

# 60 Second Survey

## How Did Your Practice Perform In The First Half Of 2009?



The purpose of this brief questionnaire is to find out how your practice did in the first half of 2009 ending June 30 and how you expect to do for all of 2009. Your responses will be completely anonymous.

### 1. 2008 collected gross revenue for your main location?



31.6%	<a href="#">\$500,000 - \$749,000 (68)</a>
30.2%	<a href="#">\$1,000,000+ (65)</a>
20.9%	<a href="#">Less than \$500,000 (45)</a>
17.2%	<a href="#">\$750,000 - \$999,000 (37)</a>

### 2. Number of years you have been in practice at this location?



35.6%	<a href="#">20+ years (77)</a>
24.0%	<a href="#">10-19 years (52)</a>
20.3%	<a href="#">5-9 years (44)</a>
19.9%	<a href="#">1-4 years (43)</a>

### 3. When you compare your collected gross revenue for the first half of 2009 (January - June) versus the same six months of 2008:



37.0%	<a href="#">2009 first half revenues were up 5+% when compared to 2008. (80)</a>
20.8%	<a href="#">2009 first half revenues were up 0-4% when compared to 2008. (45)</a>
19.4%	<a href="#">2009 first half revenues were down 0-4% when compared to 2008. (42)</a>
13.4%	<a href="#">2009 first half revenues were down 5+% when compared to 2008. (29)</a>
9.2%	<a href="#">2009 first half revenues were the same as 2008. (20)</a>

4. What is your forecast for collected gross revenues at this location for all of 2009 as compared to 2008?



- 35.3% [I expect my 2009 revenues to be up 5+% when compared to 2008. \(76\)](#)
- 27.9% [I expect my 2009 revenues to be up 0-4% when compared to 2008. \(60\)](#)
- 14.4% [I expect my 2009 revenues to be even when compared to 2008. \(31\)](#)
- 11.1% [I expect my 2009 revenues to be down 0-4% when compared to 2008. \(24\)](#)
- 11.1% [I expect my 2009 revenues to be down 5+% when compared to 2008. \(24\)](#)

5. Do you think third-party programs such as VSP and EyeMed have helped your practice revenues over the last six months?



- 55.5% [Yes \(120\)](#)
- 26.8% [No \(58\)](#)
- 17.5% [Not sure \(38\)](#)

6. How is morale? How would you gauge your attitude concerning your practice performance in 2009?



- 41.5% [I am not concerned, but 2009 has been a tough year. \(89\)](#)
- 30.3% [What recession? My practice is doing fine. \(65\)](#)
- 28.0% [I am concerned. \(60\)](#)