

<An optometrists survey on consumers' concern of contact lens solution>

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March 17, 2009

Survey Overview

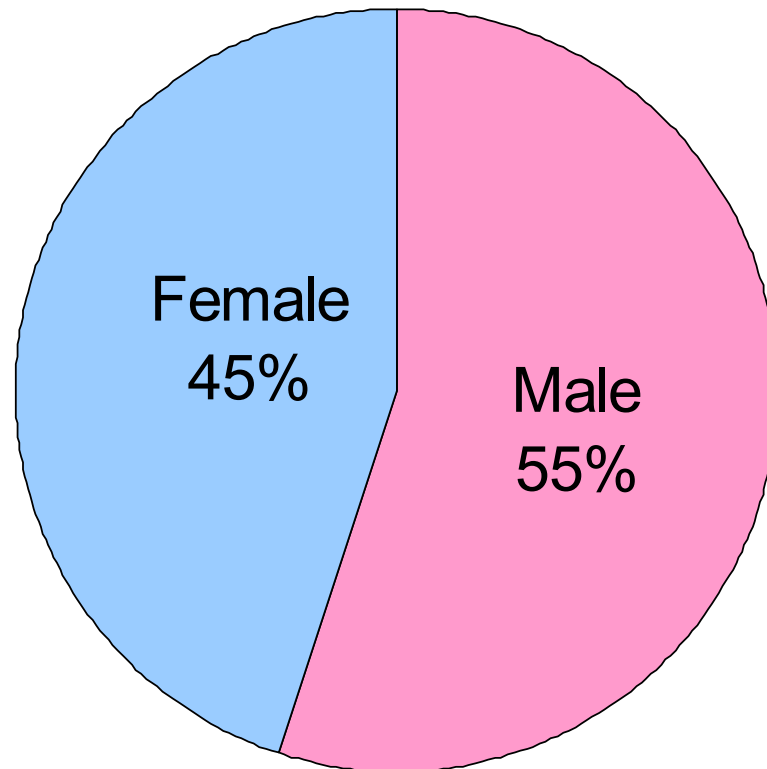
Survey Objective	To understand consumers' usage and concerns of contact lens solution, and optometrists' knowledge in managing dry eye symptoms
Survey Period	From February 16 to 20, 2009
Methodology	Telephone numbers were first drawn randomly from the membership database of Hong Kong Society of Professional Optometrists and telephone surveys were conducted by interviewers
Survey Target	Registered optometrists in Hong Kong
Survey Institute	Public Opinion Programme at the University of Hong Kong
Sample Size	180 successful cases
Effective Response Rate	87.2% (Calculation based on the number of qualified targets)
Standard Sampling Error	Less than 3.7 %. If randomly sampling had been applied, the sampling error for all percentages would be less than plus/minus 7.5 percentage points at 95% confidence level.

All

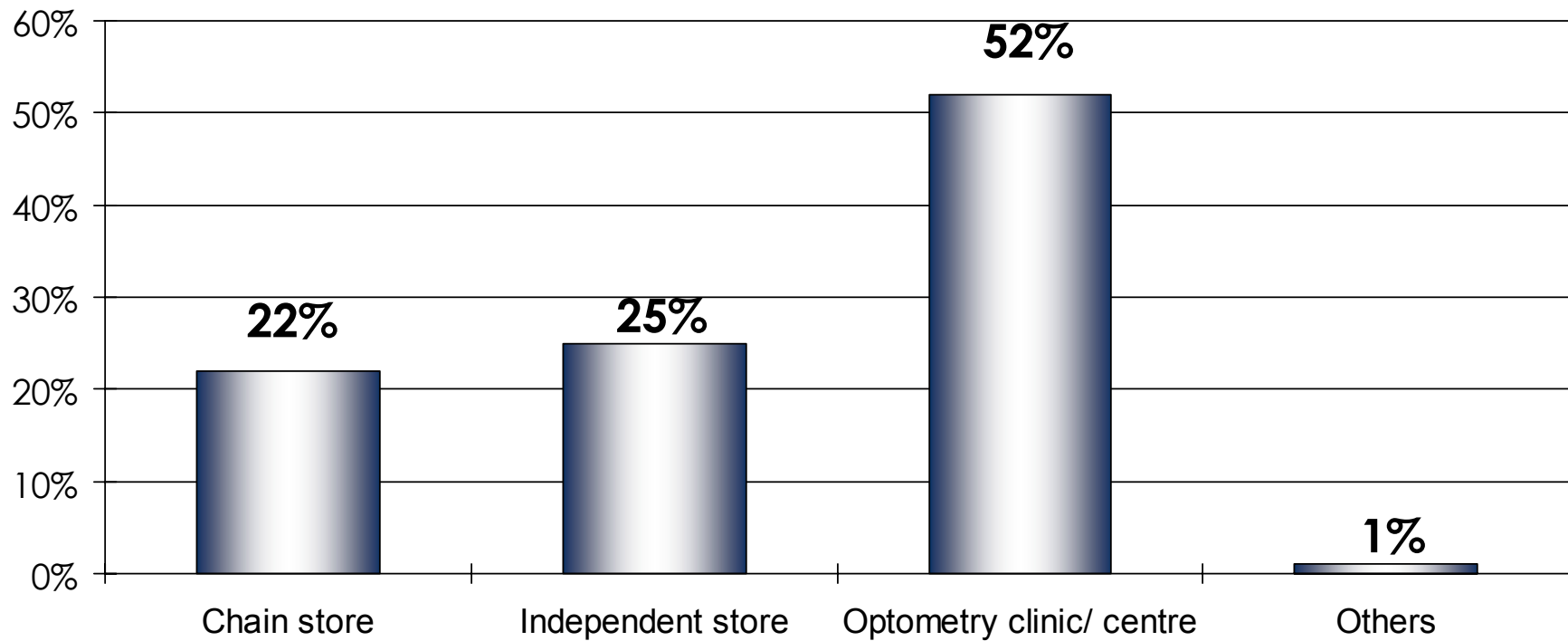
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Respondents' Profile

Gender



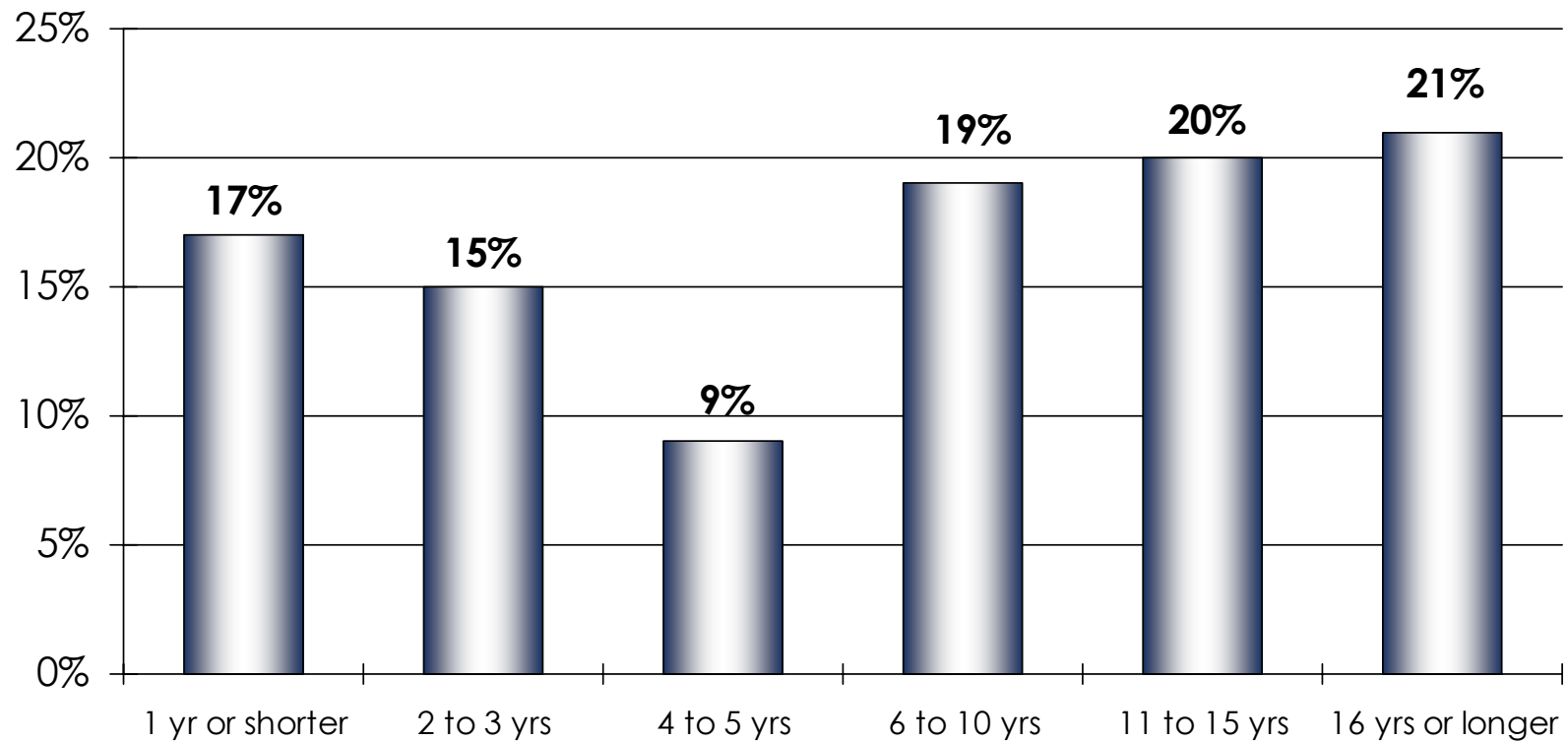
Working Organization



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Valid samples : 176 5

Seniority

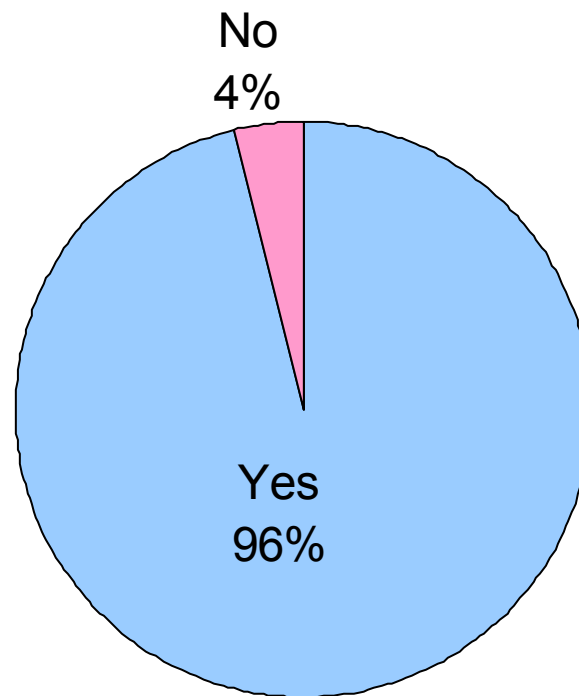


Survey Findings

1. The role of optometrists in consumer's choice of contact lens solution

96% of respondents had offered advices on contact lens solution to their customers

Q: In your work, have you ever offered any advices to your customers on contact lens solution?

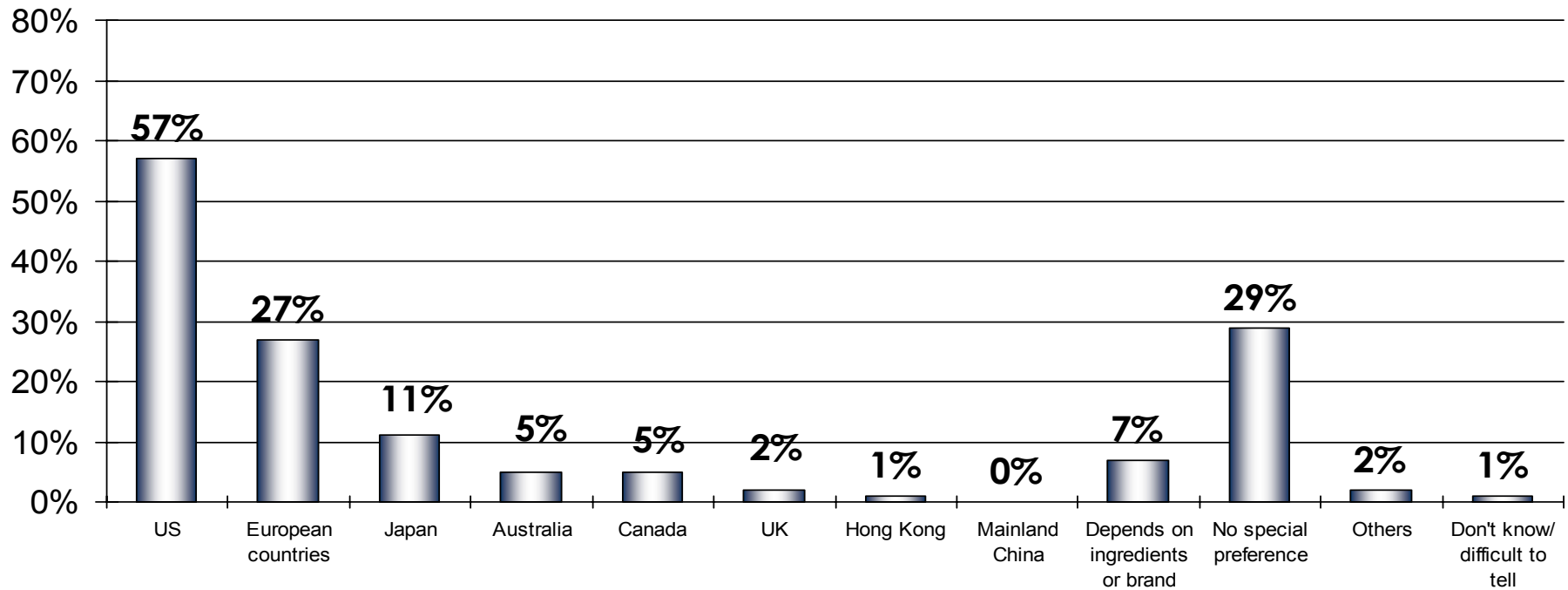


2. Optometrists' perception of consumer's concern of contact lens solution

57% of respondents had more trust in contact lens solution produced in the U.S.

None had trust in product produced in mainland China

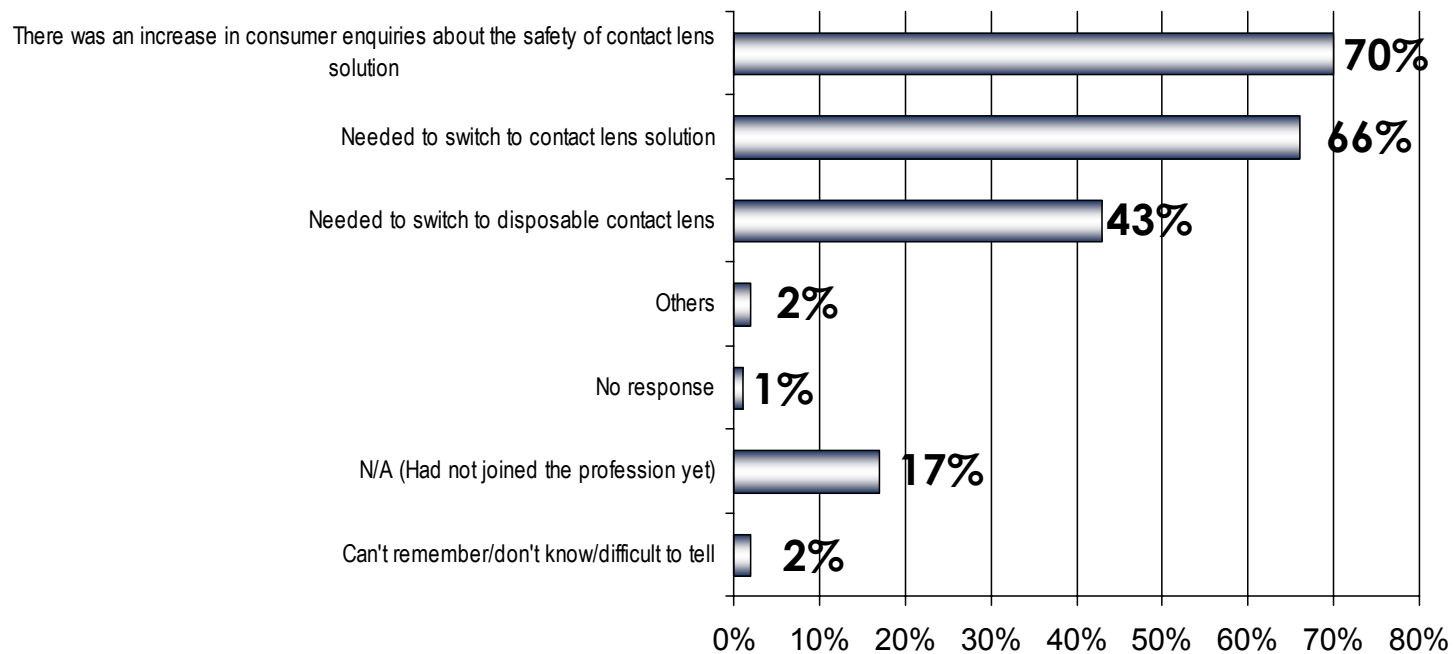
Q: With regard to manufacturing of contact lens solution, which place of origin had earned your trust?



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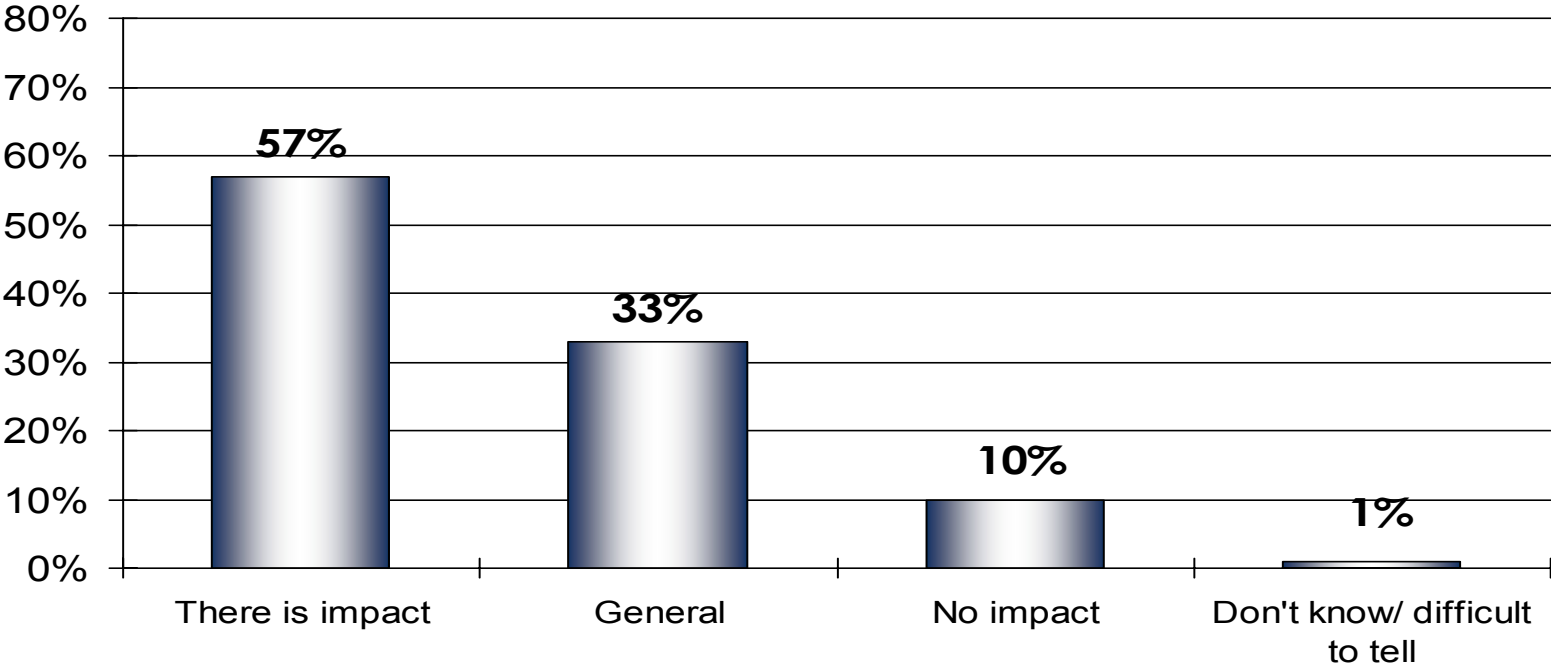
70% of respondents said there were more customer enquires on product safety after the product recall incident two years ago

Q: What was consumer's reaction to the product recall incident of contact lens solution two years ago?



57% of respondents at work for at least 2 years admitted that the product recall incident had an impact on consumers' confidence

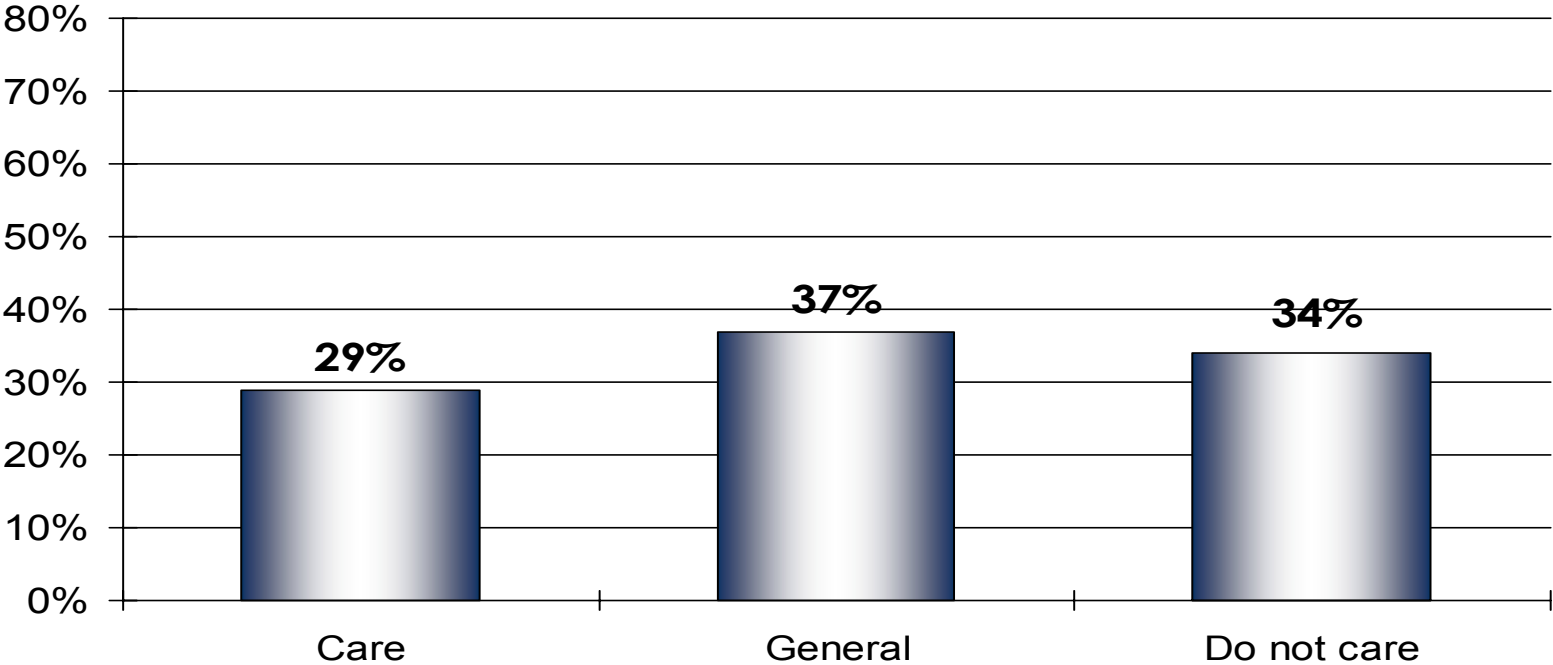
Q: Did the product recall incident have any impact on consumer's confidence?
If yes, what is the extent of the impact?



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29% of respondents considered that consumers cared about the moisturability of contact lens solution

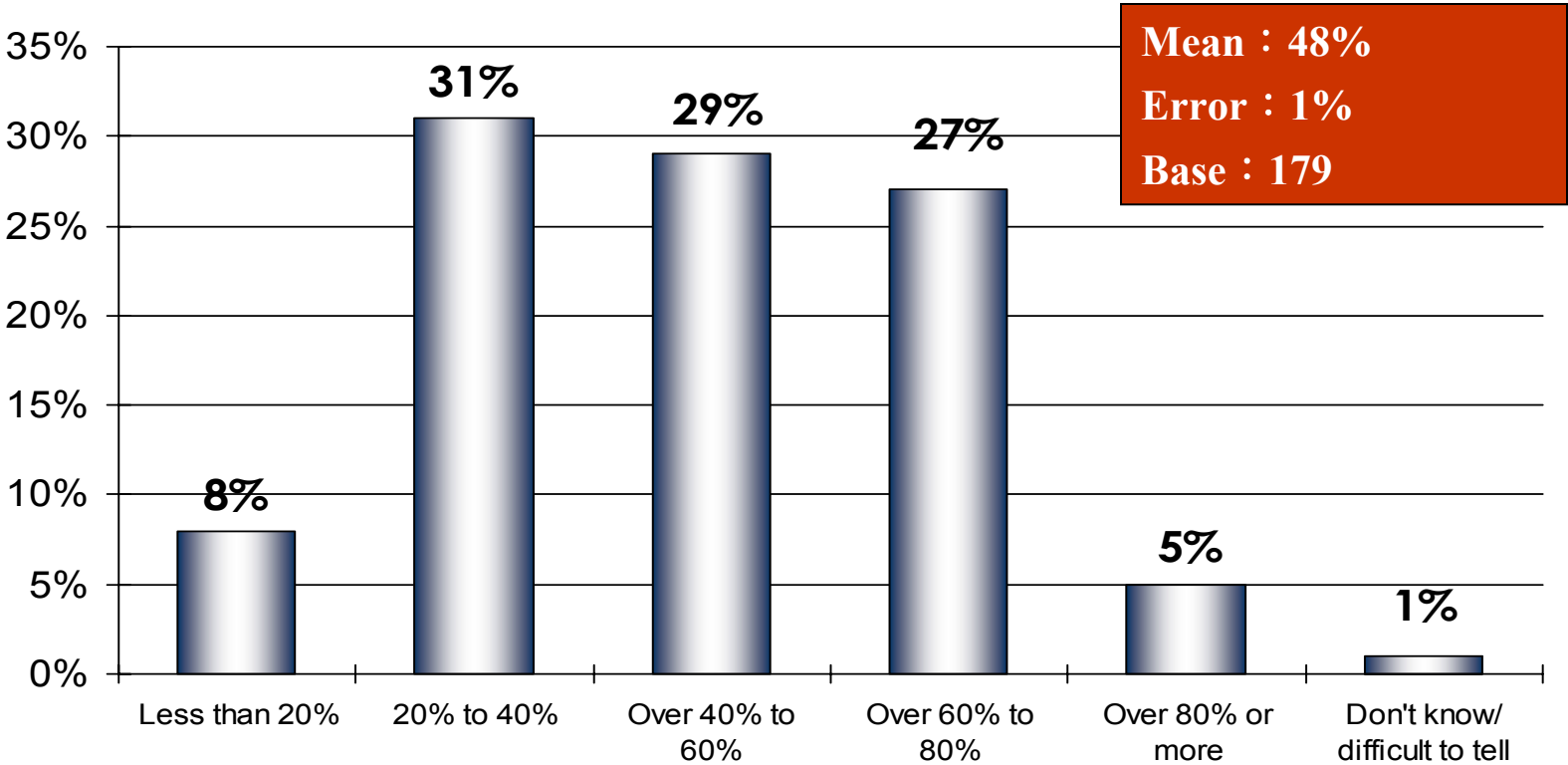
Q: Do you think if your customers care about the moisturability of contact lens solution?



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On average, nearly half of customers contacted with the respondents had dry eye symptoms

Q: What percentage of your customers have dry eye symptoms?

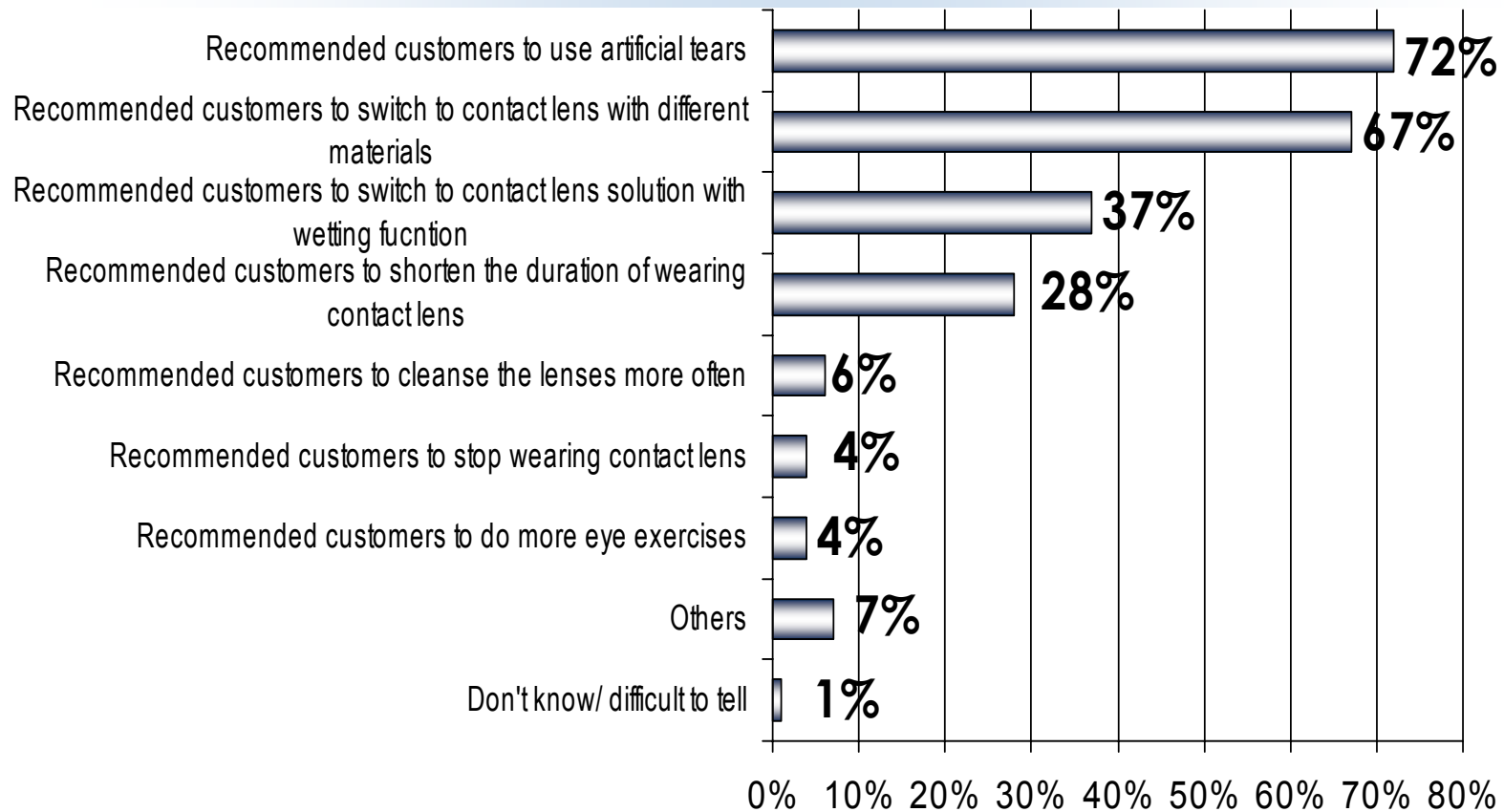


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Valid samples : 180 15

37% of respondents would recommend their customers to switch to those contact lens solutions with moisturability function

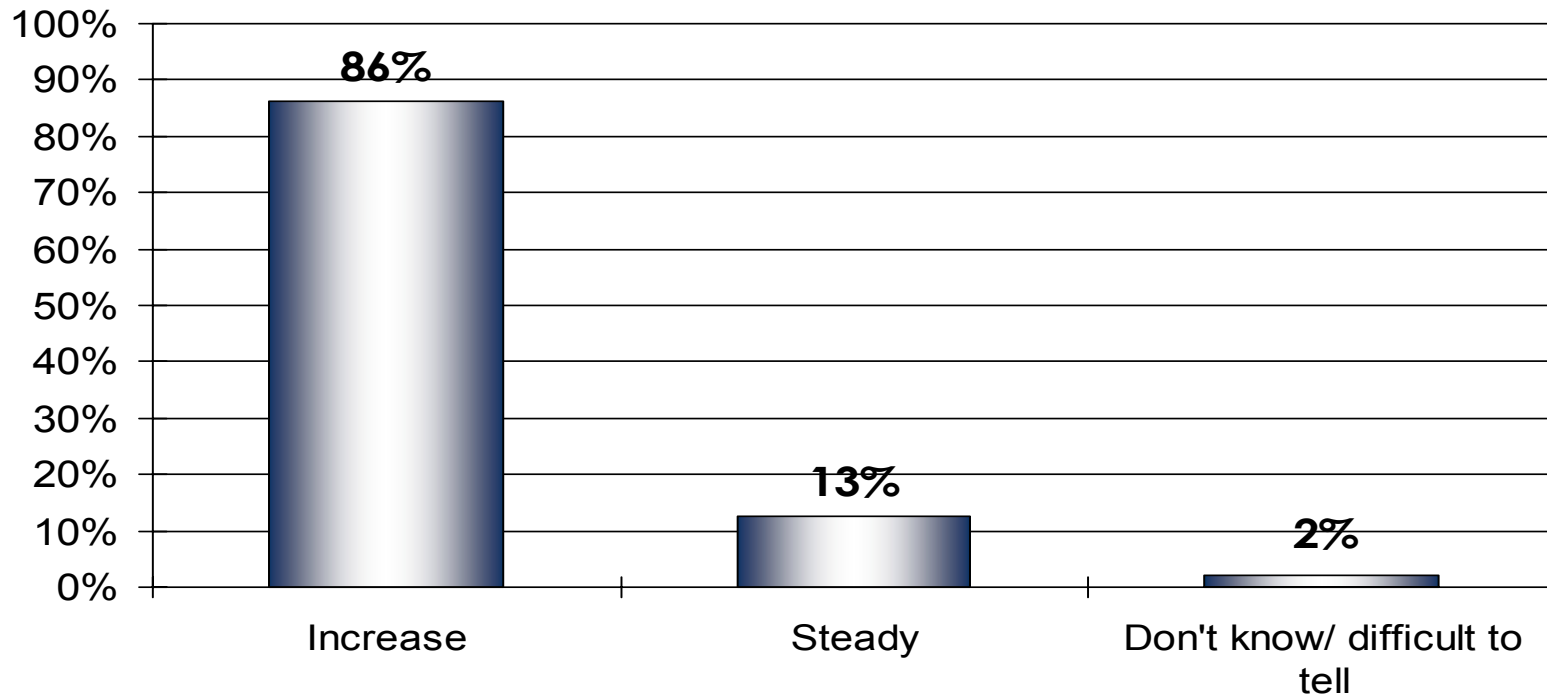
Q: What advice would you offer your customers who have dry eye symptoms?



3. The trend of consumer adoption of silicon hydrogel contact lenses

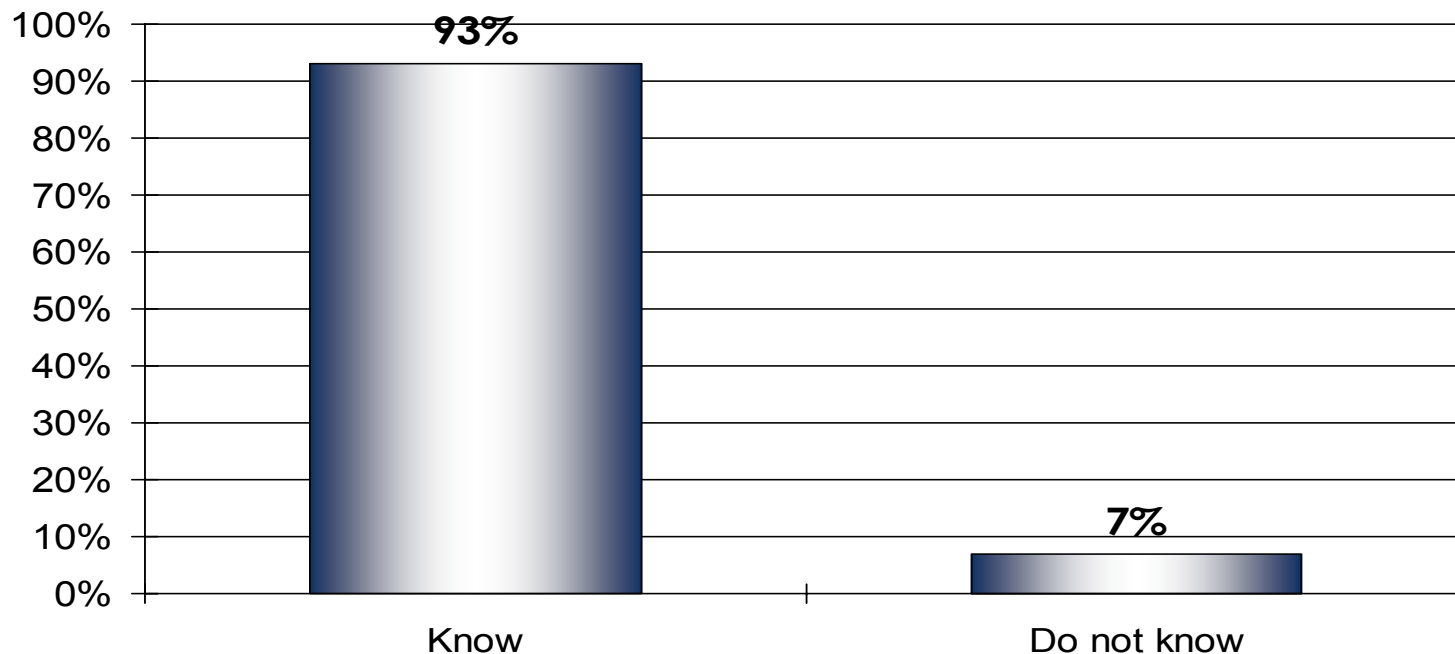
86% of respondents considered consumer adoption of silicone hydrogel contact lenses was on the rise

Q: Based on your experience, what is the trend of consumer adoption of silicone hydrogel contact lenses in recent years?

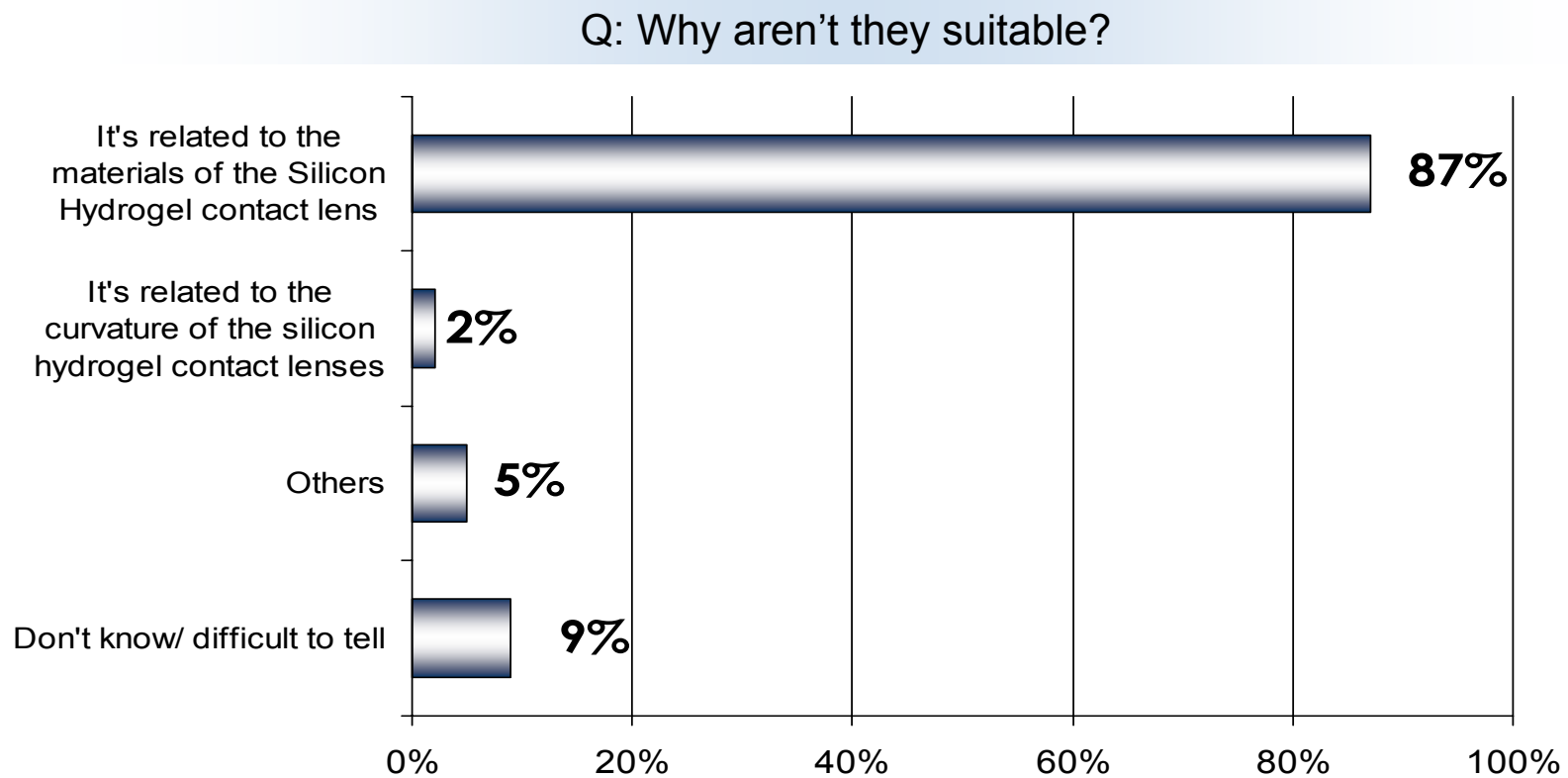


93% of respondents knew that not all contact lens solutions were suitable for silicone hydrogel contact lenses

Q: Do you know that not all contact lens solutions are suitable for silicone hydrogel contact lenses?



Amongst these respondents, 87% of respondents knew correctly that the reason for incompatibility lied in the material of silicon hydrogel



Conclusion

Optometrist respondents considered that the product recall incident had jeopardized consumer's confidence in contact lens solution

- 96% of respondents had offered advices on contact lens solution to their customers
- 70% of respondents said there were more customer enquires on product safety after the product recall incident two years ago.
- 57% of respondents at work for at least 2 years admitted that the product recall incident had an impact on consumers' confidence.
- 57% of respondents had more trust in contact lens solution produced in the U.S. while none had trust in products produced in the mainland China.

Some optometrists considered that consumers cared about the moisturability of contact lens solution

- 29% of respondents considered that consumers cared about the wetting ability of contact lens solution.
- On average, nearly half of the customers contacted with the respondents had dry eye symptoms; 37% of respondents would recommend their customers to switch to those contact lens solutions with moisturability function.

Respondents commonly knew that not all contact lens solutions were suitable for silicone hydrogel contact lenses

- 86% of respondents considered consumer adoption of silicone hydrogel contact lenses was on the rise.
- 93% of the respondents knew that not all contact lens solutions were suitable for silicone hydrogel contact lenses. Amongst these respondents, 87% of respondents knew correctly that the reason for incompatibility lied in the material of silicon hydrogel.