

## NuLids System Patient Survey

---

Conservative estimates today currently report that somewhere between 33 and 45 million people in the United States have dry eye disease. Many informal estimates put that number much higher with some citing rates as high as 48% in pre-adolescents and teens. Whatever the prevalence rate is, we see these numbers grow and grow as the both the awareness and causes of the disease are on the rise. Worse yet, in-office procedures, while helpful, do not provide the daily treatment necessary to keep patient Meibomian glands healthy, clean and stimulated.

NuSight Medical embraces this challenge and is dedicated to helping dry eye patients live healthier, longer lives – free from dry eye discomfort and vision problems.

Now, with almost 7,000 NuLids units sold, NuSight Medical conducted a recent direct-to-patient product performance/satisfaction survey of its NuLids System in an effort to better gauge how the product is performing for its patients. Here are the questions and results:

---

1. **Question:** **How would you feel if you could no longer use the NuLids System?**

- Response:**
- 64% Very Disappointed
  - 27% Disappointed
  - 9% Neither Disappointed/Very Disappointed

**Comment:** *NuLids is a good product-to-market fit. 91% of patients said that they would be 'Disappointed' or 'Very Disappointed' if they could no longer use their NuLids – more than double the percentage of patient satisfaction (40%) needed to ensure a new product is compelling and a good market fit.*

---

2. **Question:** **Do you remain under the care of the same clinic that prescribed the NuLids System to you?**

- Response:**
- 96% Yes. I am with the same clinic
  - 4% No, I have changed my clinic

**Comment:** *NuLids patients are loyal to their prescribing doctors: 96% of patients that purchased a NuLids System from a clinic remain with that same clinic.*

---

3. **Question:** **Overall, how well does the NuLids System meet your needs?**

- Response:**
- 31% Very Well
  - 34% Well
  - 28% Somewhat Well
  - 7% Did Not Meet My Needs

**Comment:** *93% of patients say that their NuLids System meets their clinical, financial, and convenience needs 'Very Well', 'Well', or 'Somewhat Well'.*

---

4. **Question:** **Since beginning use of the NuLids System, have you been able to reduce your use and the cost associated with your over the counter and/or prescription dry eye medications?**

- Response:**
- 67% of all respondents reported being able to reduce or eliminate their use of another dry eye treatment after beginning NuLids
  - 47% of respondents reported that they have been able to reduce or eliminate their use of their moisturizing eye drops eye treatment after beginning NuLids
  - 8% of respondents reported that they have been able to reduce or discontinue use of their prescription eye drops

**Comment:** *The majority of NuLids patients report being able to reduce their dependence on the use of over-the-counter moisturizing drops, gels, lubricants and/or prescription dry eye medications.*

---

5. **Question:** **How responsive and helpful are NuSight Medical Customer Solutions and Educational materials?**

- Response:**
- 73% Very Responsive/Helpful
  - 17% Responsive/Helpful
  - 8% Somewhat Responsive/Helpful
  - 2% Not Responsive/Helpful

**Comment:** *NuLids patients are incredibly pleased with the training and support that they receive: 9 of 10 patients find NuSight Medical's Customer Solutions desk responsive and their education materials helpful.*

---

6. **Question:** **When patients are asked to describe NuLids, the top five most frequently used terms are:**

- Response:**
- #1 Easy to Use
  - #2 Convenient
  - #3 Reliable
  - #4 Fast
  - #5 Safe

**Comment:** *NuLids patients are pleased with the training and support that they receive: 9 of 10 patients find NuSight Medical's Customer Solutions desk responsive and their education materials helpful. Other comments include: "life-changing;" "The first dry eye product that has ever worked for me."*