Engaging Technology to Support Vision Health and Quality of Life

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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

Macular Degeneration

Normal Vision

Cataracts

Normal Vision

Glaucoma

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