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www.guldenophthalmics.com

**Please Help Us Help You**

**Complete and return this survey and we will send you this very useful EyeView™ Visualizing Scope, valued at \$39.00.**

*According to an ophthalmologist: "I found that we use the EyeView™ scope with patients every day – I want to order 6 more so we can equip all our examining rooms."*



**ALSO >>> See the last page of this questionnaire about our \$100 U.S. Savings Bond offer.**

Dear Valued Gulden Customer:

Please take a few minutes to help us help you in your work and in your practice. Your opinions are important to us -- please help us determine how we are meeting your specific needs and can serve you better.

Please complete this survey and return it in the enclosed postage-paid envelope. In return, we will send you the EyeView™ Visualizing Scope pictured above. Your responses will be kept completely confidential.

**Be sure to complete your name and address on page 4 so we can send the EyeView Visualizing Scope to you.**

Thank you.

**Regarding your needs ...**

1. Please rate how important these types of products are to you by circling the appropriate number on the scale.

Products/tools that provide better patient examination and diagnosis:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products/tools that provide better patient treatment:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products/tools that help you explain conditions & educate patients:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products that help your office efficiency and organization:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products that save you time:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products that promote sanitation and safety:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

Products that help you practice and enhance your treatment skills:

1-----2-----3-----4-----5-----6-----7  
Not so important Very important

2. What three products or tools can we supply to help you most in your practice?  
What would be a reasonable price for each?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. Please list your **top four sources** of ophthalmic equipment and supplies in order of preference in meeting your needs.

- 1st: \_\_\_\_\_  
2nd: \_\_\_\_\_  
3rd: \_\_\_\_\_  
4th: \_\_\_\_\_

### **Regarding our service to you ...**

***Please rate Gulden's***

	Poor							Excellent
Service	1-----	2-----	3-----	4-----	5-----	6-----	7	
Courtesy of personnel	1-----	2-----	3-----	4-----	5-----	6-----	7	
Helpfulness	1-----	2-----	3-----	4-----	5-----	6-----	7	

	Poor						Excellent
Knowledgeable personnel	1-----	2-----	3-----	4-----	5-----	6-----	7
Prompt reply to queries	1-----	2-----	3-----	4-----	5-----	6-----	7
Range of products available from Gulden	1-----	2-----	3-----	4-----	5-----	6-----	7
Delivery	1-----	2-----	3-----	4-----	5-----	6-----	7
Pricing	1-----	2-----	3-----	4-----	5-----	6-----	7
Product quality	1-----	2-----	3-----	4-----	5-----	6-----	7
Ordering convenience	1-----	2-----	3-----	4-----	5-----	6-----	7
Other _____	1-----	2-----	3-----	4-----	5-----	6-----	7

### **Regarding our website (www.guldenophthalmics.com)**

1. On average, how often do you visit or utilize our website?

- Once or more per week
- Once a month
- Rarely
- Have not used

2. Please rate our website:

	Poor						Excellent
Usefulness to you	1-----	2-----	3-----	4-----	5-----	6-----	7
Ease of finding products	1-----	2-----	3-----	4-----	5-----	6-----	7
Informativeness	1-----	2-----	3-----	4-----	5-----	6-----	7
Breadth of products	1-----	2-----	3-----	4-----	5-----	6-----	7
Ease of ordering from	1-----	2-----	3-----	4-----	5-----	6-----	7

3. What is your primary purpose in visiting our website?

- |  |  |
|--|--|
| <input type="checkbox"/> Technical product information | <input type="checkbox"/> Price information |
| <input type="checkbox"/> Availability of product(s)    | <input type="checkbox"/> To order products |

4. Do you order from our website?

- Yes    No

5. How can we make our website more useful to you?

## THE SUGGESTION BOX

1. If you ran Gulden Ophthalmics, what would be the top three things you would do to enhance service to customers like you?

#1

#2

#3

2. Do you have any current ophthalmic product problems or concerns? Please let us know what they are in the space below (use other side of page if necessary).

\* \* \*

### ***\$100 U.S. Savings Bond for Your Great Idea***

***We will send you a \$100 U.S. Savings Bond  
If we implement the idea you provide below.  
There is no limit to the number of winners.***

Gulden has taken many ideas or problems submitted to us and developed innovative, useful products.

Do you have a current problem or product idea that we might work on together?

Yes – please describe (use other side of page if necessary).

***Be sure to complete your name and address so we can send the  
EyeView Visualizing Scope to you.***

Your Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ e-mail address \_\_\_\_\_