

## Ask Your Patients, Improve Your Practice

An increasing number of small businesses are utilizing online surveys, according to – you guessed it – the results of a recent survey. Among the reported benefits of conducting surveys: honest, instantaneous feedback and improved insights into your business.

REPORTED REASONS FOR USING ONLINE SURVEYS:  
TO HELP MAKE DECISIONS ABOUT...



SOURCE: Online Survey Usage Increases 118% Among Small Businesses.  
Survey conducted by Zoomerang ([www.zoomerang.com](http://www.zoomerang.com)).