



ASOA Friday Focus Surveys™

Focusing on the **BUSINESS** of Ophthalmology

January 2012

Survey Information
Topic – Patient
Demographics
Respondents: 351
(Number of
members surveyed
ranges from 2100-
2500 depending on
the topic)

1. Do you gather patient demographic information electronically?

Response	%
Yes	27.1%
No	72.9%

2. How do you gather the demographic information electronically?

Response	%
My practice/company website	75.6%
Kiosk in Office/Clinic	11.6%
Outside Vendor	12.8%

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

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