

## Opternative Questionnaire

### **1. How long did it take to answer the registration/screening questions?**

*1- 1-2 minutes*

*2- A minute. I'm healthy...*

*3- I'm not sure how long it took me. I started in my office and finished at home later so I can't say exactly how long, but I didn't think it was difficult at all.*

*4- It took me about 5-6 minutes to complete the questions.*

### **2. Did the health questions seem adequate?**

*1- Yes, it probes the medical conditions, discomfort, and medications. You were surveyed if you have XYZ eye conditions. But, of course, the general public might not know what keratoconus and retinal detachment mean*

*2- I thought the questions were fairly generic, it seemed obvious that if you said you currently had one of the conditions that were listed, that they would probably say you were ineligible and suggest you see an eye doctor.*

*3- On a scale of 1-10 I would say a 5. Therefore so-so.*

*4- It asked about chronic diseases such as diabetes but it did not ask about medications which I would have liked it to ask.*

### **3. Were you asked if you currently wear glasses?**

*1- Yes. It was one of the preliminary questions before the test began.*

*2- No, it asked if I wore bifocals or progressives but not if I wear regular eyeglasses.*

*3- Yes and rx parameters were a part of the questionnaire. Spherical power no greater than -6.00 or +2.50, cylinder no greater than +/- 2.50. No bifocals or progressives.*

*4- Yes*

### **4. Did they recommend a dark room? Was lighting a factor?**

*1- They stated multiple times and throughout the exam for the room to be very dark*

2-Yes, they did recommend a dark room. I was in the basement with a small window near by. This was helpful as I negotiated the moving back and forth that the exam required. It was also recommended that I turn up my 'screen brightness', which I did not.

3- Yes, it said to make your room as dark as possible but, for my house, the only room large enough was my living room which was not really dark enough. I treated it like a regular consumer would and did the best I could with my house.

4- You were instructed to close the window blinds and turn off or dim your lights in your room to avoid glare. During the daytime, it's impossible to recreate the mesopic illumination in a doctor's exam room. It was fairly bright in the room even with the blinds drawn. It's best to wait after dark.

## **5. Did the size of your monitor matter (desktop vs. laptop)?**

1- There was direction on calibration of your computer screen but I was never asked for the size of my monitor or told where to position it regarding it's height. I was instructed to use a credit card and place it directly on the screen, I then resized the image of a credit card on the monitor with my own so that they matched.

2 - You have to calibrate your computer screen with a credit card. According to Opternative, this step will ensure that all images are displayed at the precise size for accurate results.

3- Not to mt knowledge, seemed pretty general

4- I used my laptop positioned on my mantel and it seemed fine.

## **6. Was there a recommended distance to stand from the monitor? How did you determine it?**

1- It did recommend a distance and it determined it by having me walk it out. It asked me my shoe size and then told me how many steps to take to move away from the screen.

2- I answered the preliminary questions:

Q: "What have you worn in the past?" A: "Glasses"

Q: "How do you use your current Rx?" A: "For distance only"

Based on my response, portions of the exam were taken at 10 ft and 5 ft. You give them your shoe size and they calculate the number of steps from the computer. A women size 7 equates to 13 heel-to-toe steps with your shoes off. I am glad I took the test again. I misunderstood the instructions. I took 13 steps when they meant 13 steps away from the computer so I was a bit further than intended.

I tested the accuracy with a tape measure and it's within a couple of inches of 10 feet

3- Yes, I was asked for my shoe size and then told how many 'steps' to take away from the monitor. I was told to mark that position for reference.

*4- They did have a recommended distance that was determined by my shoe size.*

## **7. Opternative asks you to have a cell phone available. How was your cell phone needed?**

*1- It is used as a remote control for your computer. You click the buttons to navigate to the next screen. You need an Android or iPhone for the Opternative exam.*

*2- You would be unable to do the exam without a cell phone. All responses to the on screen visuals are recorded by using your phone.*

*3- My cell phone was used for focusing at different distances as well as part of a duo chrome test.*

*4 - My cell phone was used to answer questions. You needed to connect it. It's required to be on wifi. They would project letters or objects on the screen and I would need to answer it using me cell phone. Left or right which one is sharper or more blurry.*

## **8. Any additional preparations to get started?**

*1- Just my phone and a dark room*

*2- No*

*3- It was pretty straight forward.*

*4- You need 25 minutes, an Android/iPhone, 12' of space. Additionally, you need to set up your computer screen: turn up the volume, disable screensaver or any power-saving features, adjust the brightness. You need to make your room as dark as possible.*

## **9. Did you have questions that you wish you had the ability to ask during the exam?**

*1- No*

*2- Yeah... "Am I doing this right?" Also, with some of the "which is better?", neither was good and I wasn't sure how to respond.*

*3- Am I really THIS blind?!?! I found myself cheating when I was tested, sans glasses, at the 10 ft distance. I leaned forward and squinted despite the friendly computer voice that told me not to. You would think after repeatedly answering "Can't Tell," the shapes would get bigger and easier to distinguish. Maybe they did. I couldn't tell. Um, which eye are we testing now? Don't laugh but after a while, you do have to check the cell phone, which highlights the eye that is tested, just to make sure. I pretest patients at work and I*

*know when you instruct people to cover the RIGHT eye, sometimes they cover the LEFT instead.*

*4- No*

**10. Did you have to give a response within a certain time (5 seconds or...)? Or were you able to focus/strain to see for as long as you needed?**

*1- I was able to take as long as I needed.*

*2- There was no time limit to answer the questions so you could squint or strain as needed, though the 'voice' often reminded you to “not squint, take breaks and or a deep breath”. I was given positive affirmation that I was “doing great” and that there were “no wrong answers” through out the testing process.*

*3- I was allotted a generous amount of time to respond.*

*4- There is a silent timer displayed on your cell phone. It starts at 20 min. but the user could take as long as he needs. In a traditional eye exam, I feel rushed to give an answer (“Better 1 or 2?”). But not having a time limit may not be the answer. I am not sure if I am supposed to be able to distinguish the shapes on the screen so I am straining to see. It's fatiguing.*

**11. Could you pause the exam if you were interrupted (personal issue or wi-fi connection or your cell phone rings while your using it for the exam)?**

*1- Yes you could pause it as long as you needed. I paused it several time because I started it my bedroom which was a nice dark room but was too small, then moved to the home office which was also too small, then moved to my living room.*

*2- The computer went into screensaver mode a couple of times. I don't know how to disable it. The test relies on the user to be tech-savvy. Prior to beginning, you were instructed to turn off your screensaver or any power-saving features to avoid disruptions during the exam. Of course, when I went to activate the computer from screensaver mode, I would see the shapes on the screen so I got a few freebie answers.*

*3- Yes, easily.*

*4- Yes*

**12. How long did it take to complete the actual visual testing?**

*1- The actual testing took me approximately 20-25 minutes, it seemed like a really long time.*

*2- I would say 15-20 minutes max.*

*3- It was about 20 minutes or so. I thought it was very reasonable and easy to complete.*

*4- The website proclaims it takes 25 minutes (5 for screening and 20 for visual testing). The timer is set at 20 minutes for the actual visual testing but it's there silently in the background but it doesn't alert you or anything when the time is up. BTW, in the name of science, I took the test again. Thrice. And even cheating and wearing glasses it took 20 minutes. I didn't follow the instructions so I zipped through it. I would be really surprised if someone does it in 20 minutes or less.*

*It took about 30-35 minutes both times. Opternative purports that it customizes your exam so it's possible mine is more comprehensive. I am, after all, a pre-presbyope. They tested me at computer distance which wasn't done in my previous traditional exams.*

### **13. Were you asked for your current Rx?**

*1- At the end of the exam I was asked to send in a copy of my current prescription or to give them the contact information on my eye doctor and they would try to get it for me. If they needed to contact the Doctor they did state that it might take longer than 24 to receive the new rx.*

*2- No*

*3- Yes, after completion of the testing you have to upload your current Rx or they'll contact your doctor for you.*

*4- No. I do not usually wear glasses although I sometimes wear them if I stare at the computer too long.*

### **14. Did you feel that it was easy to complete? Would the average consumer feel the same?**

*1- It was easy and straight-forward to complete. I averred that the average consumer would feel the same way. The instructions were simple and easy to understand*

*2- In my opinion it took much longer than I had anticipated it would and I believe a consumer would feel similarly.*

*3- I felt it was easy to complete and would be easy for the consumer*

*4- I would say it was pretty easy. I feel as though the average consumer would also agree...however if anyone has ever had a comprehensive eye exam I believe they sense some suspicion of accuracy.*

## **15. Did you feel confident with your responses during the exam portion?**

*1- Some tests were very simple and clear cut, others I was slightly unsure and felt like I was guessing. During those times when my answers seemed inconsistent, I was instructed to move closer to the monitor and then back to my starting position. One eye I had more difficulty with and I felt like I was doing the two step moving forward and back several times...it was a bit frustrating.*

*2- At the 10 ft testing distance: I was somewhat skeptical of my responses.*

*At a tradition exam, you are prompted and guided by the optometrist. The “Better 1 or 2?” routine. Sometimes I feel pressed to give an answer. Or I was always under the impression there IS a difference. I don’t know if I was really discerning it so it’s nice to have the “Can’t Tell” option. Because the OD was not present, I was probably more conservative/honest. I gave more “Can’t Tell” answers.*

*To reiterate, you would think after repeatedly answering “Can’t Tell,” the shapes would get bigger and easier to distinguish. Maybe they did. I couldn’t tell even after straining with my poor myopic eyes.*

*Maybe I didn’t provide them with useful data so I had to retake the test again. Or based on my answers, I should have a higher Rx than the last Rx that I uploaded.*

*At the 5 ft testing distance: I felt more confident in my answers.*

*I was able to make out the shapes better. You have to spot the odd shape out. For example: The screen shows “OOXO” and you have to click the third shape as the answer.*

*At the computer distance: This is kinda tricky. You have to sit at a specific distance for the duration of this segment. They test you first at the range where you can’t tell the number of lines on the screen. So it’s the opposite of the testing format. You want to get the answer right, not wrong. I and other myopes will instinctively lean forward until we can see the lines on the screen but Opternative needs you to answer it incorrectly a few times for them to determine this is the set distance.*

*It’s difficult to sit in that exact distance or position while you take the astigmatism portion of the test which is done at computer distance. This part is quite tedious. Really tempted to select an answer—any answer—to finish it.*

*3- I would say 50-50.*

*4- Yes*

## **16. Upon completion, how long before you get the Rx sent to you?**

*1- Within a couple of hours.*

*2- The website claims within 24 hours. I ended up having to take it again. It was within 24 hours of the second attempt.*

3- They state that the rx will be reviewed and sent within 24 hours but I was unable to send in my RX until the next day, I then waited 48 hours and sent them an email to confirm receipt of my rx. I sent them another copy and then finally called them as I had not heard back. I spoke with a woman who looked up my 'chart' and stated that there had been some 'inconsistencies' and that they were unable to give me a prescription. I pressed her further suggesting that I try to retake the exam and then she told me that I was "outside of range". She did not elaborate further but I will state for the record that I am technically "outside of range" as I deliberately lied about my age making myself 10 years younger in order to fall within the acceptable age range. I do believe this was a factor in them declining to give me an RX and refunding my \$\$.

4- It was the same day.

**17. Did you feel that it was worth \$40 regardless of knowing if you had any Rx/Rx change upon completion?**

1- If I was a consumer I would feel it was worth it.

2- You can take the 20/20 test on the website to test the V.A. of your current pair. It's free.

Yes, it's worth \$40 for a few reasons: 1. it certainly FELT thorough 2: convenience 3. the promos: \$30 off \$150 from 1-800-contacts & 20% off Made Eyewear 4. not having to figure out insurance coverage, finding a doctor in-network 5. second opinion. I don't go to the doctor unless I am bleeding profusely. I rarely use my insurance but \$40 sounds very reasonable for ANY medical office visit.

3- No, for the fact that I could get a real exam for as little as \$60 out of pocket.

4- No, the testing itself was pretty grueling though by looking at the website you get the impression it will be simple and quick. After going through the process and the amount of time it took, I could have received a much more accurate refraction and an exam that would be checking the health of my eye; all I felt I saved was drive time.

**18. Do you think an average consumer would consider it an easy/convenient replacement for a traditional eye exam?**

1- The accessibility can't be beat.

I attended two classes at Vision Expo East. Consumers are not just looking for products, they are increasingly looking for....an experience. And if the revolving door of patients is the norm, I can't blame patients for migrating from a traditional to an online eye exam. Millennials (Digital Natives Generation) would be more inclined to utilize it, like we discussed previously.

2- Yes.

2- *Maybe, the idea of being able to get a prescription at home and then being able to order glasses on-line will definitely have appeal to some. Once someone does it though, I wonder if they will ever go through the testing part again??*

4- *Yes, because they can take as much time as they would like to think about their answers which is different from a traditional eye exam where people often say they wish they had more time to think about their answers.*

### **19. Do you think they would be generally impressed with the exam experience?**

1- *Yes, it is fun, surprising technology.*

2- *It feels comprehensive, albeit fatiguing.*

*Opternative weeds out higher Rx's. Sphere power greater than -6.00, for example.*

*My current Rx is:*

*OD: -3.75 -0.75 x 105*

*OS: -3.00 -0.50 x 85*

*The test was tiring for me. I don't see how anyone with a Rx higher than mine can comfortably take the test. I have been wearing glasses since the 7<sup>th</sup> grade. They are always on my face and...It is also semi-alarming to realize how much you can't see without glasses. Both times I took the test, I did question whether I should be able to at least see some of them. With the phoropter, you don't go long without correction.*

*For people with a mild Rx, they would generally be pleased with the exam experience, I theorize. Maybe I overthink the testing process. Perhaps I dwelled too much on the ones I didn't get. I figured eventually they'll blow up the size of the shapes enough so I can get a succession of them right. I mean, at a traditional exam in the end the doctor arrives at the Snellen line where you get most or all the letters. Is it fair to think an average consumer is accustomed to thinking that? I wasn't confident because there is no confirmation.*

*Perhaps it's not possible right now from a software design standpoint. Though, I gotta admit the computer voice is very encouraging and positive. It reasons you are feeling discouraged based on the lag in response or number of incorrect answers and will say things like "there is no right or wrong answer; you are doing great..."*

3- *No.*

4- *Yes.*

### **20. On a scale of 1(worst) to 10(best) how would you rate your overall impression and experience?**

1- 5 *only because it was an interesting process to go through, but I would not want to do again.*

2- 5 *I was impressed with they believe they could achieve, however disappointed with the results being an optician.*

3- I give it a 7.849

Positives:

- Very user-friendly.
- The price is right.
- Convenience
- Took FSA cards

*It legitimizes the company in the consumer's mind. It's sanctioned as a solid medical facility. Quite easy. I didn't need to submit any paperwork. It deducted automatically from the card balance.*

*-Promises the consumer will be pleased with the Rx*

*I called the hotline to inquire about Rx change. No definitive policy but multiple reassurances from the rep the company will make it right. Trust me, I tried to get him to state it to no avail. The rep is polished; I didn't get the feeling the company wouldn't stand behind it.*

Negatives:

- It didn't test for binocularity
- Prone to user error. No matter how many admonitions of "avoid leaning or squinting," you are inclined to do so. We myopes are incorrigible! =)

Neutral:

*-I had to retake it for greater accuracy. The 2<sup>nd</sup> try took practically the same amount of time although the astigmatism testing was truncated. It is a bit of an inconvenience but Opternative did couch it in terms of "ensuring the most accurate results."*

4- *As an optical professional I would rate it low because it was inaccurate, but as a regular consumer it was easy and simple and the web site was clean and well laid out. I would give it 6.*

## **21. Are there any thoughts about your experience that you feel are important for opticians to know?**

1- *As a person who does a lot of things on-line, it was a great experience. It was an easy website to navigate and easy to follow. As an Optician and eyecare professional, I felt it was a bit scary and makes me worry when a doctor signs off on this exam because my refraction was very inaccurate. I worry about redos and remakes.*

2- *No consumer is going to follow the directions 100%, given the fact they are already trying to cut corners by doing an online "eye exam". It's safe to say that they are themselves non-compliant patients.*

3- *Some things change. Some things remain the same.*

*I called Opternative regarding FSA. I wasn't certain how I could get an itemized receipt from an online company. I needed a physical address listed to get reimbursed. I stressed I would like a call back ASAP because I wanted to use it by the cut-off date of 3/15. They never returned my call. Little things matter A LOT.*

*I ended up not needing it, but still...*

4- See next question

**22. Based on your experience with the Opternative exam and the results you received, would you feel comfortable filling an Rx from Opternative if you have a customer come into your shop with one? What would you tell the customer/patient?**

(The following comment #1 is from a team member's exam. Their resulting Rx was very close to what they are currently wearing and they comfortably wore the Rx received.)

*1- If I own my own optical shoppe and didn't have to adhere to company policy, I would take its prescriptions unless they yield a higher-than-average percentage of doctor Rx change remakes.*

*I am sure it is harder when it's a patient with no previous Rx then the accuracy might be more debatable.*

*What would you tell the customer/patient? Hmm...that's a tough one. I am motivated to discredit it but I don't want to do an about-face if it works out for the patient. You know, like what happened in my case. The proof is in the pudding.*

*Yes, it's not the same thing and it's not an eye health check. From a consumer/patient's POV, it increases accessibility and democratizes health services.*

*2- I would not feel comfortable filling an Opternative prescription based on my knowledge of the process now, there are too many variables that can be played with. I would explain my reasoning to the customer and would consider trial framing the rx given to have the patient try it first.*

*3- The prescription they determined was surprisingly close to my Rx, however I know for a fact that I cannot tolerate the Rx. I would strongly educate the on eye health - and this misses the target 100%.*

*4- I would feel very uncomfortable filling an Rx from Opternative. I would tell the consumer how I felt about it and how I paid the have a refraction done with them and how inaccurate it was.*