

How AllAboutVision.com Serves Eye Care Consumers & Marketers

*presented by
Ron Walker
Publisher & CEO*

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HEALTHCARE PUBLISHERS

Founded in 1997 by Tom Meinert, Ron Walker & Bill Capuzzi

ASTIGMATISM? YOU CAN STILL WEAR CONTACTS!

Contacts

Spring 2004



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OptiStock.com provides investors with insight into the growing vision care market and information about public companies.

Contact Lens Market: Higher-Value Products, Favorable Demographics and International Expansion Create an Accelerating Growth Industry

By Keith Crow, With commentary from FTM Midwest Research, Robert Baird & Co., and Wadsworth Securities

Fueled by a growing pool of potential wearers, specialty lens sales and international expansion, the worldwide soft contact lens market grew by 10% in 2002 and by 14% YTD in 2003 (8% to 9% in constant currency) according to various industry estimates. The number of U.S. contact lens wearers has remained steady at about 35 million to 36 million in recent years (Table 1), but analysts predict that number will rise steadily throughout the decade.

Table 1
Vision-Corrected Market by Year vs. U.S. Population (Millions)

	1999	2000	2001	2002
U.S. population	273	275	278	281
Vision-corrected population	161	163	164	167
Spectacles only	126	127	129	132
Contact lenses	35	36	35	35

Source: FTM Midwest Research, Inc.

According to analyst Christopher C. Cooley of FTM Midwest Research, the combination of demographics and specialty lenses will be good news for the U.S. market until at least 2009.

According to analyst Suzy Wong of Robert Baird & Co., the demographics for contact lens market growth are ideal because the overwhelming majority of new fits come from the massive population of Baby Boomers — the children of the Baby Boomers. More babies were born in the 1990s than in any single decade in U.S. history, and those children are now reaching contact lens age, he points out. Additionally, the incidence of myopia (nearsightedness) is said to be increasing on two fronts — in children because of widespread computer use and in adults in their 20s who have no previous history of nearsightedness, but begin to develop it after exposure to computers in the workplace. Wong predicts a 5% to 6% overall revenue growth in contact lenses in the U.S. for 2003 continuing into next year.

Of the three key factors driving market growth, foremost is North American demographics, according to Cooley. "In the U.S., 22 million young teens will be coming to contact lens age this year alone," he remarks. "That wave of growth doesn't peak until 2008, so we're at the outset of a secular growth trend that began in 2002."

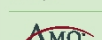
The second variable helping to facilitate growth is the conversion to higher-value specialty lenses, including two-week disposables, soft toric lenses for low amounts of astigmatism (a common condition where the eye is not spherical), and multifocals for aging Baby Boomers. This is especially true of North America, but applies to the international market as well. A characteristic shared by all of these new lenses is that they're treating the individual patient's needs, according to Midwest's Cooley. "That's helping drive not only unit growth, but, in part, because clearly these specialty lenses carry a higher price point and better margin from the manufacturer's standpoint," he comments.

OCTOBER 2003

Find out more about these leading companies in contact lenses



The Cooper Companies is the manufacturer of soft toric contact lens fits and the second leading manufacturer in the specialty soft contact lens market, focusing on higher margin products such as toric, cosmetic, and multifocal contact lenses. Cooper's U.S. contact lens revenue is about \$160 million. The Cooper Companies grew its contact lens revenue from a \$100 million worldwide division in 1994 to an approximately \$340 million division this year.



Advanced Medical Optics successfully spun off from Allergan 4 1/2 years ago, positioning itself as a global leader in the development, manufacturing and marketing of ophthalmic surgical and eye care products. The company expects to grow at a 1% to 3% rate over the next several years. About half of its annual \$350 million revenue is derived from the contact lens care business, and approximately 20% of its eye care revenues are from the American drug products. The contact lens revenue of market share outside the U.S. and number two globally.

sportsight_home.gif

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How Does It Work? UV Protection Oxygen Permeability Image Jump FAQ

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All About Vision: Guide to Eye Care and Vision Correction - LASIK, Contact Lenses and Eyeglasses - Mozilla Firefox

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• eyeglasses
• eye problems
• eye surgery

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Are your contact lenses uncomfortable?
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• Wearing tips: how to apply and remove your contact lenses
• Understanding your contact lens Rx
• Silicone hydrogel contacts give your eyes more oxygen
• Avoid eye infections with proper soft lens care
• 30-Day contact lenses: A smart alternative to LASIK?
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TYPES OF CONTACT LENSES
• Bifocal
• Colored
• Custom
• Disposable
• Extended Wear
• Gas Permeable (RGP)
• Monovision
• Orthokeratology
• Post-surgical
• Prosthetic
• Silicone Hydrogel
• Special-Effect
• Specialty
• Toric

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Home Page

Mission

To provide consumers with comprehensive,
trustworthy information on eye health and
vision correction options;
enabling delivery of contextual marketing messages
to a highly targeted audience.

Overview

- 👁️ Launched in January 2000
- 👁️ Site does not sell products
- 👁️ More than 500 pages of proprietary content
- 👁️ Visitor traffic up 20% in first two months of 2009
- 👁️ Will serve about 9 million visitors this year
- 👁️ Revenue stream is advertising & directory listings
- 👁️ Ad performance greatly exceeds overall Web

Advisory Board

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(former Editor of *Eyecare Business*)

Marilyn Haddrill, Editor

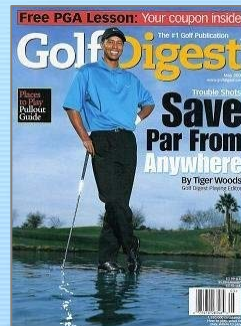
(7 years with *Eye World*)

Gary Heiting, OD, Associate Editor

(20-year veteran of clinical practice and professional relations)

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Cited by Prominent Consumer Media



THE WALL STREET JOURNAL

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Visitor Traffic Sources

- 👁️ Search engines
- 👁️ Eye care practitioner recommendations and links
- 👁️ Media mentions and links
- 👁️ Thousands of links from professional associations, special interest organizations, community sites, governments, corporations, directories, schools
- 👁️ Direct marketing programs (PPC)
- 👁️ Content syndication

Importance of Search Engines

80% of adult online Americans have searched the Internet for health information

81% of health searchers start at a search engine, not a medical site

Source: Pew Internet & American Life Project:
July 2002, July 2003, May 2005

LASIK - Google Search - Mozilla Firefox

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http://www.google.com/search?hl=en&q=LASIK&btnG=Google+Search&cts=1236722439897&aq=f

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Web News Groups Results 1 - 10 of about 8,060,000 for LASIK [definition]. (0.09 seconds)

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[San Diego LASIK Surgeon](#)
[www.NewEyes.com](#) Safe, Effective and Experienced See The Difference. Call 858-926-5330

[LASIK Vision Institute](#)
[LASIKVisionInstitute.us.com](#) Safe, Easy, and Affordable. LASIK Starting at \$299 per eye.

[San Diego LASIK](#)
[Custom-Vision.net/LASIK](#) Personal And Ethical Care By Your San Diego Doctor, Providing LASIK

1. [US FDA/CDRH: LASIK - Learning About LASIK](#)
LASIK Eye Surgery: Learning About LASIK. LASIK is a surgical procedure intended to reduce a person's dependency on glasses or contact lenses.
[www.fda.gov/cdrh/LASIK/](#) - 13k - [Cached](#) - [Similar pages](#) - [Filter](#)

2. [LASIK - Wikipedia, the free encyclopedia](#)
LASIK or **Lasik** (laser-assisted in situ keratomileusis) is a type of refractive laser eye surgery performed by ophthalmologists for correcting myopia, ...
[en.wikipedia.org/wiki/LASIK](#) - 110k - [Cached](#) - [Similar pages](#) - [Filter](#)

3. [LASIK & Laser Eye Surgery - Online Screening, Cost, Risks](#)
Eye health website explains how LASIK works: laser eye surgery complications, cost, blade vs. bladeless; alternatives such as LASEK and PRK.
[www.allaboutvision.com/visionsurgery/](#) - 29k - [Cached](#) - [Similar pages](#) - [Filter](#)

4. [LASIK.com - TLC Laser Eye Centers providers of LASIK, Custom LASIK ...](#)
TLC Laser Eye Centers and LASIK.com providing LASIK, Custom LASIK, Bladeless LASIK, and many more Laser Vision Correction Eye Surgery Procedures, ...
[www.lasik.com/](#) - 16k - [Cached](#) - [Similar pages](#) - [Filter](#)

5. [LASIK@Home](#)
Information on a home eye laser kit. [Contains fictitious information]

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\$0 Down, 0% Interest for 24 Months.
Free Lasik Eye Exam. 866-941-7587
[www.LasikPlus.com](#)

[San Diego Lasik Institute](#)
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AAV
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Importance of Search Engines

90% of visitors come from search engines

The Google logo, featuring the word "Google" in its characteristic multi-colored font, is displayed within a white rounded rectangular box.

72%

The Yahoo! logo, featuring the word "YAHOO!" in a red, stylized font, is displayed within a white rounded rectangular box.

10%

The MSN logo, featuring the word "msn" in a blue, lowercase font with a colorful butterfly icon to the right, is displayed within a white rounded rectangular box.

3%

12,198 websites sent visitors to AAV in Jan-Feb '09

ECP Marketing



For reliable information on eye health
and vision correction,

**Tell your patients
where to go.**

Send your patients to
AllAboutVision.com...





AllAboutVision.com provides consumers with hundreds of pages of easy-to-understand, authoritative information on eye health and vision correction options.

Our website's quality content has been cited by prominent media such as *Newsweek*, *The Wall Street Journal*, *Kiplinger's Personal Finance* and *CBS MarketWatch*. Hundreds of websites worldwide link to AllAboutVision.com, including national and international media, governments, corporations, academic institutions, healthcare reference websites, and local eye care practices.

You can feel comfortable sending your patients to AllAboutVision.com. We don't sell products, and our site continually reinforces the importance of eye care practitioners and regular eye care. Our mission is to assist, not circumvent, eye care practitioners.

Visit our website, consider recommending it to your patients, and – if you have a website – please link to us.



An educated consumer is a better patient for you.

Two Easy Ways to Link Your Website to AllAboutVision.com

1 Use our Free Hit Counter on your website's home page. It counts your visitors, adds a high-tech look to your website, and

links your patients to our 450+ pages of educational content.

2 Link to us using text or a logo. We provide logos, cut-and-paste code, and easy instructions.

With either option, we'll send you a free All About Vision all-cotton logo T-shirt and link back to your website.

To get started with your hitcounter or link, visit:
www.allaboutvision.com/PROF/



Here's What Your Colleagues Are Saying About Us:

"Thank you for your intelligent contribution to the web!"

"I plan to share your web address with patients in hopes that it will help answer questions they think of after leaving my office. Thanks for the hard work in putting the site together."

"What timely, accurate and approachable material you provide the layperson! Thanks again for a great publication and a laudable editorial effort."

"I have just read your information and it is excellent. Congratulations and keep up the good work."

"This is an incredible service you are providing for our patients! Thank you so much."

Frequently Asked Questions

Why should I link my website to AllAboutVision.com? The site is an excellent source of comprehensive, unbiased information. It can educate your patients about the many life-enhancing products and services you can provide to them. An educated consumer is a better patient for you.

Who's behind AllAboutVision.com? The site is run by some of the former staff of *Optometric Management*, *Ophthalmology Management*, *Eyecare Business* and *Contact Lens Spectrum* magazines. The site is not affiliated with any supplier of eye care products or services.

How do I link my website to AllAboutVision.com? Websites are managed with many different software programs, so it's difficult to provide generic instructions. If a staff person or outside vendor maintains your website, it's probably as simple as instructing them to add a link, and they'll know how to do it. If you need more help, send an e-mail to link-help@allaboutvision.com or visit www.allaboutvision.com/PROF/.

Is there a cost for me to link to AllAboutVision.com? Absolutely not!

How does AllAboutVision.com make money? We carry advertising from many of the same companies that you already do business with in your practice. Since we run ads for a wide variety of products, the advertising helps to maintain the balanced, unbiased tone of the site.

How current is AllAboutVision.com's information? Not every page is updated every day, but the site is updated daily. Our editorial team closely follows news and events in the eye care field and strives to present the most current, accurate and useful information.

AllAboutVision.com includes special sections on all of these topics:

- Eyeglasses
- Sunglasses
- Contact Lenses
- LASIK and Refractive Surgery
- Eye Problems and Diseases
- Eye Exams
- Low Vision
- Sports Vision
- Eyes and Nutrition
- Computer Vision Syndrome
- Eyes Over 40
- ...and much more!

Our content is developed with the input of a respected group of eye care professionals who form our Editorial Advisory Board:



Joseph T. Barr, O.D.



Brian S. Boxer Wachler, M.D.



Michael DePaolis, O.D.



Burt Dubow, O.D.



Arthur B. Epstein, O.D.



Valerie Kattouf, O.D.



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When you link your website to us, we'll send you a free AllAboutVision.com all-cotton logo T-shirt. We'll also list your website on our website of eye care practitioner links. Limitations apply. For details or to request your shirt, visit www.allaboutvision.com/PROF/.

Content Syndication



AAV-authored articles comprise the “Eye Library” on websites developed by EyeCarePro.net and the “Eye Care Articles” section of Eyefinity websites.

Growth Drivers

- 👁️ Increased participation in health decision-making
- 👁️ Internet access market penetration
- 👁️ Use of Internet for health research
- 👁️ Broadband adoption changes consumer behavior
- 👁️ Search engine optimization (SEO)

What Do Consumers Want?

- 👁️ **Eye health, vision correction education**
- 👁️ **Learn where to buy products and get care**
 - [LASIK Surgeon Directory](#) generating 50,000 page views per month this year (down 38%)
 - [Find a Doctor](#) page: 25,000 views/month
 - [ECP Directory](#): 7,000 people/month

Reasons Consumers Visit

- 👁️ Self-diagnose
- 👁️ Prepare for exam or procedure
- 👁️ Researching as a caregiver or friend
- 👁️ Need more information after a doctor visit
- 👁️ Want to confirm a doctor's diagnosis

Reasons Consumers Visit

Floater









- 👁️ Self-diagnose 73%
- 👁️ Prepare for exam or procedure 17%
- 👁️ Researching as a caregiver or friend 10%
- 👁️ Need more info after a doctor visit 6%
- 👁️ Want to confirm a doctor's diagnosis 4%

Reasons Consumers Visit

Floaters - Cataracts






- 👁️ Self-diagnose 73% - 43%
- 👁️ Prepare for exam or procedure 17% - 60%
- 👁️ Researching as a caregiver or friend 10% - 13%
- 👁️ Need more info after a doctor visit 6% - 20%
- 👁️ Want to confirm a doctor's diagnosis 4% - 6%

Top SE Vision Terms

-  glasses
-  contact lenses
-  pink eye
-  sunglasses
-  eyeglasses
-  reading glasses
-  glaucoma
-  macular degeneration

Source:
Wordtracker,
March 2009

Most Popular AAV Articles

-  Spots and Floaters
-  Conjunctivitis
-  Colored Contact Lenses
-  Choosing Eyeglass Frames
-  What Does LASIK Cost?

High-Traffic Articles with Largest % Increase in Views

- 👁 Choosing Eyeglass Frames (+24%)
- 👁 Glaucoma (+54%)
- 👁 Ocular Migraines (+37%)
- 👁 Blepharitis (+86%)
- 👁 Cataract Surgery (+94%)

Trends in Vision Topics

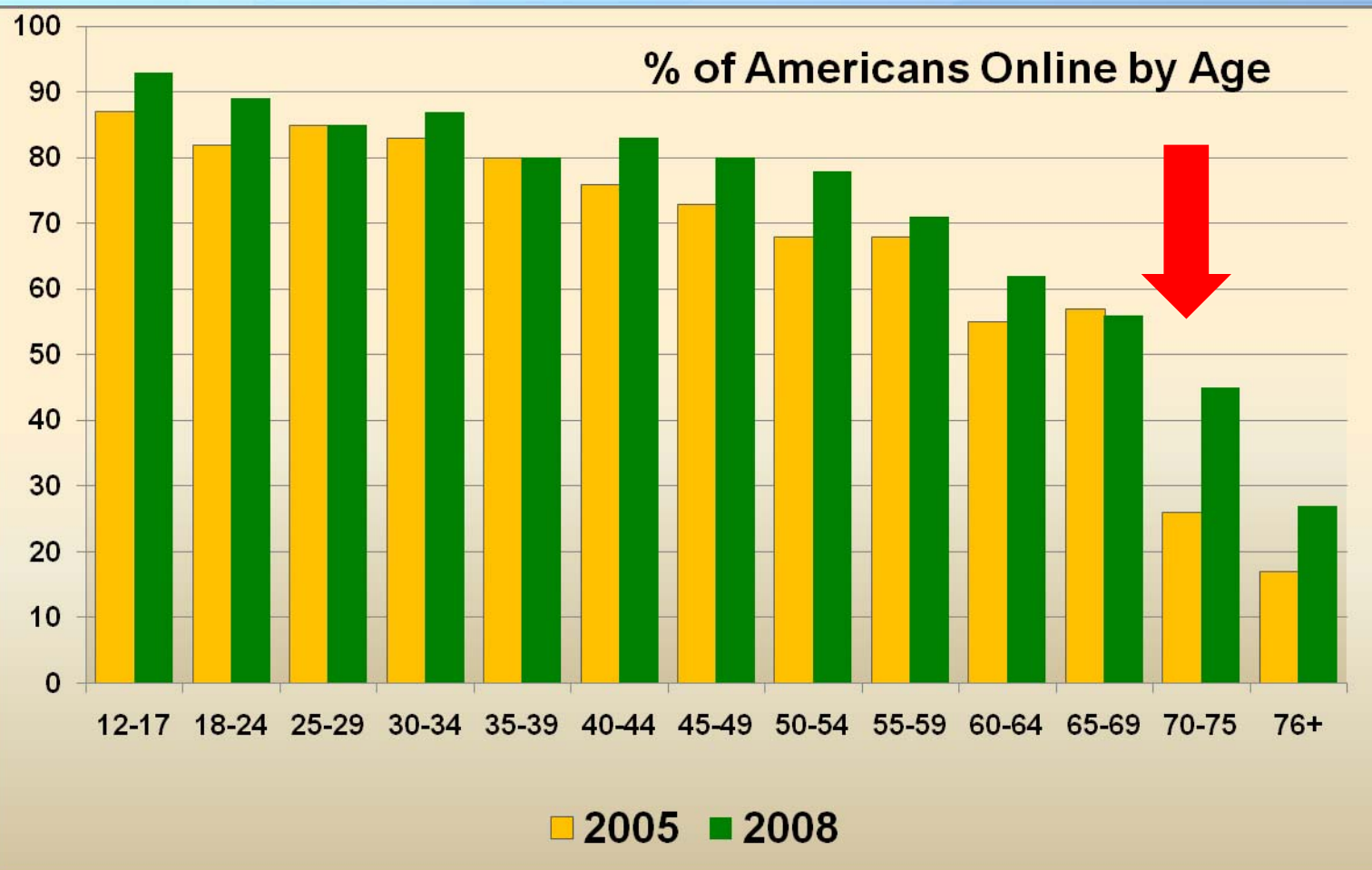
Leading topics in 2000:

Laser vision correction, contact lenses

Leading topics in 2009:

Conditions/diseases, contact lenses, LASIK, eyeglasses

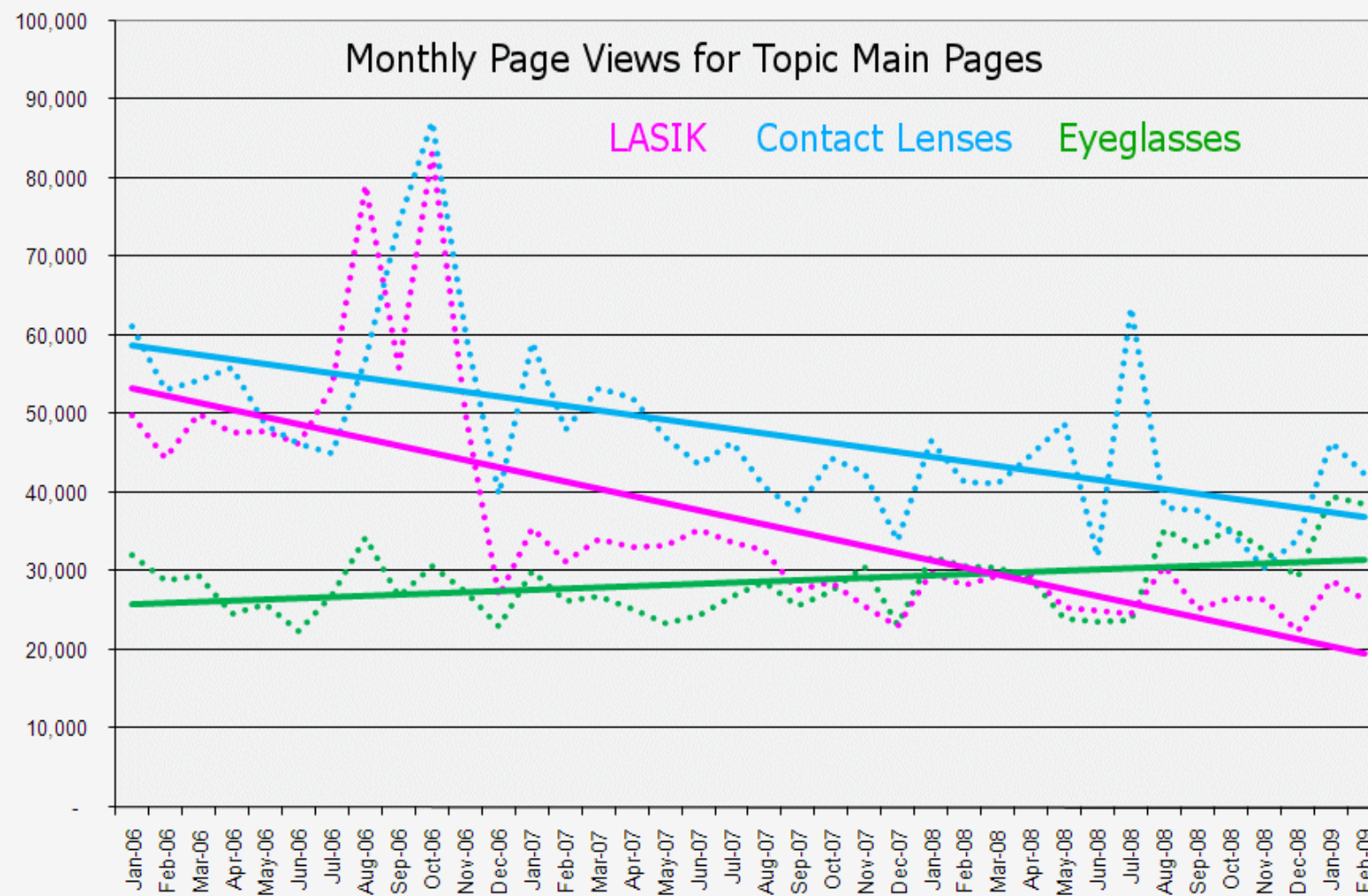
In 2000, our most-visited page was the home page.
Now, it's not even in the top 10.



Source: Pew Internet & American Life Project, Jan. 2009

Monthly Page Views for Topic Main Pages

LASIK Contact Lenses Eyeglasses



Revenue Model

- 👁 Display ads (300x250 and 132x400)
- 👁 Advertorials
- 👁 Sponsored Sections
- 👁 Content Sponsorships
- 👁 LASIK Surgeon Directory
- 👁 Cataract Surgeon Directory



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LASIK & Laser Eye Surgery: A Complete Consumer Guide

LASIK is one of several ways to correct your vision with surgery. Our articles cover:

- What you should know about LASIK
- Types of laser eye surgery
- Alternative non-laser procedures

You can start with the [vision correction surgery basics](#) article. Or choose another feature:

Free Online LASIK Evaluation

Are you a candidate for LASIK? Our two-minute test will generate a personalized report for you. [Start now »](#)

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A respected U.S. Navy eye surgeon, now retired, explains why he favors custom LASIK.

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Two prominent, experienced LASIK surgeons give us their opinions on a much-debated topic: Should the flap-cutting device in LASIK be a microkeratome blade or a second laser?

LASIK Surgeon Q&A

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than it did years ago.

Before we get started, understand that you should not switch care regimens without asking your [eye doctor](#) first. Some products are not compatible with each other, or with certain contact lenses. Using incompatible products can ruin your contact lenses or harm your eyes.

To make sense of all the bottles and boxes, it helps to know what steps are required to care for soft contacts.

It's particularly important to follow guidelines for safe handling of soft contact lenses in light of recent outbreaks of serious [fungal eye infections](#) that appear associated with Bausch & Lomb's ReNu with MoistureLoc contact lens cleaning/disinfecting solution.

The Basics of Soft Contact Lens Care: Clean, Rinse and Disinfect

- 1 Wash your hands so that you don't transfer dirt and germs to your eye. Try to avoid moisturizing soaps, as they are not good for contact lenses. Dry your hands with a lint-free towel.
- 2 Remove one lens and clean it with the recommended solution. Cleaning removes eye-produced buildup, cosmetics and other debris that impairs lens comfort. The [FDA](#) recommends that you rub the lens in the palm of your hand with a few drops of solution, even if you are using a "no-rub" product.
- 3 Rinse the lens again to remove the loosened debris, making sure to take as long as the package directs: rinsing is an important step.
- 4 Place the lens in your [clean](#) lens case or lens holder and fill with fresh solution; don't "top off" your old solution. Disinfecting kills microorganisms on the lens. Disinfection time varies from product to product; check the package for details.
- 5 Repeat steps two through four for your other lens.

MORE INFO

SynergEyes hybrid contact lenses offer rigid lens acuity with soft lens comfort

Proclear 1 Day:

Comfortable, convenient & surprisingly affordable

Similasan eye drops

provide relief for dry eyes and allergy eyes

Lobob

offers allergy-free lens care for RGP/hard lenses

Acuvue Bifocal

contact lenses help you see clearly near and far

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[ReNu with MoistureLoc & fungal infections](#)

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Crisp, Clear, Sharp Distance Vision after Cataract Surgery

**BETTER
IMAGE QUALITY**

**INCREASED
CONTRAST SENSITIVITY**

**IMPROVED
FUNCTIONAL VISION**



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A Leap Ahead in Enhanced Clarity and Image Quality

It's a little-known fact that, in spite of all the advances in eye care technology today, even healthy eyes still contain some imperfections called higher order aberrations.

One type of higher order aberration common to cataract patients are spherical aberrations, which can lead to a gradual reduction in vision acuity and function.

An aberration is an irregularity in the shape of the eye's refractive surface that can distort vision. As you get older, your eye's lens gets thicker and rounder, causing image quality to

MESOPIC LIGHTING CONDITIONS*



Internet Trends in Vision Care

Video & Interactive

Empowerment of Consumers

- Provider Ratings (Yelp, Kudzu, etc.)
- Topic-specific websites

Video Usage

Contact lenses **7%**

Dry eyes **10%**

Cataracts **11%**

Conjunctivitis **11%**

Glaucoma **12%**

AMD **13%**

Presbyopia **15%**

Contacts for presbyopia **15%**

Diabetic retinopathy **16%**

Astigmatism **18%**

Wavefront LASIK **20%**

Blepharitis **20%**

Progressive lenses **29%**

Atlanta, GA Restaurant, Contractor, Doctor & Home Service Reviews - Kudzu.com - Mozilla Firefox

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Results 1 - 10 of about 226,000 for **angie's list**. (0.06 seconds)

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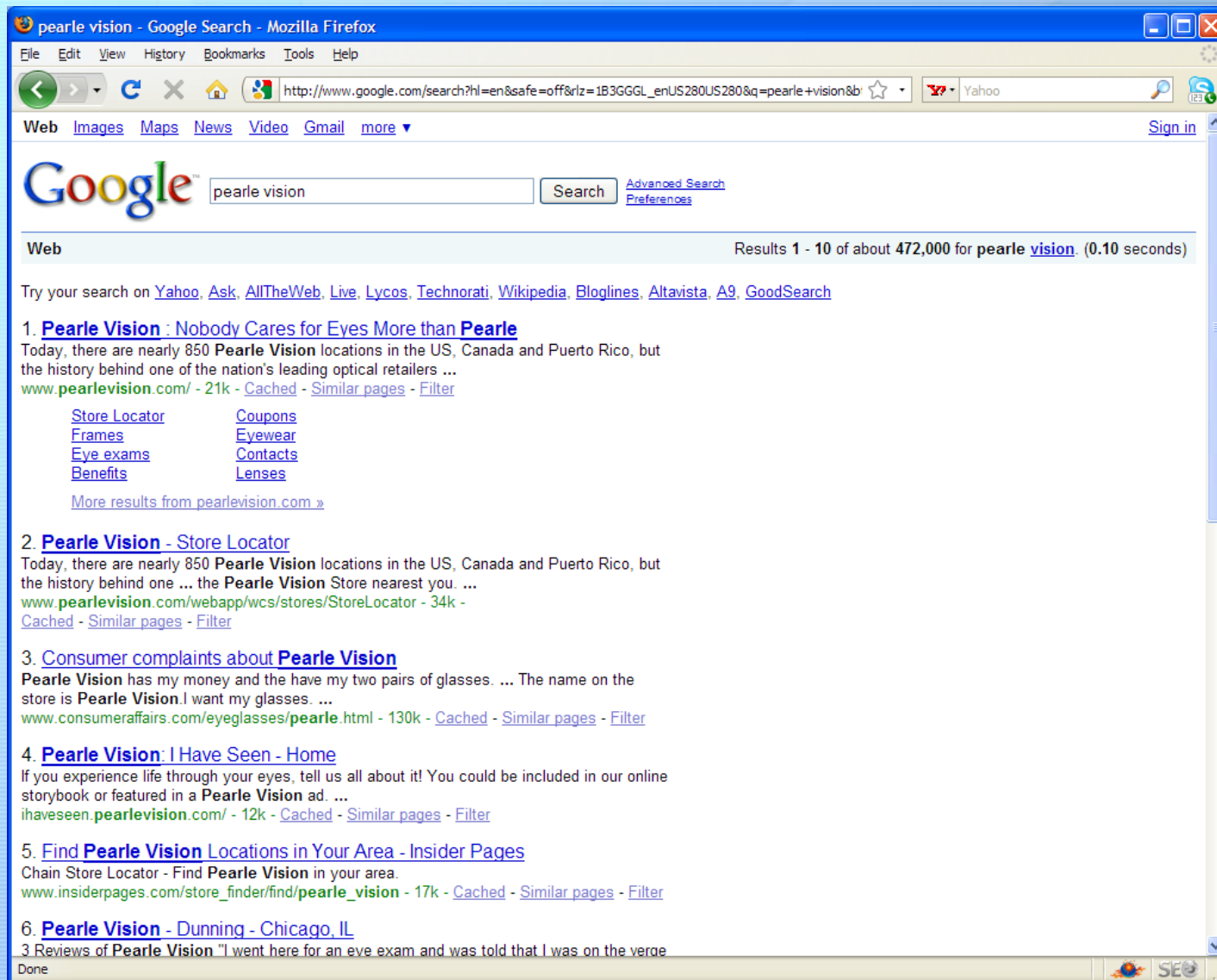
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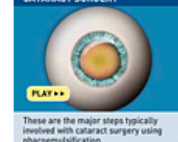
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