Quiz: Eye Test Innovators

Directions: Select the answer that best completes the sentence.

1) Dr. Steven Lee said he created Opternative because ____________________.
   A) it was cheaper creating the online program than paying for office space
   B) he did not like interacting with patients but still wanted to help people
   C) there was a bottleneck of patients who could not get appointments with an optometrist
   D) a patient told him it was inconvenient to go to his office and asked why eye exams could not be done at home

2) The author of the book Bottleneckers, Dick Carpenter, says that online eye exams are ____________________.
   A) more expensive than in-person exams, but ordering eyeglasses over the internet makes up for the extra cost
   B) as good as an in-person exams
   C) dangerous and should be banned
   D) effective at detecting serious eye diseases

3) According to Dr. Lee, all you need for an at-home eye exam is ____________________.
   A) an eye chart and a computer
   B) a smartphone and eye chart
   C) an eye cover and an eye chart
   D) a computer and a smartphone

4) The bottleneckers described in this video are ____________________.
   A) insurance companies that don’t want to pay for exams unless a doctor is present
   B) the American Optometric Association and its lobbyists that oppose online eye exams
   C) people who have yet to utilize the technology available to them
   D) Opternative, because Dr. Lee’s new company will put optometrists out of work

5) According to John Stossel, his eye exam through Opternative was ____________________.
   A) as effective as an in-person exam, but he paid a more for the convenience of the online exam
   B) as effective an in-person exam, although he paid less
   C) less effective than an in-person exam, but cheaper
   D) more effective than in-person exam
Eye Test Innovators – Answer Key:
1. D
2. B
3. D
4. B
5. B