

A photograph of a waiting room with several people sitting in wooden chairs. In the foreground, a man with grey hair in a light green shirt sits with his hands clasped, looking off to the side. Behind him, a woman with white hair and a man in a blue shirt are also seated. In the background, a woman with dark hair sits with her arms crossed, and a man in a light blue shirt sits on the right, looking down at something in his hands. The room has a blue carpet and a small wooden table in the center.

2013

# The Waiting Game

Jobson Optical Research

**Conducted December 2013**

Compared to same study in Jun 2011 & Dec 2012

# Data Usage Policy

The data contained in this report is for *internal* use only. Any *external* use must be approved in advance by Jobson Medical Information LLC.

If you have any questions please call Jennifer Zupnick at (212) 274- 7164.

Jobson Medical Information LLC  
Research Department

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- Methodology
- Age
- Gender
- When you call to make an appointment at your eye doctor, how soon can they usually schedule your appointment?
- How important to you is it to be able to be seen by your eye doctor the same week that you call to make an appointment?
- How long do you usually have to wait in the waiting room after your appointment time?
- How long do you think is an appropriate amount of time to have to wait in the waiting room after your appointment time?
- How important are the following to you regarding the waiting room in an eye doctor's office?
  - Friendly Receptionist, Comfortable Temperature, Comfortable Chairs, Available Reading Materials, Television to watch, Children's play area, Modern décor, Computers to use
- What kind of magazines do you prefer to read while waiting for your eye doctor appointment?
  - News, Sports, Gossip, Fashion, Optical Related

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- Have you ever been asked to fill out paperwork prior to coming to the office for your visit?
- Approximately how long did it take you to complete the paperwork at your last eye doctor appointment (combined time for any paperwork you filled out prior to coming to the office plus the time it took you to fill out any paper work at the actual office)?
- Did you ever have an initial screening (simple eye test) with a technician before you met with the doctor for a regular eye examination?/After this initial screening, did you go back into the waiting room until the doctor was ready for you, or did you go directly to the exam room?
- How important are the following to you regarding an eye doctor's office?
  - Ability to make an appointment online, Has a website, Has weekend hours, Has weekday hours before 9am and/or after 5pm, Utilizes the latest technology & equipment
- When you get called in by the doctor, how do you feel if the doctor starts to make small talk (about your job, kids, the weather, etc)?
- When it is time to schedule your next appointment, how do you prefer to be contact by the eye doctor's office?
- How satisfied are you with your current eye doctor?



# Methodology

**This sample was derived from the U.S. population as part of The Vision Council's syndicated VisionWatch study.**

**This survey was appended the end of the June 2011, December 2012, and December 2013 standard VisionWatch questionnaire.**

**Working sample size of 10,005 in June 2011, 4,738 in December 2012, and 8,218 in December 2013.**

**Consumers were recruited by email and the questionnaire was completed via the Internet.**