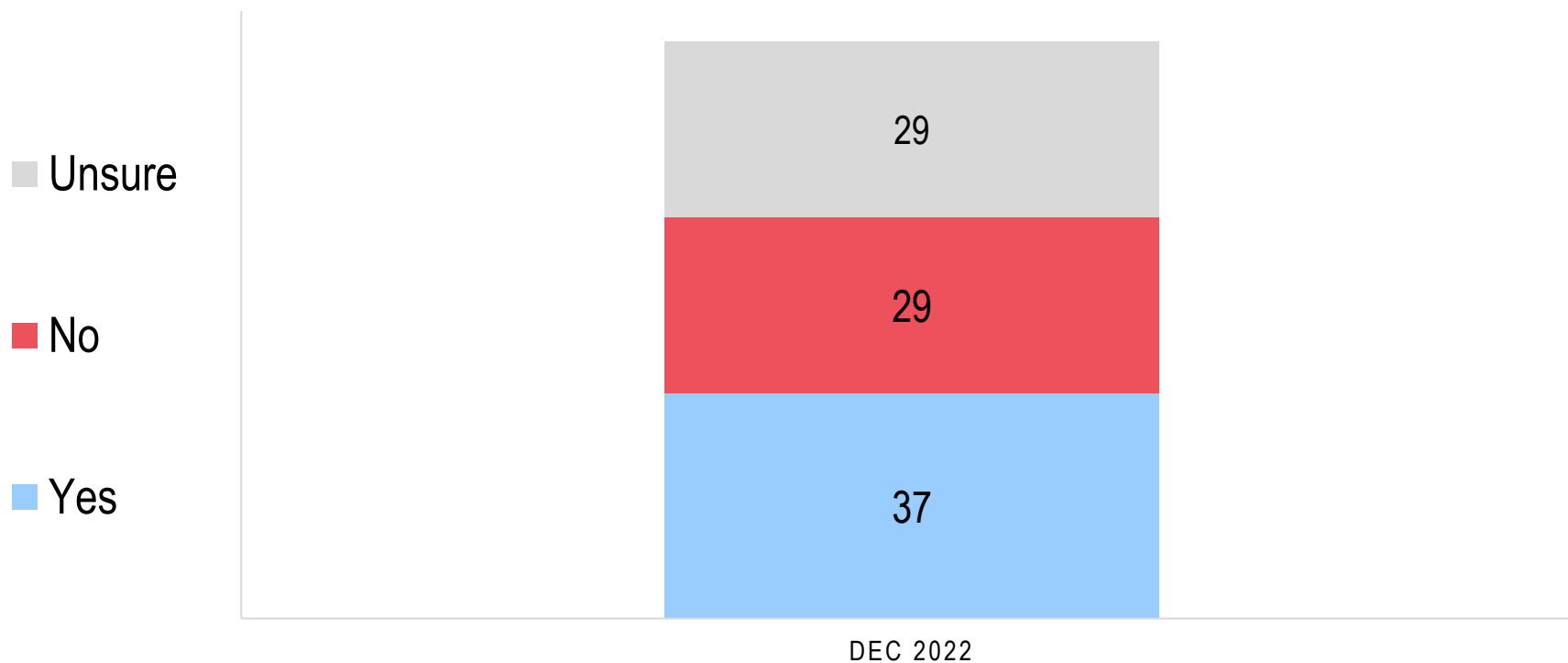


WHAT PERCENT OF YOUR LOCATION'S GROSS REVENUES COMES FROM THE FOLLOWING:

- 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

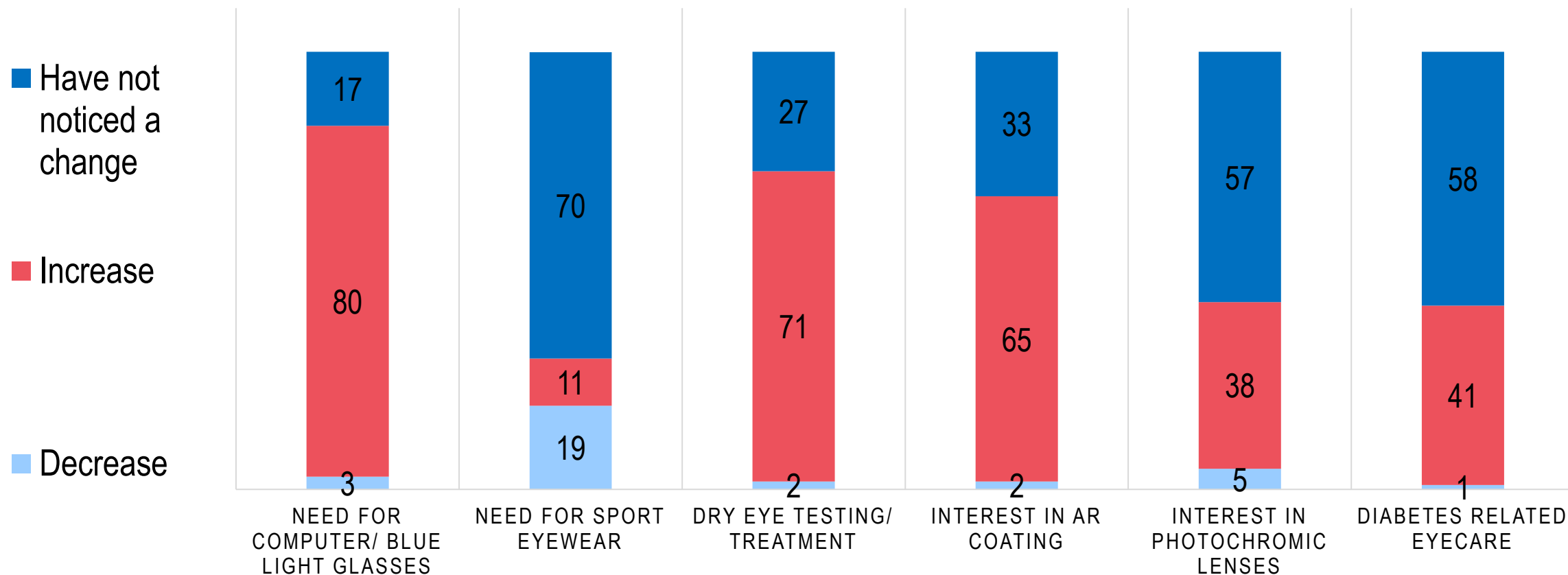


IN 2022 DID MORE OF YOUR PATIENTS USE MANAGED VISION CARE THAN PREVIOUS YEARS?



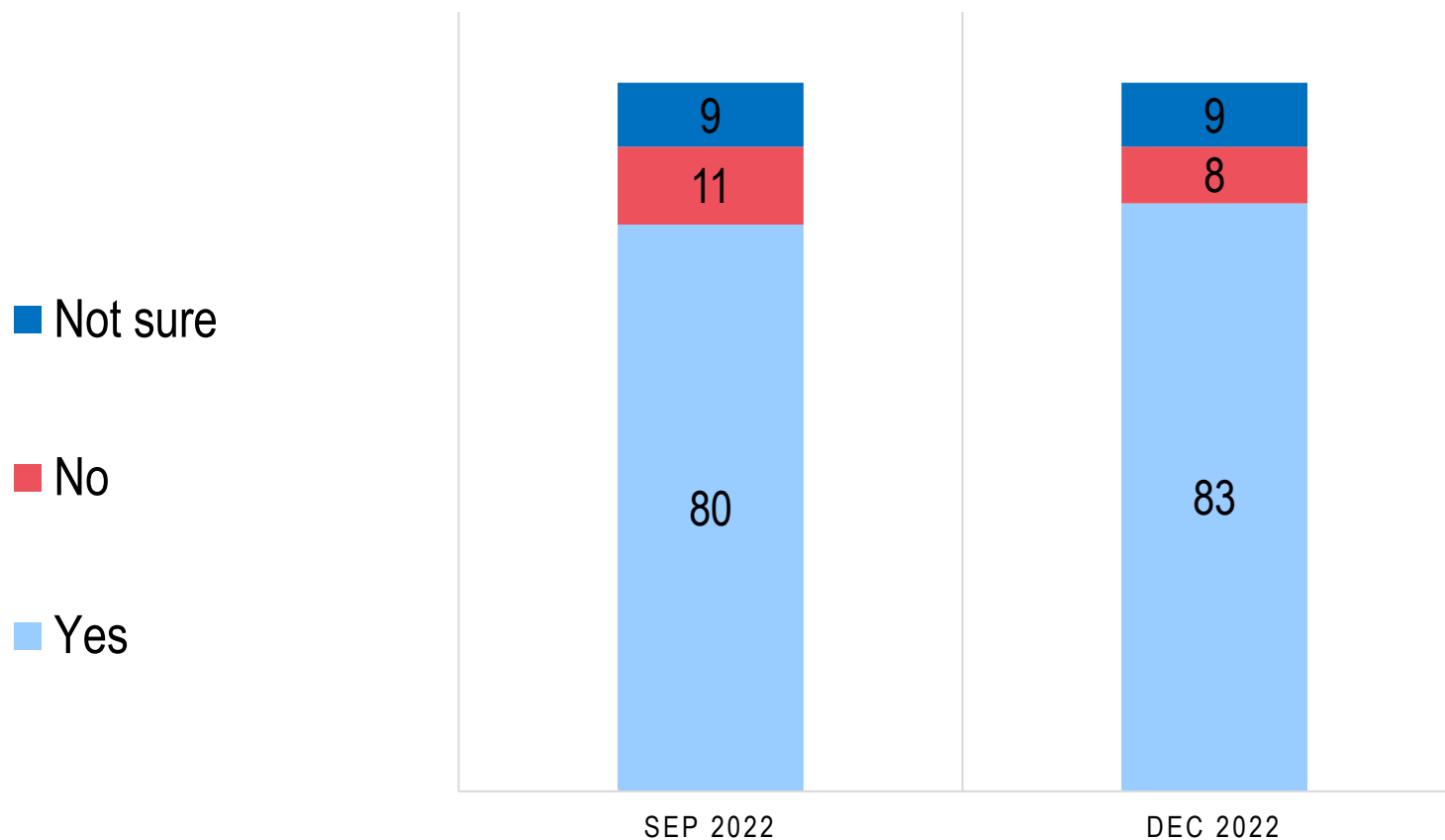
ECPS & THEIR PATIENTS

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



Dec 2022

HAVE YOU NOTICED PATIENTS TRYING TO SAVE MONEY DUE TO INFLATION?



PATIENT VOLUME & PROFITABILITY

PATIENT VOLUME & PROFITABILITY

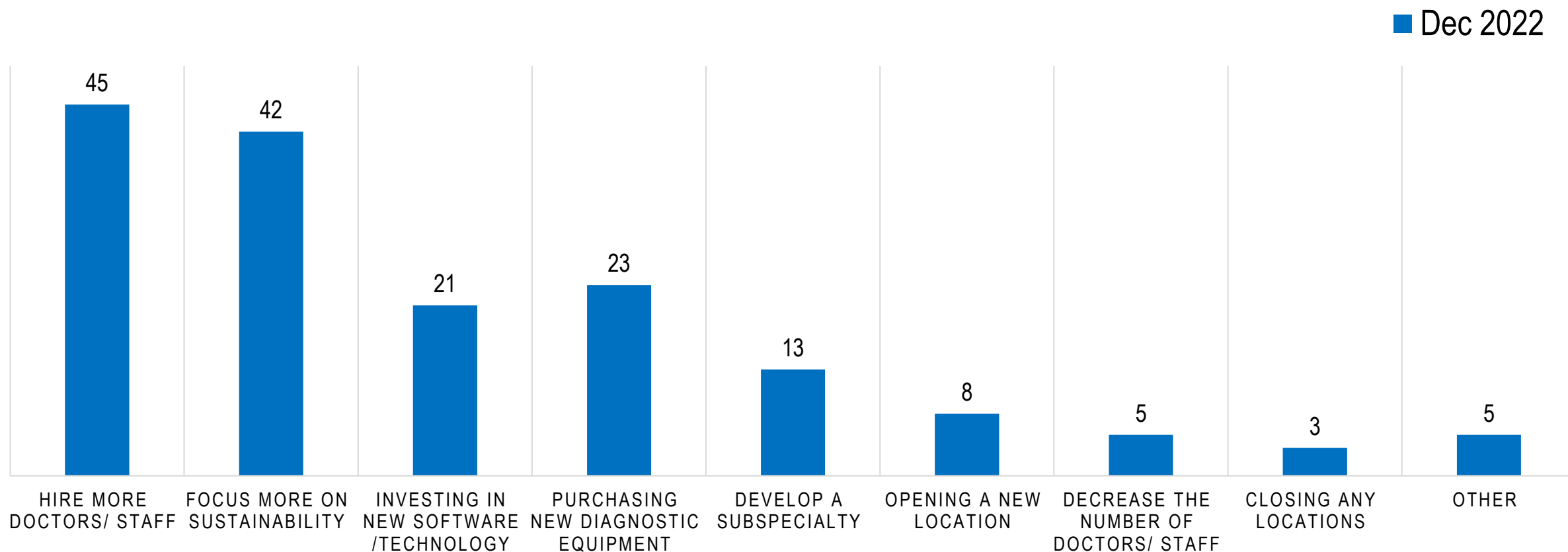
| 2022 COMPARISONS | FEB 2022 vs FEB 2021 | FEB 2022 vs FEB 2019 | MAR 2022 vs MAR 2021 | MAR 2022 vs MAR 2019 | MAY 2022 vs MAY 2021 | MAY 2022 vs MAY 2019 | AUG 2022 vs AUG 2021 | AUG 2022 vs AUG 2019 | Year 2022 vs Year 2021 | Year 2022 Vs Year 2019 |
|------------------------------|----------------------------------|----------------------------------|-------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

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% |

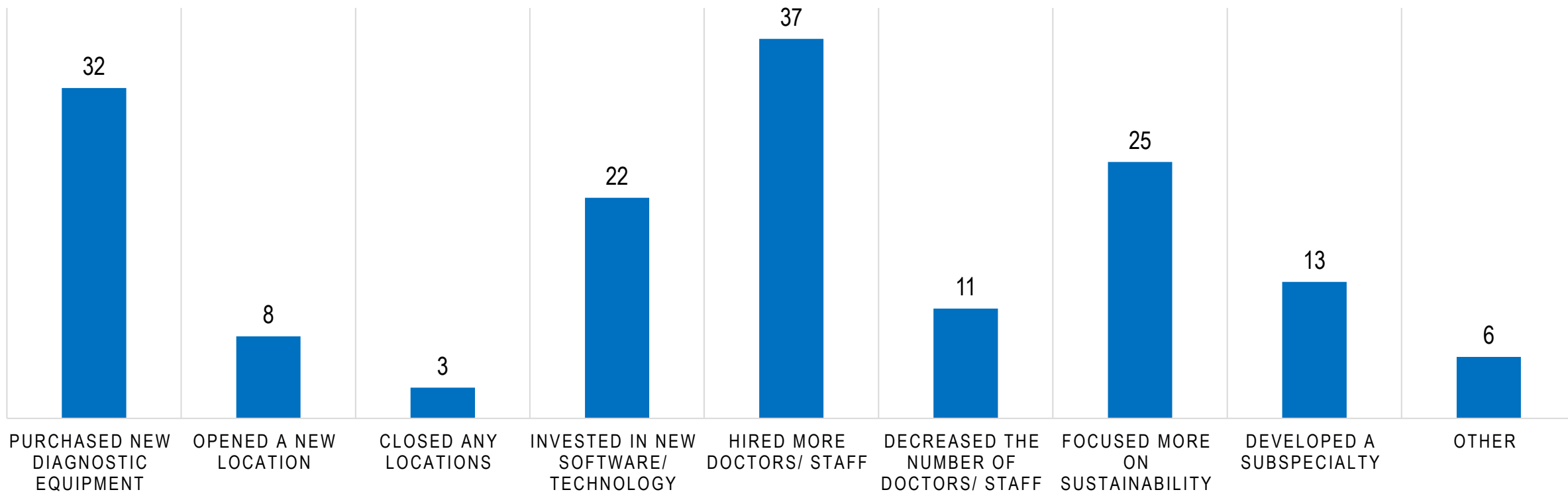
DO YOU HAVE PLANS FOR ANY OF THE FOLLOWING IN 2023? *CHECK ALL THAT APPLY.*



DID YOU DO ANY OF THE FOLLOWING IN 2022?

CHECK ALL THAT APPLY.

■ Dec 2022



PERCENT

IN GENERAL, WHAT IMPACT DO YOU FEEL THE STATE OF THE ECONOMY HAS ON YOUR PRACTICE?

■ Dec 2022

