

**CREATING A WEBSITE FOR THE PRIVATE OPTOMETRIC PRACTICE**

by

**Paul Mark Peiffer**

**This paper is submitted in partial fulfillment  
of the requirements for the degree of:**

**Doctor of Optometry**

**Ferris State University  
Michigan College of Optometry**

**May, 2005**

Ferris State University  
Doctor of Optometry Senior Paper  
Library Approval and Release

CREATING A WEBSITE FOR THE PRIVATE OPTOMETRIC PRACTICE

I, PAUL M. PEIFFER hereby release this paper as described above to Ferris State University with the understanding that it will be accessible to the general public. This release is required under the provisions of the Federal Privacy Act.

## ABSTRACT:

*Purpose.* The purpose of this study is to outline the process for creating an optometric practice website, discover the most appropriate ways to utilize a website, and to explore the potential benefits and pitfalls of creating a website. *Methods.* Several methods for creating a website were compared with respect to expense, time, and their ability to create a website that achieves the practitioner's goals. Fifty seven existing websites were compared for content. *Results.* There are several methods for creating a practice website each with their own inherent drawbacks and advantages. A practice website may be set up with a minimal time and financial commitment. *Conclusion.* A website for an optometric practice is becoming an increasingly invaluable practice management tool.

## TABLE OF CONTENTS

	Page
LIST OF TABLES.....	v
INTRODUCTION.....	1
CREATING A WEBSITE.....	2
Do it yourself.....	2
Web designers.....	3
Optical “Dot-Com’s”.....	4
DESIGN CONSIDERATIONS.....	4
Layout.....	4
Contact lens ordering.....	5
Low vision.....	6
Legal.....	6
Utilization.....	7
Advertising.....	8
CONCLUSION.....	9

## LIST OF TABLES

Table	Page
1. Utilization Search Parameters.....	10
2. Website Utilization.....	11-12
3. Website Utilization by State.....	13-14

## **Introduction**

Two decades ago no one could have imagined the impact that the creation of the internet would have. Today, more Americans are turning to the internet for information than ever before. From September 2001 to October 2003, the percentage of Americans using computers increased regardless of their education level, age group, employment status, ethnicity, family income, or rural versus urban location. The greatest increase was in the 60 and up category which increased 7.8% during this period.<sup>1</sup> E-commerce sales have increased from 5.7 billion in the first quarter of 2000 to 21.1 billion in the second quarter of 2005. Retail e-commerce sales have increased by over 25% in the last year alone.<sup>2</sup> Physicians are also utilizing the internet more than ever before. A 2001 American Medical Association report shows that the number of physicians who routinely use the internet more than doubled from 1997 to 2001. The average number of hours per week physicians spend on the internet has increased from 4.3 to 7.1.<sup>3</sup>

The internet has become the primary source for information access and data transfer. Americans are able to shop online and pay their bills all with a simple mouse click. They are also able to make more informed decisions and do research. More specifically, Americans are now using the internet to help them choose who will provide their vision care. This makes the need for a practice website more and more evident. However, even though surfing the web is intuitive, creating, maintaining, and effectively utilizing your own website is not.

## Creating a Website

There are several ways to go about creating a website for a private practice. However, before deciding on one you must decide what goals you would like your site to achieve. Some practitioners prefer stripped down websites that require minimal maintenance and costs. They display the name of the practice and contact information. These websites are the equivalent of an electronic business card and can easily be created by a technically savvy OD. Other practitioners prefer large websites with email, appointment scheduling, and contact lens ordering capability. This type of website may require help from a web designer.

### *Do it Yourself*

Practitioners with technical expertise may decide to create their website on their own. This method generally requires a larger time commitment, but can be accomplished with a minimum expense. There are many web design software programs for sale. They range in price from \$19.99 to \$199.99. Microsoft FrontPage 2003 is a very popular program. Information on Microsoft Frontpage 2003 can be found at [www.office.microsoft.com/en-us/FX010858021033.aspx](http://www.office.microsoft.com/en-us/FX010858021033.aspx). This website also offers a free trial. Dr. Mike Peterson ([www.suburbaneyecare.com](http://www.suburbaneyecare.com)), self proclaimed computer illiterate, uses this program to maintain his website.

The first step to creating your website is choosing a domain name. This is not as easy as it may sound. Good domain names are memorable, short, and include the name of the practice. Doctors opening a new practice may want to consider checking on the

availability of a domain name before naming the practice for this reason. Occasionally, a domain won't be available. In this case, you may try registering with a different top level domain such as ".net" or ".org".

Second, you must choose a web host. Web hosts offer online systems or "servers" to store your web site's HTML files, and graphics. The server allows your web site to be accessed and viewed over the Internet. Web hosts are judged based on their security, storage space, email and ecommerce tools, support, and reliability (amount of server "down-time")

There are many types of web hosts. The most common web hosts are free (advertisement-supported) web hosts and shared web hosts. Geocities, available at Yahoo, is an example of free web hosting. Free web hosting is extremely limited compared to paid hosting. Free web hosting offers little storage space, questionable reliability, and no support. Shared web hosting is when one's website shares a host with several hundred other sites. This service offers features proportional to the monthly fees.

### *Web Designers*

Some practitioners choose to have their website created by a professional web design company. This method offers many advantages. First, there is no virtually no limit to the amount of features that may be included on the website. The websites are generally more professional in appearance in contrast to many sites that use "cookie cutter" templates. Web designers can custom tailor the website to project the image of the practice. Also, many web design companies help customers register a domain name, find a web host, and maintain the website.



The drawback to using professional web design company is cost. Custom websites usually start at several hundred dollars. There are additional costs for extra web pages, gif animation, flash animation, pull down menus, shopping carts, maintenance, photography, etc. An example of a web designer with experience creating optometric websites may be found at [www.webladybug.com](http://www.webladybug.com).

### *Optical "Dot-Coms"*

Using an optical dot-com is a method that has been used by a large number of practitioners to create their website. These companies offer business solutions custom tailored for eye care practitioners. An example of an optical "dot-com" is [www.eyefinity.com](http://www.eyefinity.com). Eyefinity is a company that provides free web design and hosting as well as claim form submissions, eyecare industry news, and automated authorizations. Other companies also offer online product ordering, appointment scheduling, and continuing education. The drawback to an optical dot-com is the use of templates to create practice websites.

## **Design Considerations**

### *Layout*

Projecting a professional image is paramount when designing a practice website. Websites that have broken links (links "under construction") and are badly laid out reflect poorly on the practice. In contrast, well constructed websites project a professional image. Of course, well constructed are also easily navigable. This helps the web surfer to easily access information and prevents them from getting frustrated and moving on to

another website. Here are some other tips summarized from “101 Ways to Promote Your Website” by Susan Sweeney.<sup>4</sup>

- Include contact information on every page
- Keep text brief and make key points succinctly
- Use bulleted lists, headers, and horizontal rules
- Coordinate the practice’s signage colors and logos with the website appearance
- Include a consistently-placed and well-positioned navigation bar on each page

### *Content*

Deciding on what content your website will contain is another important consideration to starting a site. It is a good idea to determine what will be on your website before you begin building. This may help you decide who you would like to build your website. At the very least, the website should contain information on the types of services provided, contact information, and the hours of operation. Below is a list of other items that may be included in an optometric website.

1. Information on the practitioner and staff such as schooling, community service, what organizations they may belong to, special awards, certifications, etc. This helps build your patients’ confidence in you, your staff, and your practice.
2. Maps or links to websites that create maps and give driving directions help guide the patients to your front door. Having the map or link to a mapping website prevents potential patients from searching for driving directions themselves and being lost in cyberspace.
3. Automatic appointment schedulers or appointment request forms are convenient for the practitioner and the patient and are a good way to retain your patient base.
4. Contact lens ordering and/or tracking may help increase contact lens sales and reduce or eliminate the need for staff members to spend time ordering contacts.
5. Pharmacy ordering is another convenient feature for the patient.

6. Information on what insurance is accepted may help draw new patients to your practice.
7. Information on low vision and vision therapy may also draw new patients to your practice as well as make patients more aware those types of services should the practitioner provide them.
8. Community service links
9. Dictionary of common eye related disorders
10. Email is a convenient way for the patient to contact the practitioner and vice versa. Practitioners may use email as a “virtual office” to answer questions from patients concerning their care or eye health. Practitioners may use email to remind patients of appointments and contact lens replacement schedules or to notify patients of special offers

#### *Contact Lens Ordering*

An article in the February 2005 edition of *Optometric Management* showed how much time is spent by staff ordering contacts for patients over the phone. It is estimated that one hundred contact lens orders placed by staff via telephone occupies up to 24.0 hours of staff time per month. This contrasts with the estimated 2.2 hour of staff time per month associated with automated ordering. It also explained that “65% of patients who order contact lenses online do so because it saves time and 75% do so because the suppliers mail the lenses directly to their house.”<sup>5</sup> Automated contact lens ordering addresses both these issues. The timesaving created by a contact lens ordering system can translate into profit. Just as important, it provides a convenient service for patients and helps to retain the patient base.

#### *Low Vision*

Practitioners should strongly consider including information on low vision in their websites. This should be done regardless of whether or not the practitioner provides low

vision services. According to [www.prb.org](http://www.prb.org), one in eight Americans today are over the age of 65. This is expected to increase to one in five by 2030. The fastest growing segment of the population is the 85 and up segment. By the year 2010 there will be twice as many Americans over the age of 85 as there were in 1990.<sup>6</sup> Many of these people will require low vision services. Including information on low vision or links to organizations that deal with low vision would be a great service to these individuals.

### *Legal*

According to an article on [www.businessknowhow.com](http://www.businessknowhow.com) by Brett Trout, “Problems arise when a website reasonably leads someone to believe something that ends up causing them damage. If the website causes them to forego an opportunity or take some action based upon information provided on the website, the website owner can be held liable.”<sup>7</sup> We live in a litigious society. Disclaimers that address errors or omissions on the website or link may help OD’s avoid unnecessary litigation.

### *Utilization*

Practice websites may be used in an almost endless number of ways. However, most optometrists have low expectations for their site and may not be getting the most out of them. Dr. Rubinstein of Eye Associates in White Plains, New York echoes a common sentiment among many optometrists by saying, “I don't expect much, so my expectations have been met. Anytime a patient comes in having seen it (the website), I am very happy.”<sup>8</sup>

In order to discover how practice websites are being used and what websites features may be under-utilized, a comparison of 57 websites in three states was

performed. Twenty one sites in Michigan, twenty two sites in Ohio, and fourteen sites in Indiana were examined. Types of websites included were: solo, group, and MD/OD practice websites. Commercial websites and MD websites were excluded. Three methods were utilized for searching for practice websites. These included [www.areaconnect.com](http://www.areaconnect.com) and [www.yellowpages.com](http://www.yellowpages.com) (keywords “eye” and “optometry”) as well as [www.google.com](http://www.google.com) (keywords “Michigan”, “Ohio”, “Indiana”, and “optometry”). Table 1 shows what features were searched for and explains the search parameters. The results of this search as well as the websites used in this search can be found in Table 2. The results of this study indicate that the vast majority of practice websites contain information on services provided (93%) as well as information on the doctor and staff (82%). The most underutilized website features were automated appointment scheduling (14%), low vision (18%), visual therapy (18, and %), and community service (19%). Table 3 gives a state-by-state comparison of website utilization.

### *Advertising*

A common complaint of many practitioners is the inability get people onto their website. For most practitioners, “off-line” advertising is the best way to bring more people to the website, and consequently into the practice. Off-line advertising consists of anything from mailing out newsletters, speaking engagements, and radio interviews. The name of the website may also be strategically placed on paper weights, pens, magnets, etc. Of course, the name should also be plainly seen on the practitioner’s business cards. On-line advertising consists of banners (not commonly used by optometrists) and pay per click (commonly used by optometrists via directory assistance pages like [yellowpages.com](http://yellowpages.com)).

Another method of attracting more traffic to the website is by search engine optimization (SEO). That is, improving the ranking of the website in search engine listings. Given the vast number of optometric websites in any given state, this method may be more appropriate for larger specialty clinics such as low vision or vision therapy practices.

## **Conclusion**

There are several methods for creating a practice website. Each method has its inherent advantages and drawbacks. Optometrists who wish only to display services provided and contact information may opt for the less expensive do-it-yourself method. Others may desire a website custom tailored to the practice and may hire a web designer. Others still appreciate the inclusiveness and ease of an optical dot-com. The practitioner must determine the goal of the website before settling one method.

The results of the utilization study indicate that optometrists have yet to realize the potential of a multi-dimensional practice website and instead settle for a “bare-bones” approach. As mentioned in the introduction, more Americans are discovering how the internet can help them make their healthcare decisions. More Americans are realizing the convenience of ecommerce. More aging Americans are in need of low vision services. However, very few practitioners have responded to the demands of the changing culture. Those who do respond will be rewarded with a loyal and growing patient base.

**Table 1.**

**Utilization Search Parameters**

<b>Feature</b>	<b>Explanation</b>
Map	A map onsite OR a link to an external mapping website
Appointment scheduling	An automated appointment scheduler OR appointment request for
Contact lens ordering	Automated contact lens ordering OR a link to a contact lens ordering website
Services	Diabetic exams, refractive surgery consults, contact lens fits, spectacles, etc
Dr./Staff info	Any information about the doctor or staff including: schooling, community service, awards, or special training
Low vision	Any information on low vision including: the definition of low vision, causes of low vision, management of low vision OR links to external websites that any of the previously mentioned items
Community links	American Council for the Blind, Glaucoma Research Foundation, Guide Dogs for the Blind, etc
Dictionary of common disorders	Myopia, macular degeneration, cataract, etc
Insurance	Any mention of the insurances accepted by the practice
Vision therapy	Any information on vision therapy including common binocular vision disorders and management OR links to external websites
Legal	Notice of privacy practices etc
E-mail	Any email function in which a potential or current patient may contact the doctor or staff

Table 2. Website Utilization

Website	Map	Auto Appt.	Auto Contact	Services	Dr. Info	Low Vision	Community Service	L Glossary	Insurance	Visual Therapy	Legal	Email
<a href="http://www.optometrists.org/birminghamvision/inde">http://www.optometrists.org/birminghamvision/inde</a>	1			1	1			1		1		1
<a href="http://www.craneoptical.com/">http://www.craneoptical.com/</a>				1	1			1			1	1
<a href="http://www.fortney-eyecare.com/about.html">http://www.fortney-eyecare.com/about.html</a>			1	1	1			1			1	1
<a href="http://northvillevision.com/home.htm">http://northvillevision.com/home.htm</a>				1	1						1	1
<a href="http://eliteeyecare.com/">http://eliteeyecare.com/</a>				1								
<a href="http://www.tceyecare.com/index.htm">http://www.tceyecare.com/index.htm</a>	1			1	1	1	1	1	1	1		1
<a href="http://www.eyefinity.com/GalperEyeCenter/home.htm">http://www.eyefinity.com/GalperEyeCenter/home.htm</a>				1	1		1	1	1		1	1
<a href="http://www.thevisionaryinc.com/">http://www.thevisionaryinc.com/</a>			1	1	1	1		1	1			1
<a href="http://www.shadesoptical.com/main.htm">http://www.shadesoptical.com/main.htm</a>	1			1	1							1
<a href="http://www.eyes-4u.com/">http://www.eyes-4u.com/</a>												1
<a href="http://www.suburbaneyecare.com/">http://www.suburbaneyecare.com/</a>	1			1	1	1	1	1	1	1		1
<a href="http://www.optikbirmingham.com/index.php">http://www.optikbirmingham.com/index.php</a>	1											
<a href="http://www.benchmarkoptical.com/">http://www.benchmarkoptical.com/</a>	1		1	1	1				1		1	1
<a href="http://www.fermanoptometry.com/index.htm">http://www.fermanoptometry.com/index.htm</a>	1			1	1		1	1	1		1	1
<a href="http://www.sharpervision.net/index.html">http://www.sharpervision.net/index.html</a>	1	1		1	1							1
<a href="http://www.cantonvision.com/index.html">http://www.cantonvision.com/index.html</a>	1			1	1			1	1		1	1
<a href="http://www.lesnickoptical.com/index.htm">http://www.lesnickoptical.com/index.htm</a>	1			1	1	1		1	1	1	1	1
<a href="http://www.marstonoptometry.com/index.php?optic">http://www.marstonoptometry.com/index.php?optic</a>	1		1	1	1			1	1	1		1
<a href="http://www.eyeplace.net/">http://www.eyeplace.net/</a>	1	1		1	1	1		1			1	1
<a href="http://eyes.optometry.net/">http://eyes.optometry.net/</a>	1			1	1			1			1	1
<a href="http://www.adavisioncenter.com/">http://www.adavisioncenter.com/</a>	1		1	1	1	1	1	1		1		1
<a href="http://www.proviscare.com/">http://www.proviscare.com/</a>				1	1	1		1		1		1
<a href="http://www.clevelandeyeclinic.com/">http://www.clevelandeyeclinic.com/</a>				1	1	1	1	1				1
<a href="http://www.fairvieweyecenter.com/">http://www.fairvieweyecenter.com/</a>				1	1			1				1
<a href="http://www.fyeeo.net/">http://www.fyeeo.net/</a>		1	1	1	1		1	1	1			1
<a href="http://www.galesvisionteam.com/">http://www.galesvisionteam.com/</a>	1	1	1	1	1			1		1		1
<a href="http://www.wajonesoptical.com/">http://www.wajonesoptical.com/</a>				1	1							1
<a href="http://www.myeyedoc.com/">http://www.myeyedoc.com/</a>	1			1	1			1	1			1
<a href="http://www.eyefinity.com/wdmsvc/home.htm">http://www.eyefinity.com/wdmsvc/home.htm</a>				1	1			1	1		1	1
<a href="http://www.visionclinics.com/index.html">http://www.visionclinics.com/index.html</a>	1			1	1			1				1
<a href="http://www.madisoneyecare.com/">http://www.madisoneyecare.com/</a>	1	1		1	1			1				1
<a href="http://www.visionquesteyecare.net/">http://www.visionquesteyecare.net/</a>	1			1	1	1	1	1	1	1	1	1
<a href="http://www.eyefinity.com/schloss/home.htm">http://www.eyefinity.com/schloss/home.htm</a>				1	1				1		1	1
<a href="http://www.opticarevision.com/">http://www.opticarevision.com/</a>	1			1	1			1	1			1
<a href="http://www.drlasser.com/door/">http://www.drlasser.com/door/</a>				1	1							
<a href="http://www.drkirstein.com/">http://www.drkirstein.com/</a>	1		1	1	1			1				1
<a href="http://www.oaa.org/drparker/index.html">http://www.oaa.org/drparker/index.html</a>				1	1				1			
<a href="http://www.west-pointvisioncare.com/">http://www.west-pointvisioncare.com/</a>	1			1	1			1				
<a href="http://www.gioeyes.com/">http://www.gioeyes.com/</a>			1	1	1						1	1
<a href="http://www.madeiraoptical.com/index.html">http://www.madeiraoptical.com/index.html</a>	1			1	1		1	1	1		1	1
<a href="http://www.ritterhagee.com/">http://www.ritterhagee.com/</a>	1			1	1			1				1
<a href="http://www.schroereyecenter.com/door/">http://www.schroereyecenter.com/door/</a>				1	1				1			1
<a href="http://www.wingeyecare.com/exams.htm">http://www.wingeyecare.com/exams.htm</a>		1	1	1	1	1	1	1	1			1
<a href="http://www.eyefinity.com/visioncare2020/home.htm">http://www.eyefinity.com/visioncare2020/home.htm</a>			1	1	1				1		1	
<a href="http://www.eyefinity.com/optiquevisioncenter/home.htm">http://www.eyefinity.com/optiquevisioncenter/home.htm</a>				1	1				1		1	
<a href="http://www.downtowneyecare.com/index.html">http://www.downtowneyecare.com/index.html</a>			1	1	1			1				



Table 2. Website Utilization

Website	Map	Auto Appt.	Auto Contact	Services	Dr. Info	Low Vision	Community Service	L Glossary	Insurance	Visual Therapy	Legal	Email
http://www.ossip.com/default.htm	1			1	1				1	1		1
http://www.visionquesteyecare.com/	1			1	1			1	1		1	1
http://www.insighteyecare.org/	1			1	1			1	1			
http://www.drjondooley.com/home.nxg	1			1				1				
http://www.maplelaneeyecare.com/home/	1			1	1						1	
http://www.martineyeclinic.com/home/	1			1	1			1				1
http://www.drhockemeyer.com/index.htm	1			1	1				1			1
http://www.2020icare.com/	1	1	1	1	1			1	1			1
http://advancedeye2020.com/?_SID_=20060128180113		1	1	1	1		1	1			1	1
http://www.eyefinity.com/drhappel/home.htm				1	1				1		1	
http://www.bartlettminnichvc.com/splash.asp				1	1				1			1
<b>TOTAL</b>	<b>34</b>	<b>8</b>	<b>22</b>	<b>53</b>	<b>47</b>	<b>10</b>	<b>11</b>	<b>36</b>	<b>28</b>	<b>10</b>	<b>19</b>	<b>43</b>
<b>% Total</b>	<b>59.6</b>	<b>14</b>	<b>39</b>	<b>93</b>	<b>82</b>	<b>18</b>	<b>19</b>	<b>63</b>	<b>49</b>	<b>18</b>	<b>33</b>	<b>75</b>

Table 3. Website Utilization by State

Website	Map	Auto Appt.	Auto Contact	Services	Dr. Info	Low Vision	Community Service	Glossary	Insurance	Visual Therapy	Legal	Email
<b>MICHIGAN</b>												
<a href="http://www.optometrists.org/birminghamvision/inde">http://www.optometrists.org/birminghamvision/inde</a>	1			1	1			1		1		1
<a href="http://www.craneoptical.com/">http://www.craneoptical.com/</a>				1	1			1			1	1
<a href="http://www.fortney-eyecare.com/about.html">http://www.fortney-eyecare.com/about.html</a>			1	1	1			1			1	1
<a href="http://northvillevision.com/home.htm">http://northvillevision.com/home.htm</a>				1	1						1	1
<a href="http://eliteeyecare.com/">http://eliteeyecare.com/</a>				1								
<a href="http://www.tceyecare.com/index.htm">http://www.tceyecare.com/index.htm</a>	1			1	1	1	1	1	1	1		1
<a href="http://www.eyefinity.com/GalperEyeCenter/home.htm">http://www.eyefinity.com/GalperEyeCenter/home.htm</a>				1	1		1	1	1		1	1
<a href="http://www.thevisionaryinc.com/">http://www.thevisionaryinc.com/</a>	1		1	1	1	1		1	1			1
<a href="http://www.shadesoptical.com/main.htm">http://www.shadesoptical.com/main.htm</a>	1			1	1							1
<a href="http://www.eyes-4u.com/">http://www.eyes-4u.com/</a>												1
<a href="http://www.suburbaneyecare.com/">http://www.suburbaneyecare.com/</a>	1			1	1	1	1	1	1	1		1
<a href="http://www.optikbirmingham.com/index.php">http://www.optikbirmingham.com/index.php</a>	1											
<a href="http://www.benchmarkoptical.com/">http://www.benchmarkoptical.com/</a>			1	1	1				1		1	1
<a href="http://www.fermanoptometry.com/index.htm">http://www.fermanoptometry.com/index.htm</a>	1			1	1		1	1	1		1	1
<a href="http://www.sharpervision.net/index.html">http://www.sharpervision.net/index.html</a>	1	1		1	1							1
<a href="http://www.cantonvision.com/index.html">http://www.cantonvision.com/index.html</a>	1			1				1	1		1	1
<a href="http://www.lesnickoptical.com/index.htm">http://www.lesnickoptical.com/index.htm</a>	1			1	1	1		1	1	1	1	1
<a href="http://www.marstonoptometry.com/index.php?optic">http://www.marstonoptometry.com/index.php?optic</a>	1		1	1	1			1	1	1		1
<a href="http://www.eyepace.net/">http://www.eyepace.net/</a>	1	1		1	1	1		1			1	1
<a href="http://eyes.optometry.net/">http://eyes.optometry.net/</a>	1			1	1			1			1	1
<a href="http://www.adavisioncenter.com/">http://www.adavisioncenter.com/</a>	1		1	1	1	1	1	1		1		1
<b>TOTAL</b>	<b>16</b>	<b>2</b>	<b>5</b>	<b>19</b>	<b>18</b>	<b>6</b>	<b>4</b>	<b>14</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>19</b>
<b>% Total</b>	<b>76</b>	<b>10</b>	<b>24</b>	<b>90</b>	<b>86</b>	<b>29</b>	<b>19</b>	<b>67</b>	<b>33</b>	<b>29</b>	<b>48</b>	<b>90</b>
<b>OHIO</b>												
<a href="http://www.proviscare.com/">http://www.proviscare.com/</a>				1	1	1		1		1		1
<a href="http://www.clevelandeyeclinic.com/">http://www.clevelandeyeclinic.com/</a>				1	1	1	1	1				1
<a href="http://www.fairvieweyecenter.com/">http://www.fairvieweyecenter.com/</a>				1	1			1				1
<a href="http://www.fyco.net/">http://www.fyco.net/</a>		1	1	1	1		1	1	1			1
<a href="http://www.galesvisionteam.com/">http://www.galesvisionteam.com/</a>	1	1	1	1	1			1		1		1
<a href="http://www.wajonesoptical.com/">http://www.wajonesoptical.com/</a>				1	1							1
<a href="http://www.myeyedoc.com/">http://www.myeyedoc.com/</a>	1			1	1			1	1			1
<a href="http://www.eyefinity.com/wdmsvc/home.htm">http://www.eyefinity.com/wdmsvc/home.htm</a>				1	1				1		1	
<a href="http://www.visionclinics.com/index.html">http://www.visionclinics.com/index.html</a>	1			1	1			1				1
<a href="http://www.madisoneyecare.com/">http://www.madisoneyecare.com/</a>	1	1		1	1			1				1
<a href="http://www.visionquesteyecare.net/">http://www.visionquesteyecare.net/</a>	1			1	1	1	1	1	1	1	1	1
<a href="http://www.eyefinity.com/schloss/home.htm">http://www.eyefinity.com/schloss/home.htm</a>				1				1	1		1	1
<a href="http://www.opticarevision.com/">http://www.opticarevision.com/</a>	1			1	1			1	1			1
<a href="http://www.drlasser.com/door/">http://www.drlasser.com/door/</a>				1	1							
<a href="http://www.drkirstein.com/">http://www.drkirstein.com/</a>	1		1	1	1			1				1
<a href="http://www.ooa.org/drparkers/index.html">http://www.ooa.org/drparkers/index.html</a>				1	1				1			
<a href="http://www.west-pointvisioncare.com/">http://www.west-pointvisioncare.com/</a>	1			1	1			1				
<a href="http://www.qioeyes.com/">http://www.qioeyes.com/</a>			1	1	1						1	1
<a href="http://www.madeiraoptical.com/index.html">http://www.madeiraoptical.com/index.html</a>	1			1	1		1	1	1		1	1
<a href="http://www.ritterhagee.com/">http://www.ritterhagee.com/</a>	1			1	1			1				1
<a href="http://www.schroereyecenter.com/door/">http://www.schroereyecenter.com/door/</a>				1	1				1			1
<a href="http://www.wingeyecare.com/exams.htm">http://www.wingeyecare.com/exams.htm</a>		1	1	1	1	1	1	1	1			1
<b>TOTAL</b>	<b>10</b>	<b>4</b>	<b>5</b>	<b>22</b>	<b>20</b>	<b>4</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>3</b>	<b>5</b>	<b>17</b>
<b>% Total</b>	<b>45</b>	<b>18</b>	<b>23</b>	<b>100</b>	<b>91</b>	<b>18</b>	<b>23</b>	<b>64</b>	<b>45</b>	<b>14</b>	<b>23</b>	<b>81</b>

Table 3. Website Utilization by State

INDIANA													
http://www.eyefinity.com/visioncare2020/home.htm	1			1	1					1			1
http://www.eyefinity.com/optiquevisioncenter/home.htm				1	1					1			1
<a href="http://www.downtowneyecare.com/index.html">http://www.downtowneyecare.com/index.html</a>			1	1	1				1				
http://www.ossip.com/default.htm	1			1	1					1			1
http://www.visionquesteyecare.com/	1			1	1				1	1			1
http://www.insighteyecare.org/	1			1	1				1	1			
http://www.drjondooley.com/home.nxg	1			1					1				
http://www.maplelaneeyecare.com/home/	1			1	1								1
http://www.martineyeclinic.com/home/	1			1	1				1				1
http://www.drhockemeyer.com/index.htm	1			1	1					1			1
http://www.2020icare.com/	1	1	1	1	1				1	1			1
http://advancedeye2020.com/?_SID_=20060128180113	1		1	1	1			1	1				1
http://www.eyefinity.com/drhappel/home.htm				1	1					1			1
http://www.bartlettminnichvc.com/splash.asp				1	1					1			1
TOTAL	12	2	4	14	13	0		1	7	9	1	6	7
% Total	86	14	29	100	93	0		7	50	64	7	43	50

## REFERENCES

1. A Nation Online: Entering the Broadband Age. Sept. 2004. U.S. Department of Commerce. 23 Jan 2006.  
[www.ntia.doc.gov/reports/anol/NationOnlineBroadband04.htm](http://www.ntia.doc.gov/reports/anol/NationOnlineBroadband04.htm).
2. Quarterly Retail E-Commerce Sales. 17 Jan 2006. U.S. Census Bureau. 23 Jan 2006. [www.census.gov/mrts/www/ecommm.html](http://www.census.gov/mrts/www/ecommm.html).
3. AMA Study: Physicians use of internet decreasing. 19 July 2002. Heartbeat Digital. 23 Jan 2006.  
[www.heartbeatdigital.com/intellibeat/displayAlert.asp?page=96](http://www.heartbeatdigital.com/intellibeat/displayAlert.asp?page=96).
4. Sweeney, Susan. *101 Ways to Promote Your Website*. Gulf Breeze, FL: Maximum Press, 2005:22-28.
5. Scibal, JR. Strengthen Your Contact Lens Practice-Go Online. *Optometric Management*. February 2005:42-50.
6. Population Data Sheet. Nov 2006. Population Reference Bureau. 11 Jan 2006  
[www.prb.org/template.cfm?section=PRB&template=/contentmanagement/contentdisplay.cfm&contentID=10201](http://www.prb.org/template.cfm?section=PRB&template=/contentmanagement/contentdisplay.cfm&contentID=10201).
7. Top Ten Legal Oversights That Can Shut Down Your Website. *Business Know-How*. 11 Jan 2006 [www.businessknowhow.com/internet/website-legal.htm](http://www.businessknowhow.com/internet/website-legal.htm).
8. Rubinstein, Steve "My Website", E-mail to Paul Peiffer. 3 Jan. 2006.