

60 Second Survey

How Did Your Practice Perform In 2009?



The purpose of this brief questionnaire is to find out how your practice did for the calendar year of 2009 and how you expect to do for 2010. Your responses will be completely anonymous.

1. 2009 collected gross revenue for your main location?



41.7%	\$1,000,000+ (61)
23.2%	\$500,000 - \$749,000 (34)
22.6%	Less than \$500,000 (33)
12.3%	\$750,000 - \$999,000 (18)

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



39.0%	20+ years (57)
26.0%	10-19 years (38)
23.2%	1-4 years (34)
11.6%	5-9 years (17)

3. How did your 2009 collected gross revenues compare to 2008?



36.3%	2009 gross revenues were up 5+% when compared to 2008. (52)
25.1%	2009 gross revenues were up 0-4% when compared to 2008. (36)
14.6%	2009 gross revenues were down 5+% when compared to 2008. (21)
11.8%	2009 gross revenues were down 0-4% when compared to 2008. (17)
11.8%	2009 gross revenues were the same as 2008. (17)

4. What is your forecast for collected gross revenues at this location for 2010 as compared to 2009?



- 46.8% [I expect my 2010 revenues to be up 5+% when compared to 2009. \(68\)](#)
- 31.0% [I expect my 2010 revenues to be up 0-4% when compared to 2009. \(45\)](#)
- 15.1% [I expect my 2010 revenues to be even when compared to 2009. \(22\)](#)
- 4.1% [I expect my 2010 revenues to be down 0-4% when compared to 2009. \(6\)](#)
- 2.7% [I expect my 2010 revenues to be down 5+% when compared to 2009. \(4\)](#)

5. Do you think third-party programs such as VSP, EyeMed and Davis Vision helped your practice revenues over the last 12 months?



- 53.4% [Yes \(78\)](#)
- 32.8% [No \(48\)](#)
- 13.6% [Not sure \(20\)](#)

6. How is morale? How would you gauge your attitude concerning your practice performance for the rest of 2010?



- 46.5% [I am not concerned, but I do expect 2010 to be a tough year. \(68\)](#)
- 28.7% [I am concerned. \(42\)](#)
- 24.6% [What recession? I am going to do fine. \(36\)](#)