

Soft Laser TinniTool

1,013,051/9,405,696

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Project Design



Project Design

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Order number	9405696/1013051
Implementation	June 15 to July 5, 2005
Project content	DisMark GmbH would like to have a survey conducted on customer satisfaction among users of the Soft Laser TinniTool.
Method	Telephone survey (CATI)
Basic universe	Customers of DisMark GmbH who had bought a Soft Laser TinniTool.
Sample	A total of 141 customer addresses were supplied, from which 79 customers could be interviewed (73 customers in Switzerland; 6 customers in Germany) = 56% utilization.
Project management	DisMark GmbH, Mr Thomas Reinshagen IHA: Finn Andersen IHA: Gabriela Deterville

Confirmation

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Confirmation

IHA-GfK AG is ISO-certified and works in accordance with the standards of SWISS INTERVIEW®.



IHA-GfK AG conducted this survey on behalf of DisMark GmbH in its corporate sector for direct marketing, IHA Direct.

IHA-GfK AG confirms that the results given and statements made in this presentation correspond to the data collected and are fully valid for the target group interviewed.



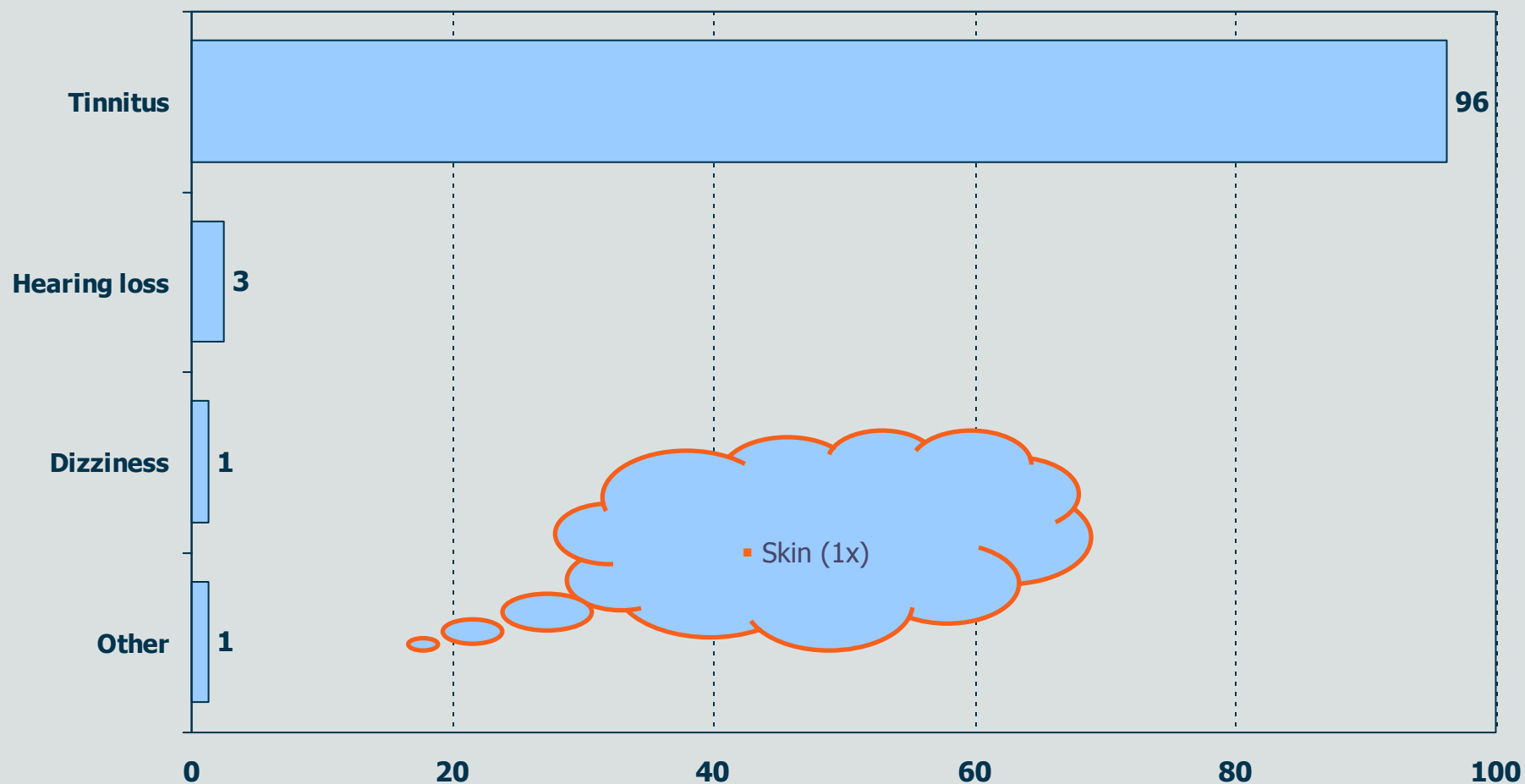
Results



TinniTool treatment

Question 1. What do you treat with the Soft Laser TinniTool?

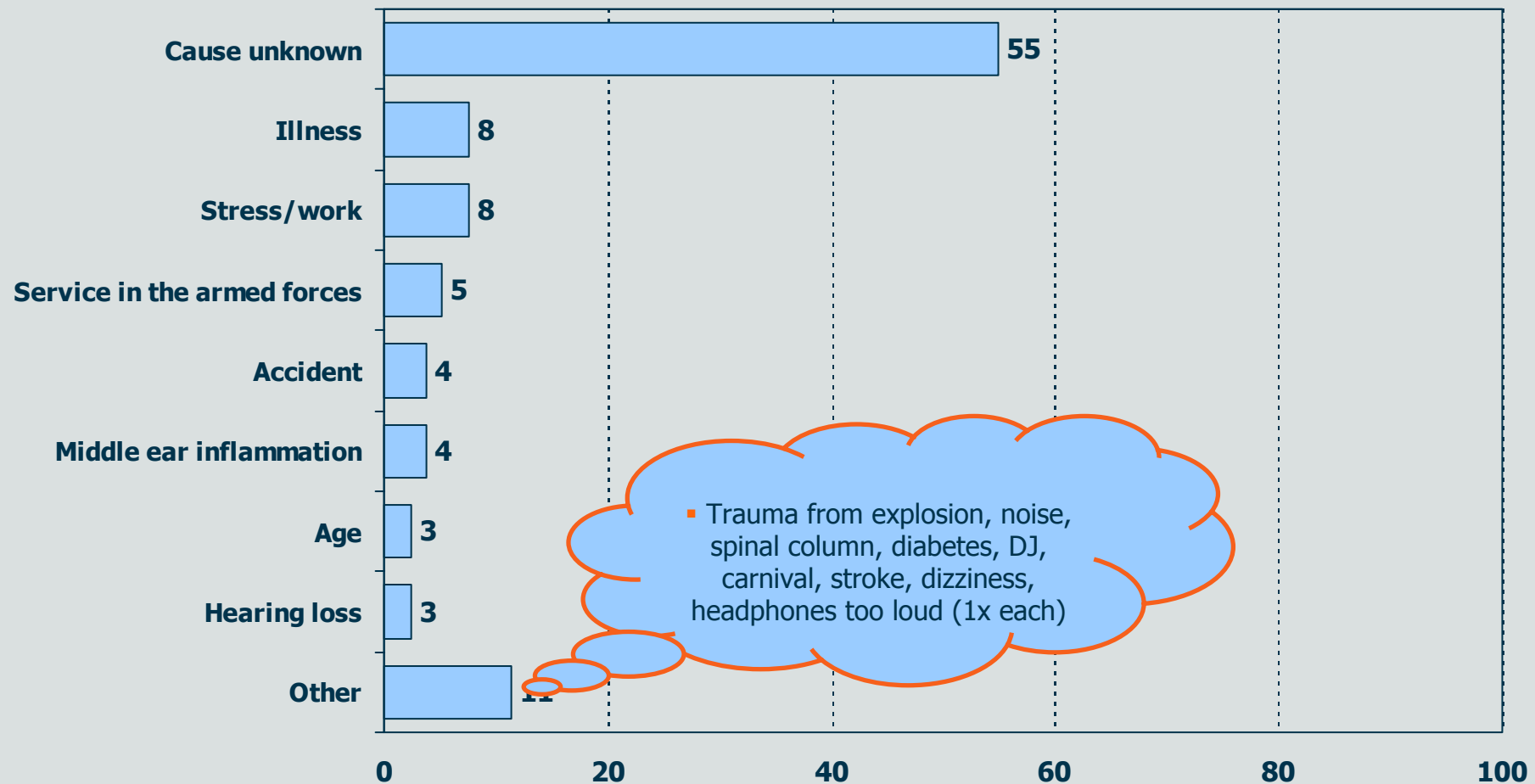
Base: n=79
Semi-open question/all indications in %



Cause of complaint

Question 2. **What is the cause of this complaint?**

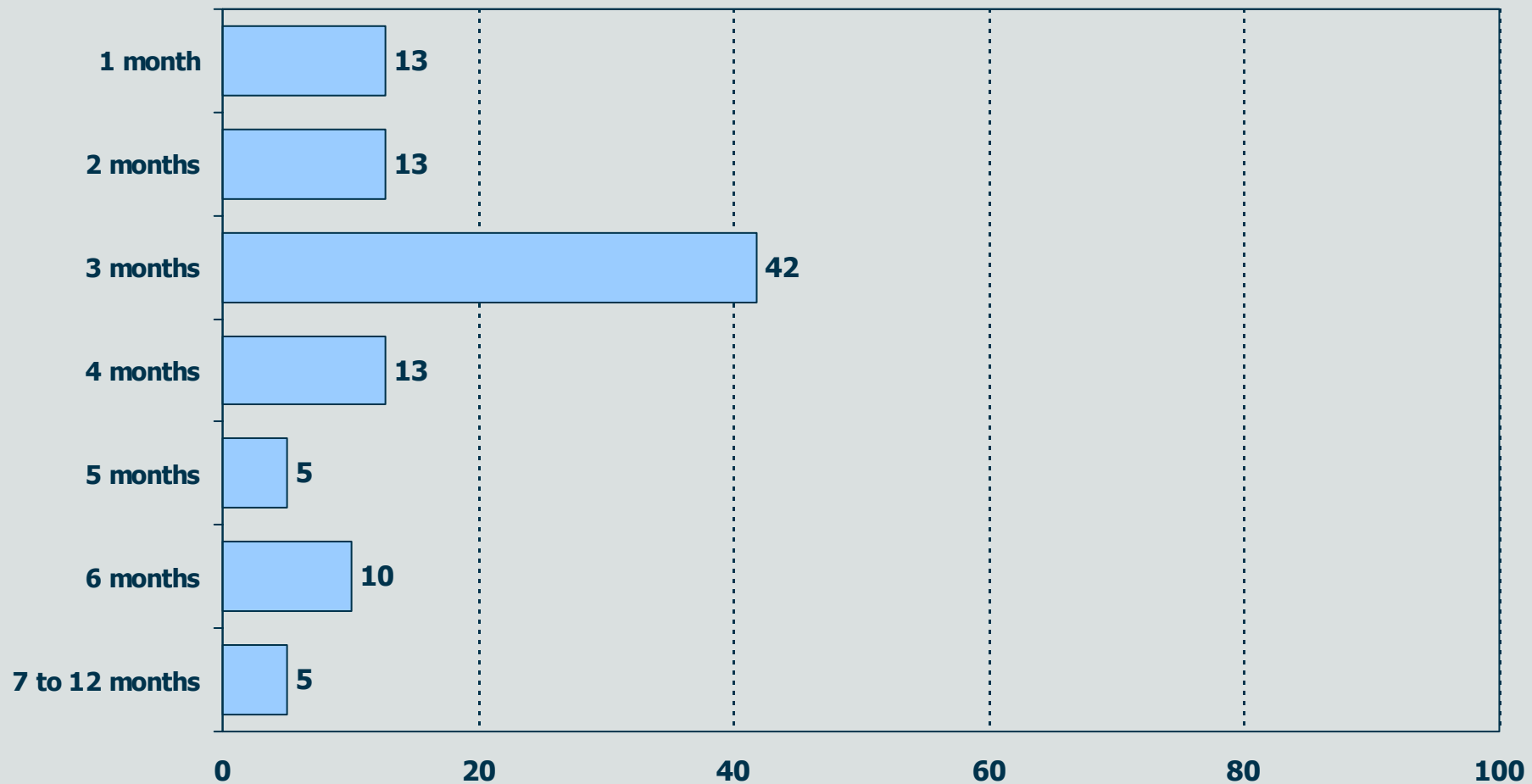
Base: n=79
Semi-open question/all indications in %



Length of treatment

Question 3. How long have you been using the Soft Laser TinniTool?

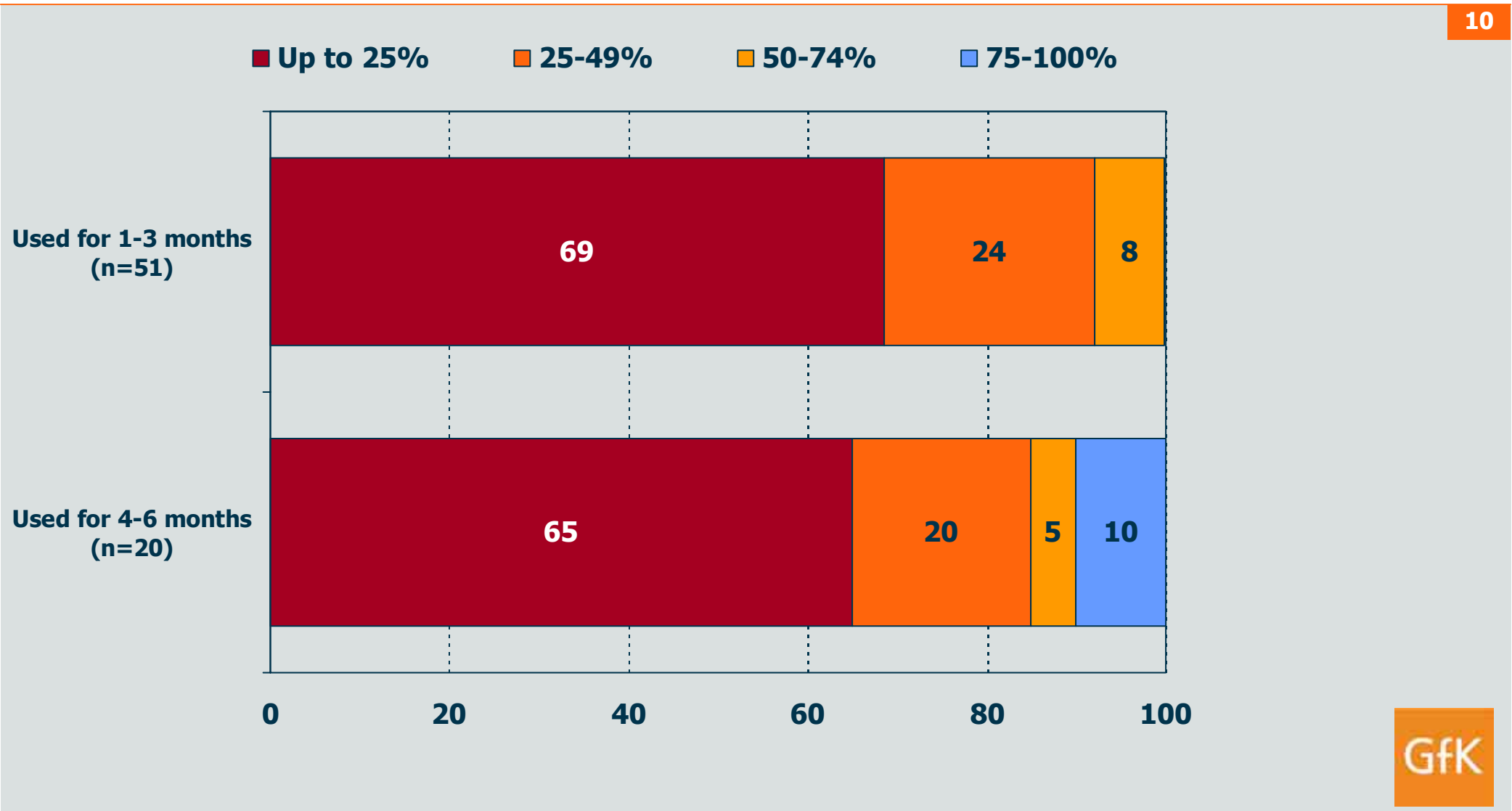
Base: n=79
Open question/all indications in %



Success of treatment

Question 4. By what percentage has your complaint been reduced since using the Soft Laser TinniTool? ?

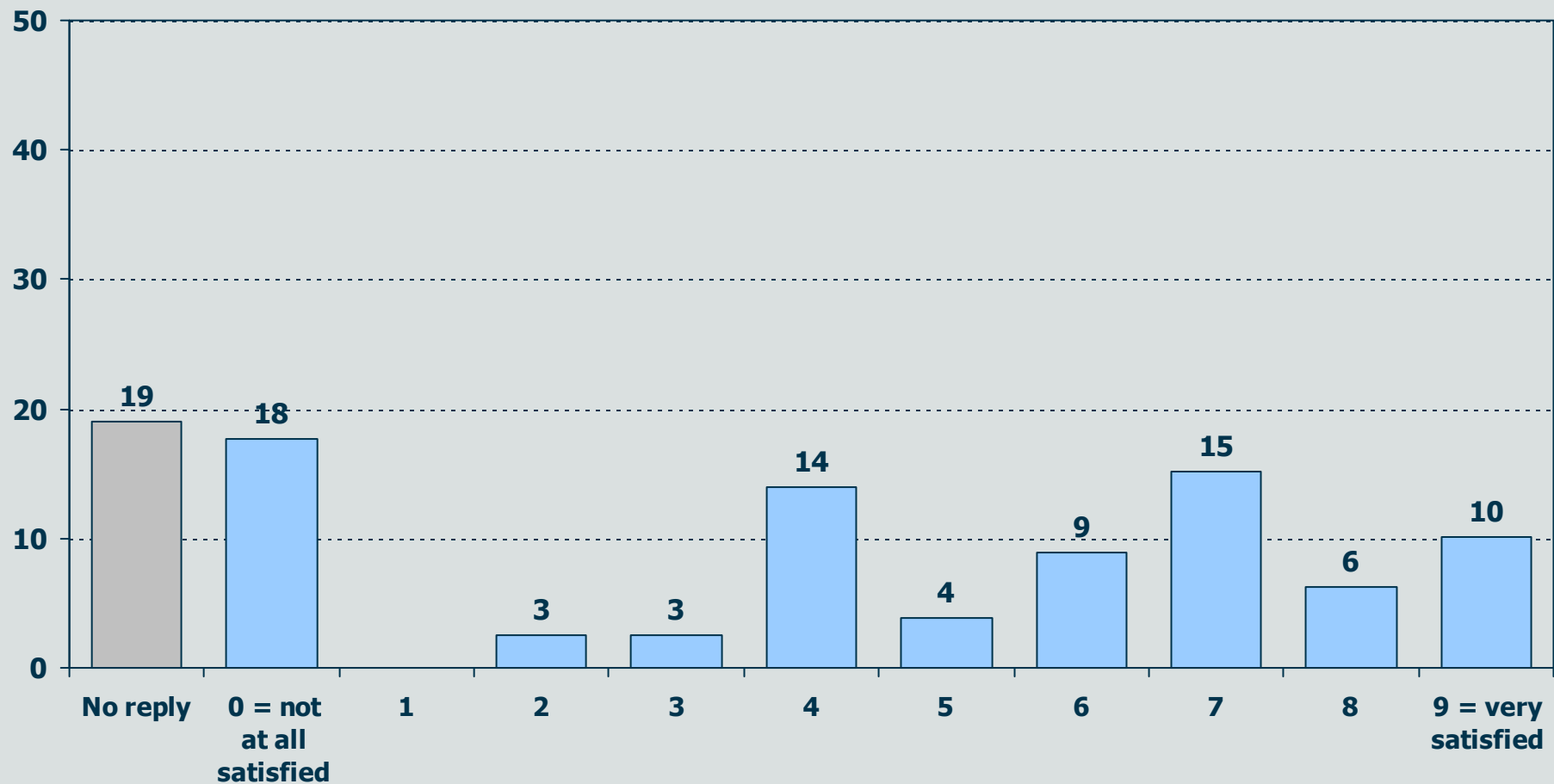
All indications in %



Satisfaction

Question 5. **How satisfied are you with the treatment with the Soft Laser Tinnitool?**

Base: n=79
Scaled question/all indications in %

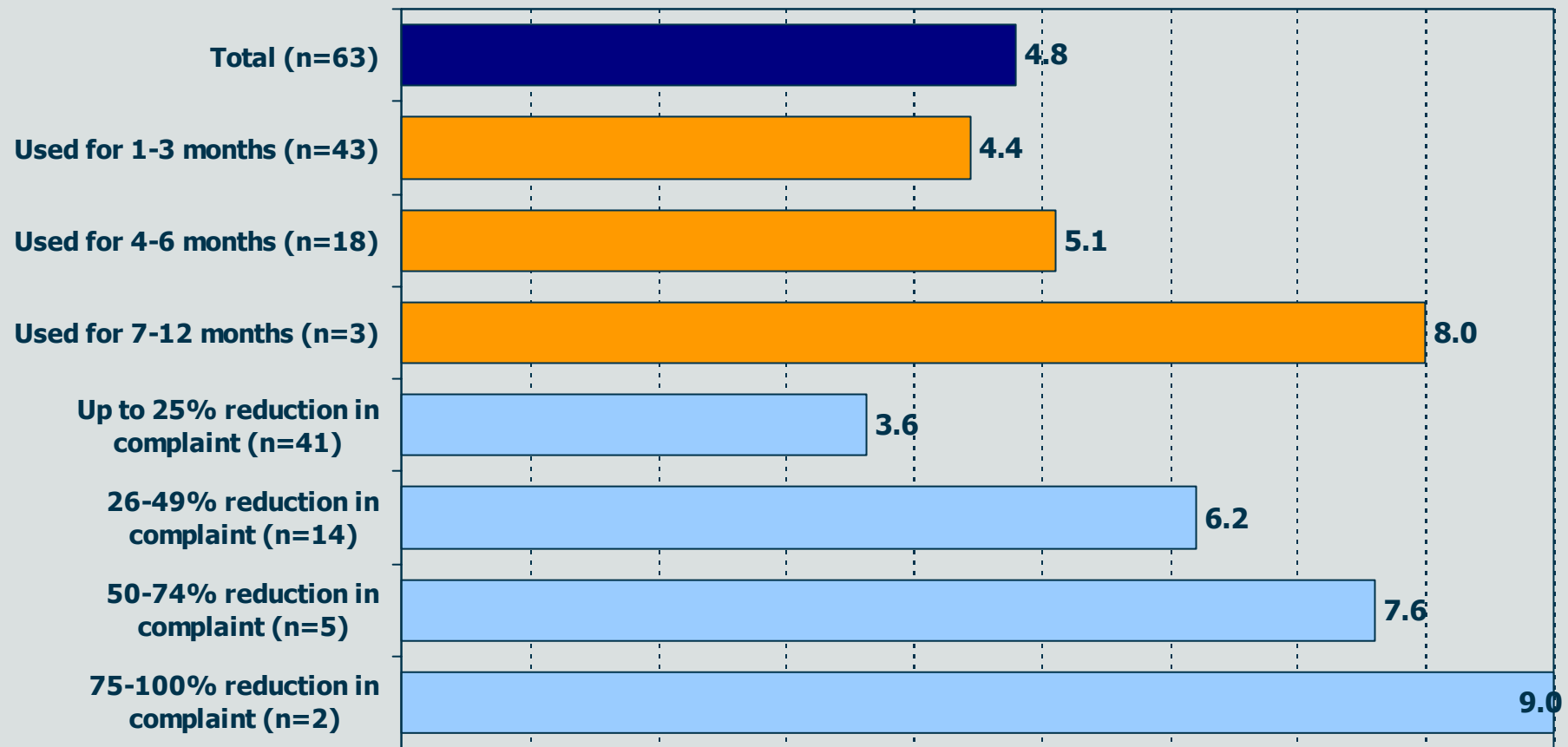


Satisfaction

Question 5. **How satisfied are you with the treatment with the Soft Laser Tinnitool?**

Scaled question/averages

12



0 = not at all
satisfied

9 = very
satisfied

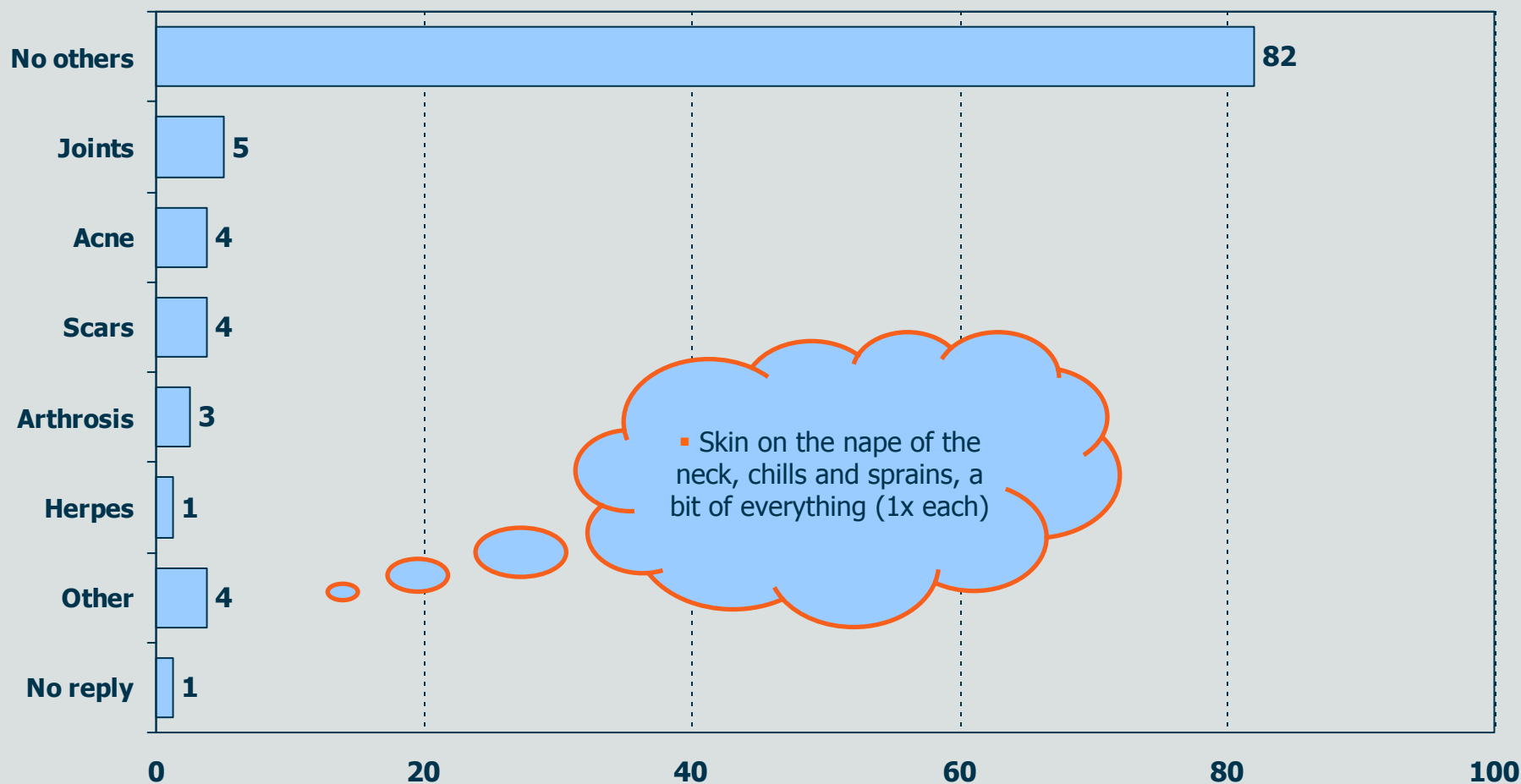
GfK

Additional forms of treatment

Question 6. **Do you also use the laser for any other forms of treatment?**

Base: n=79
Semi-open question/all indications in %

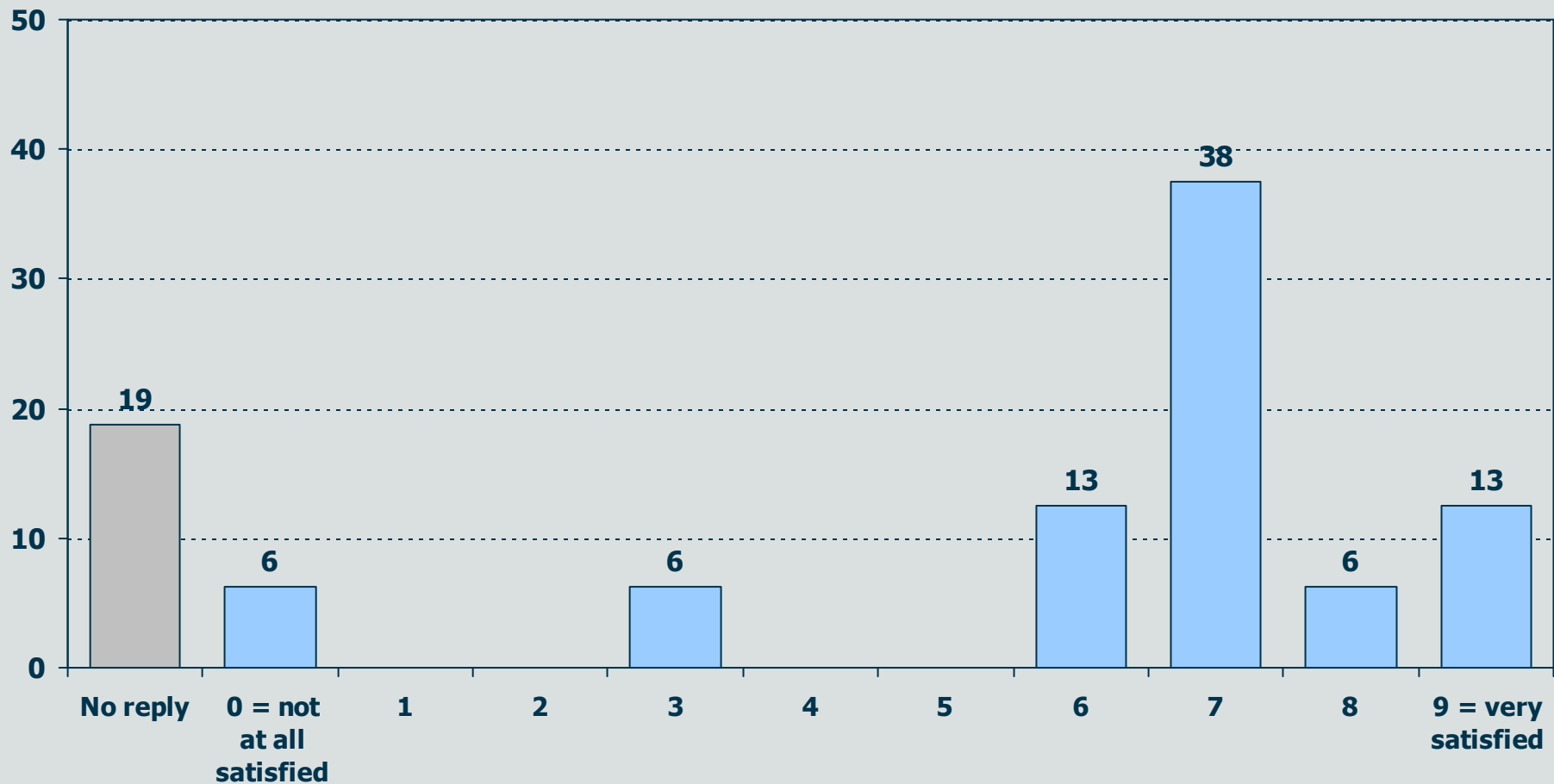
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Overall satisfaction

Question 7. Overall, how satisfied are you with the Soft Laser Tinnitool?

Base: n=16 / Filter: Also uses Tinnitool for other forms of treatment (Question 6)
Scaled question/all indications in %

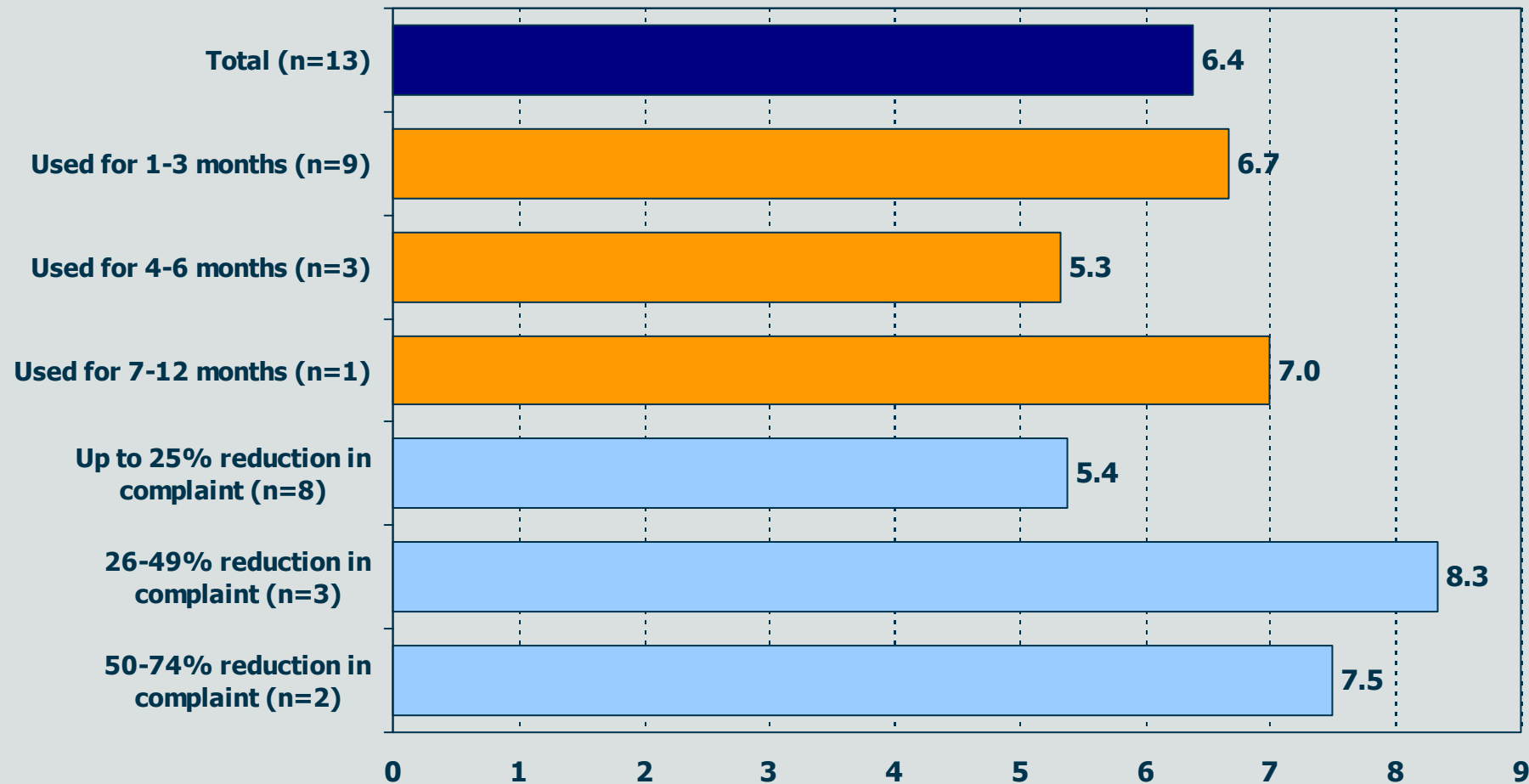


Overall satisfaction

Question 7. Overall, how satisfied are you with the Soft Laser Tinnitool?

Base: Filter: Also uses Tinnitool for other forms of treatment (Question 6)
Scaled question/averages

15



0 = not at all
satisfied

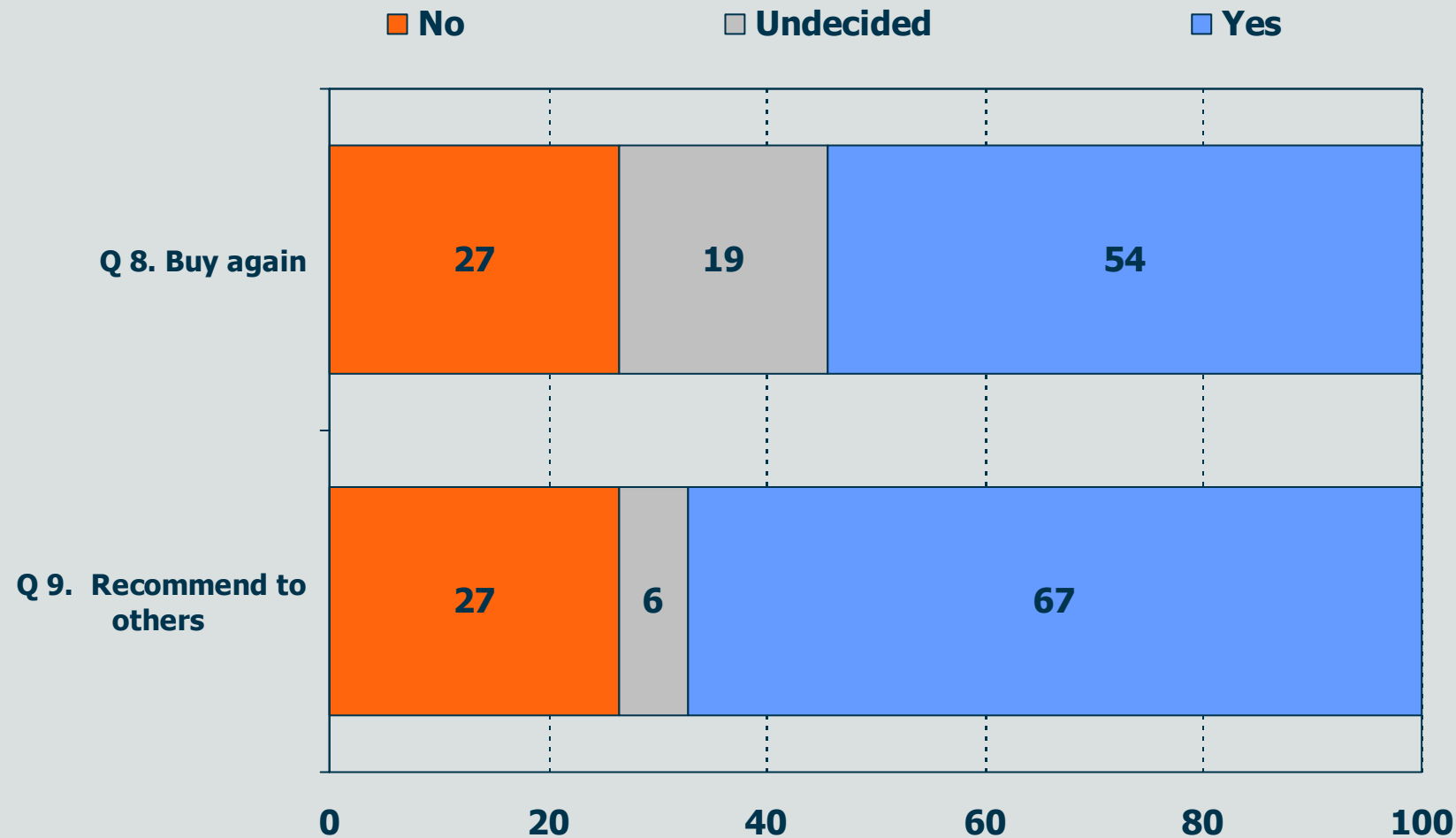
9 = very
satisfied

Repeat choice and recommendation to others

Question 8. **Would you buy the Soft Laser TinniTool again?**

Question 9. **Would you recommend the Soft Laser TinniTool to others?**

Base: n=79
Closed question/all indications in %



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Key Findings

Key Findings

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- The Soft Laser TinniTool is used to treat tinnitus in 96% of cases.
- 56% do not know the cause of this complaint. The main causes of the complaint were named as illness, stress and work, as well as serving in the armed forces.
- 42% of the respondents had used the Soft Laser TinniTool for 3 months.
- For 65% of those affected, the complaint had been reduced by up to 25%, for 20% between 25% and 49% and, for 9%, by 50%-100%. The longer the period of use, the greater the success of the treatment.
- On a scale of 0 to 9, satisfaction with the Soft Laser TinniTool achieved an average of 4.8.
Satisfaction with the Soft Laser TinniTool increased in proportion to the length of use as well as with the extent to which the complaint had been reduced.
- 18% also used the Soft Laser Tinnitool for other forms of treatment, such as for joints, acne, scars and arthrosis.
- The satisfaction of those respondents who had also used the Soft Laser TinniTool for other forms of treatment achieved overall a good score of 6.38 on a scale of 0 to 9. Overall satisfaction with the Soft Laser TinniTool increased with length of use.
- 54% of the respondents would buy the Soft Laser TinniTool again. 67% would recommend the Soft Laser TinniTool to others.

Representativity/confidence range

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Representativity

A sample is considered representative when it is permissible to infer conclusions from the sample and apply these to the basic universe.

Confidence range

The larger the scope of the sample, the smaller the confidence interval. This means that larger samples represent the facts of the basic universe more accurately. To make it even more explicit: with a 50:50 distribution of responses, the true value is, given 95% certainty for the various sample sizes, within the following error ranges:

Sample size

79 people

Confidence interval

$\pm 11.1\%$

The confidence range for the sample size (N) = 79 is at $\pm 11.1\%$. This means that a value of 50% found in the sample varies in reality between 38.9% and 61.1% with an accuracy of 95%.