



## **ASOA Friday Focus Surveys®**

**Focusing on the BUSINESS of Ophthalmology**

**August 2012**

**Survey Information**  
**Topic – LASIK Sales Leads**

*Respondents: 309  
(Number of members surveyed ranges from 2100-2500 depending on the topic)*

### **1. Does your practice track and measure refractive surgery (LASIK) sales leads?**

<b>Response</b>	<b>%</b>
Yes	32.4%
No	60.5%
Under Consideration for the Future	7.1%

Friday Focus Surveys® are a member benefit of the American Society of Ophthalmic Administrators.  
For membership information, contact: [asoa@asoa.org](mailto:asoa@asoa.org) or 703-788-5777.

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