Eye-conic Approaches to Eye Health

SESSION 4

Prevent Blindness
Focus on Eye Health
National Summit

Engaging Technology to Support Vision Health and Quality of Life

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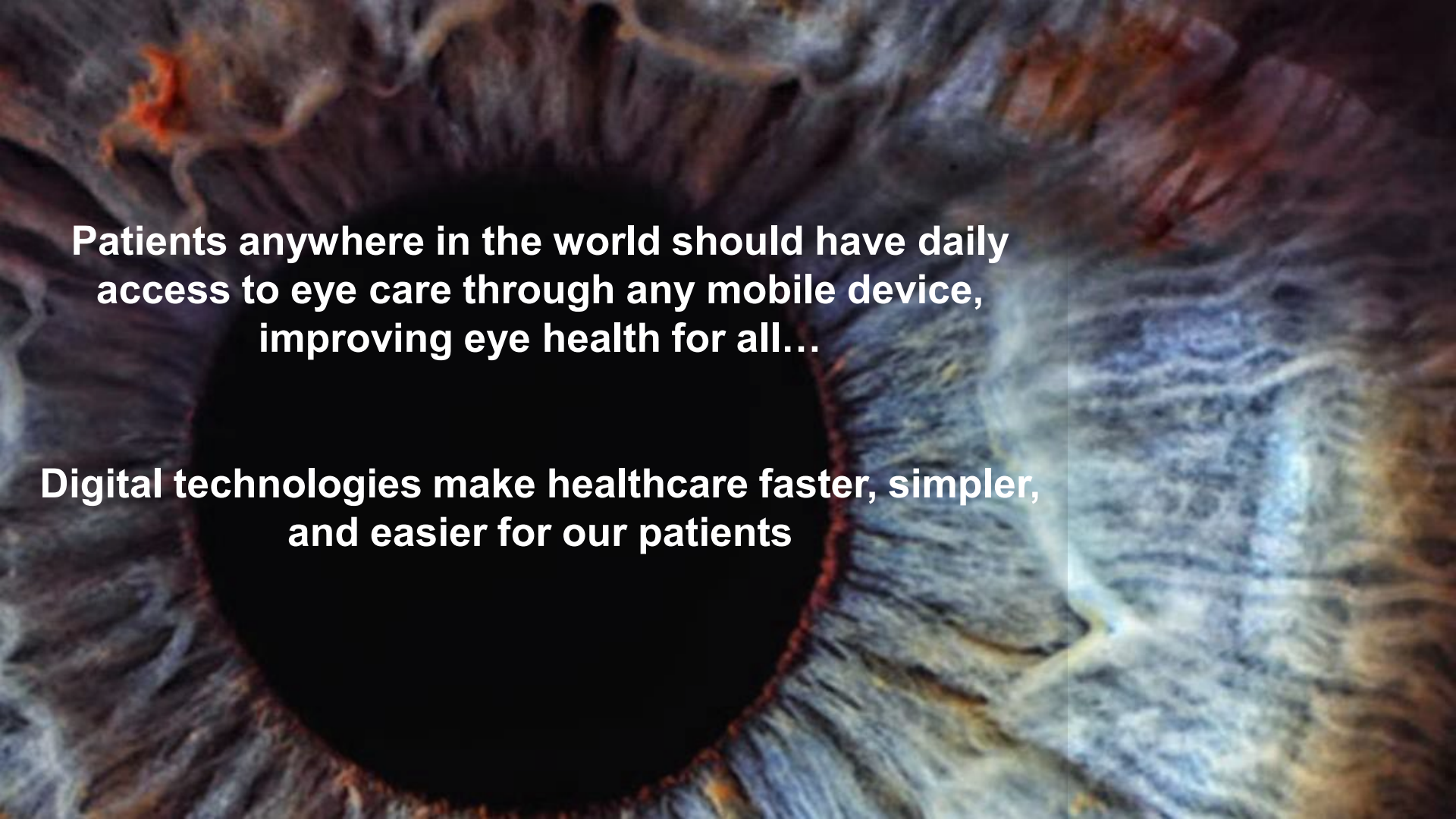
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Patients anywhere in the world should have daily access to eye care through any mobile device, improving eye health for all…

Digital technologies make healthcare faster, simpler, and easier for our patients

Globally, 2.2bn people are visually impaired. Half could have been saved

Patients as consumers. We must adapt to the growing demands of the global eye care market

The Economic Burden of Visual Impairment is Clear

$410bn

globally, per year

$139bn

in the US, per year

*World Health Organization, 2020

Often, the same simple solution helps people from both extremes

Our daily lives have already shifted to digital

Digital interaction is taking a greater role in the most intimate aspects of our daily lives

Gaming… **Working…** **Learning…** **Shopping…** **Banking…** **Dating…**
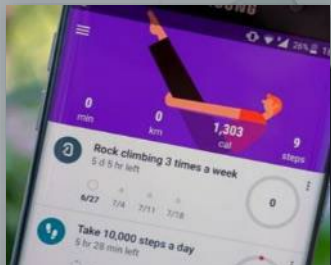
Healthcare has become the latest aspect of our lives to welcome innovation

Digital health has enabled a shift from 'patient' to 'consumer' behavior

Vision is one of the last remaining frontiers for digital health

We will move eye care from 'have-to' to 'want-to' by empowering patients through technology

Patients as consumers, with clear aims and preferences

Effective in-home solutions and direct to patient platforms

Earlier interventions and better quality of life outcomes

Accessible, intuitive eye care will impact every stage of our lives

Poor vision means that **30%** of kids suffer a significant impact on long-term health, school performance and social development

Decreased productivity through refractive error and presbyopia

The **leading cause** of hip fractures, car accidents, and cognitive decline is cataracts

Every condition affects more than just the patient

Impacting quality of life

The most common causes of blindness around the world are treatable or preventable

Normal Vision

Normal Vision

Normal Vision

Macular Degeneration

Cataracts

Glaucoma

Vision. More than meets the eye

Vision unlocks other healthcare solutions

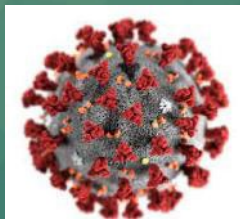**By analyzing the eye, we can diagnose early signs of many other diseases...**

Autism

Alzheimer's

Covid

Heart Disease

Oxygen Levels

Diabetes

Stroke

Traumatic Brain Injury

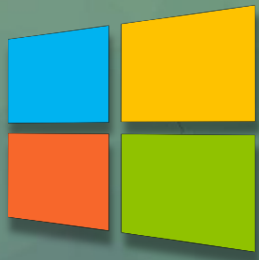**Migraine**

Dementia

Technology Solutions

Digital health for eye care enables patients, clinicians, big tech, industry, & insurers can interact seamlessly with one another

Focus on cutting-edge digital tools for telehealth, IoT, data analytics, remote patient monitoring, education, patient engagement, and decentralized clinical trials

While generating aggregate data insights in the process

Every device can improve the long-term health of its user

Creating global impact through billions of devices, that cannot be achieved through existing eye care processes

By giving our partners the tools they need to be successful, their customers become successful.

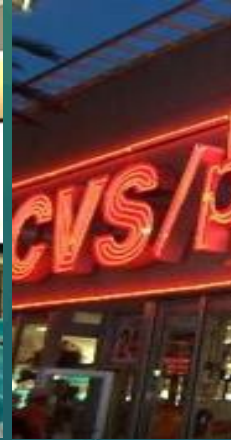When our partners and patients win, we all win.

Everyone wins…

Eyecare　　**Pharma**　　**Tech**　　**Industry**　　**Retail**　　**Payers**　　**Employers**

Reaching patients before they know they're patients

THANK YOU