



2024 US Diagnostic Equipment Sponsored Survey

Market Scope is launching a new United States diagnostic equipment survey and is allowing sponsors to add questions to better understand industry dynamics, gain important insights into leading trends, and explore surgeons' opinions regarding current and future technologies.

Survey topics will include:

- ✔ Product ownership
- ✔ Pricing models
- ✔ Equipment purchasing plans
- ✔ Extended service/maintenance purchase plans
- ✔ Preference for new/used equipment
- ✔ Next-generation features
- ✔ Product availability & pricing
- ✔ Consumer behavior

Equipment categories will include:

- ✔ OCT
- ✔ Fundus imaging
- ✔ Perimeters
- ✔ OR microscopes
- ✔ Optical biometers
- ✔ Visualization systems
- ✔ Digital applications
- ✔ Artificial intelligence

The sponsorship process is simple:

- ✔ A two-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 December.

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

Timeline:

- ✔ October 4 to October 14: Review period for sponsors.
- ✔ October 15: Sponsors' survey additions and comments due.
- ✔ Late October: Survey launches on Market-Scope.com and remains open for a few weeks.
- ✔ November: Data and analysis period for Market Scope analysts to review and compile report.
- ✔ December: Deliverables provided to sponsors.

Licensing and delivery:

- ✔ Sponsorship of this survey is \$11,500.
- ✔ Sponsorships will be invoiced upon delivery of the report — but can be invoiced earlier for budgetary purposes, if requested.