Understand and connect with **eyecare professionals**

Eyecare professionals play an integral role in the healthcare journey, seeing many patients and offering discount/ savings information. **M3 MI's Eyecare Study** covers Optometrists, Opticians and Ophthalmologists, and provides essential data for understanding the motivations and behaviors of these HCPs and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the eyecare audiences important to your communication plan

- 5+ ophthalmology sub-specialties
- Demographics, patients seen in an average week
- Professional activities, association membership
- Professional social connections & impact on treatment decisions
- Use of technology for work
- 👓 Practice locations
- 👓 Refractions performed in an average week, lenses & frames dispensed, purchasing influence
- 👁 Practice type
- 👁 Procedures performed
- 👁 Purchasing equipment/services and products prescribed
- 👁 Online/mobile behaviors & attitudes
- 👁 Emerging technologies, videos & podcasts
- 👁 Social media
- 👁 Patient communication methods
- + much more

👓 Optometrists/Opticians Only   👁 Ophthalmologists Only

Develop media plans for your target audiences

Trusted media measurement data across 98 media properties relevant to eyecare professionals:

- Journals
- Professional websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions

Support omnichannel marketing strategy

Eyecare channel preferences and usage across all their information sources:

- Conferences & webinars
- Professional associations
- Professional portals
- Newsletters
- Professional journals (print/websites)
- Social media
- Podcasts
- Pharma & device/equipment websites
- Sales reps
- Preferred information like to acquire via certain channels
- + much more

Pro Health Resources

⤓ Download the latest Professional Health content directory here or visit our website for other relevant materials.

Eyecare Study details

Latest release:	July 2024
Survey respondents:	1,000+
Sample source:	Invitations via paper mailing or email invitations from M3 MI panels.
Methodology:	**Optometrists/Opticians:** Weighted to available universe counts from the U.S. Department of Labor, Bureau of Statistics Data.
	Ophthalmologists: Weighted to the size of the universe of each age group to which they belong.
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

- ✓ Unbiased, independent survey research
- ✓ Large sample sizes
- ✓ Cost-effective syndicated data

Counts by type of eyecare professional

Optometrists	N=479
Opticians	N=301
Ophthalmologists	N=393

## M3 MI Professional Health
Other Syndicated Offers
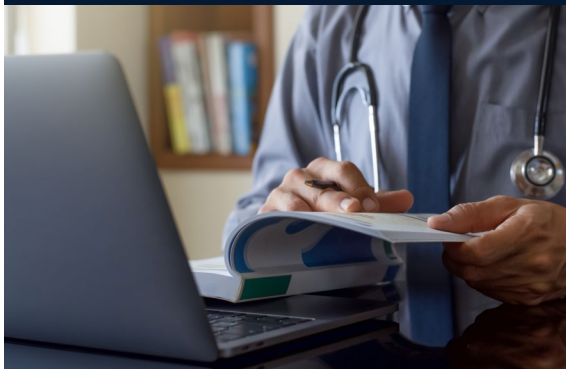
Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.

HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.
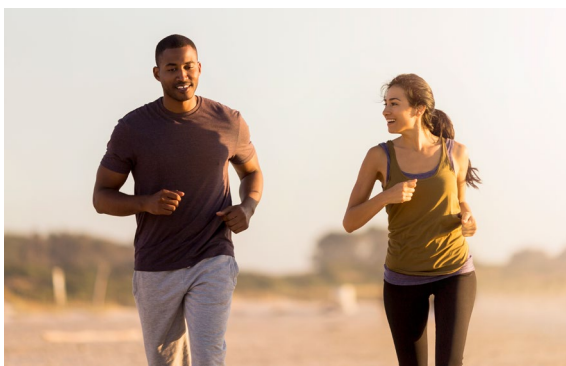
MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.